

MICHIGAN TRADESMAN

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Forty-third Year

GRAND RAPIDS, WEDNESDAY, APRIL 14, 1926

Number 2221

The House of Never

The House of Never is built, they say,
Just over the hills of the By and By,
Its gates are reached by a devious way,
Hidden from all but an angel's eye.
It winds about and in and out,
The hills and dales to sever.
Once over the hills of the By and By
And you're lost in the House of Never.

The House of Never is filled with waits,
With just-in-a-minute and pretty-soons.
The noise of their wings as they beat the gates
Comes back to earth in the afternoons,
When shadows fly across the sky
And rushes rude endeavor
To question the hill of the By and By
As they ask for the House of Never.

The House of Never was built with tears,
And lost in the hills of the By and By
Are a million hopes and a million fears,
A baby's smile and a woman's cry.
The winding way seems bright to-day,
Then darkness falls forever,
For over the hills of the By and By
Sorrow waits in the House of Never.

Poems Unwritten

There are poems unwritten, and songs unsung,
Sweeter than any that ever were heard —
Poems that wait for an angel tongue,
Songs that but long for a Paradise bird.

Poems that ripple through lowliest lives —
Poems unnoted and hidden away
Down in the souls where the beautiful thrives,
Sweetly as the flowers in the airs of May.

Poems that only the angels above us,
Looking down deep in our hearts may behold —
Felt, though unseen, by the beings who love us,
Written on lives as in letters of gold.

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.

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MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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of Grand Rapids as second class matter
under Act of March 3, 1879.**DETROIT'S LEADING HOTELS.****Pen Pictures of the Russell and Cadillac.**

In closing article one, the writer enumerated the more prominent hotels in Detroit up to 1892.

I have never yet had any satisfactory explanation why so many hotels were built out on Grand River avenue in the vicinity of the Brunswick, the old Bagley (now the Morgan), etc., while the Russell and old Griswold held the center of activities. Some have ventured that it was due to the stage coach patronage coming in on the Grand River pike. However, it can be said that in the days before my reviews those two particular hotels were considered the gilt edge places. But as business centered around Griswold street, Cadillac Square, etc., the houses further out became of lesser importance. Possibly I ought not to say that; but I desire to convey their patronage was reduced from what might be termed high class to a lesser nature.

But those two hotels are there today. The Morgan, I believe, has succeeded better than the Brunswick did, or at least for a number of years; just how they are getting along these days with so many new hotels in Detroit, I have no means of knowing, as I have not been near them for many years. I recall with pleasure my acquaintance with Mr. Morgan, who became proprietor I don't know when, when I was at the Hotel Charlevoix, 1910-1914. A typical old time landlord, so to speak. He later built the Lindel, near the Morgan, conducted that himself, and gave over the Morgan to other interests. A mighty fine fellow. I learn that he died a week ago.

The Brunswick had its ups and downs. When I first knew of the house it was on the down grade. Along in the early 1900's Harry Zeese took

hold of it. Harry, as many will recall, had won favor at the Griswold under Postal & Morey and also as manager of the Oriental. The Brunswick is now being run by a man named Briggs and makes good money.

I have not exact data as to when the Russell House opened, but it was long before the old Griswold was torn down. Chittenden & McCreary were the first proprietors I knew. They continued in partnership for several years, McCreary retiring to take over the Colonial Hotel at Cleveland, in partnership with a Mr. Furst, who had come out of the St. James, at Denver, Colorado.

I don't believe I got real well acquainted with the Russell until along about 1902-3. What a hotel it was for those days—the great social center for Detroit. If you really wanted to find some one of importance, go to the Russell. It was the political headquarters of all Michigan, and many a governor and congressman received his o. k. to run for office within the walls of that famous old hotel. That many of the first features in a political race were instituted before the mahogany bar and brass foot rail goes without saying, but many a session was held there behind closed doors. Many a political aspirant bit the dust of defeat there and many others went on to political success.

The Russell enjoyed a wonderful commercial and touring patronage. Its rates in those days were very high, as rates were then considered, but what wonderful rooms, what wonderful foods, what wonderful service! Even at its seemingly higher rates, one surely received great values. I recall paying \$3.50 on the American plan there along about 1902-3, and while I knew it was a very good price I never regretted the venture. When it changed from the American plan to the European plan, dire results were predicted for it, but it prospered to the end. Its bar alone was said to have made a net profit running up into many thousands of dollars each year. It was also headquarters for a very large patronage of commercial men with trunk lines; its display rooms were the talk of the entire country.

Wm. J. Chittenden continued as the sole proprietor of the Russell House until it was torn down to give place to the Hotel Ponchartrain along about 1905—exactly what year I do not recall. His son, Wm. J. Chittenden, now resident manager at the Book-Cadillac, grew up in the hotel business with his father and afterwards was a partner with George Woolley at the Ponchartrain. Mr. Woolley came there from the Iroquois, at Buffalo.

I wish words were at my command

to convey an adequate idea of the Senior Chittenden. A real "old master in hotel keeping," he has often been termed. I think for a man who had as many cares as he did at times, I can never recall a man who was more even tempered at most times. When he did "fly up", which was not often, he was quick to act, very effective in what he set out to do, and woe to the guest or employee who had brought him to such a stage of action.

His last days were quietly passed in Detroit, where he enjoyed life to its fullest extent. I recall having a visit with him along about 1912 and he told me much of his life as a hotel keeper. I think I am safe in saying that not only in Detroit, but with all who were patrons of the wonderfully conducted Russell House, Mr. Chittenden was held in the highest respect. It is said of him that he never let a friend go in want; that the money he lost in ventures with friends was enough to make most people well to do, but that no patron ever came to him with a reasonable appeal for help but what assistance was given. I am sure his name will long be remembered most kindly by those who knew him best as a most excellent landlord, the old school kind, of which we know nothing about these days, a high class citizen and a remarkable man all round.

The review of the Pontchartrain I will pick up in a later article.

As noted in Article I, the Cadillac came into existence during the summer of 1890. I am not quite sure, but believe the building which afterwards became the Cadillac was originally known as the Antisdel House. What connection this Antisdel had with the hotel man of the same name at Grand Rapids, I am rather hazy on, but may gather that later. At all events the property came into the possession of Daniel Scotten—he of tobacco fame. He enlarged and remodeled it and made the proposition a very desirable one.

VanEst & Graves were the first proprietors of the Cadillac. Previously they had been for some years at the old Griswold. The combination was one of the strangest and one of the most successful in the history of American hotel keeping. The original partnership was between Mr. VanEst and Mr. Graves. Their career at the old Griswold was one of success at good hotel keeping, and it was heralded with delight when it was known they were to conduct the more pretentious Cadillac.

The original partnership was between two men—VanEst and Graves. I have never been able to verify whether there was a divorce between

Mr. and Mrs. VanEst or not; some say there was, others say not. But be that as it may, Mr. VanEst died. But the partnership continued under the same name. Later Mrs. VanEst married Mr. Graves, but the partnership name was never changed.

They remained at the Cadillac until about 1900, conducting a remarkably fine hotel, one which stands out in the history of Detroit hotels second to none.

On leaving Detroit they went to New York City, took over an older hotel on Broadway, expended a fortune on it, re-named it the Cadillac and conducted it for years with marked success. Mr. Graves died there, the widow continued the business for a time and then sold out. Whether she ever married again, I am unable to say. Neither of them came back to Detroit to any great extent.

While my acquaintance with this couple was not very intimate, as I recall them, they were very well adapted to work together.

Mrs. VanEst-Graves, never as long as she was in Detroit, kept her hands off the house keeping department. Not but what the hotel had a house keeper, but Mrs. VanEst-Graves was very attentive to the duties of this department—so much so that the Cadillac had a reputation of being one of the cleanest and best kept hotels in the land. Mr. Graves was a character within himself; he could not be termed a friend getter or winner, yet he had no real enemies. He knew every feature of good hotel keeping and was from the top to the bottom of his house many times each day. He was more or less distant except to his most intimate acquaintances. He loved a good horse and a good dog. He was a rare judge of the finest wines and liquors and knew the cigar game from the first to last. In the selection, preparation and serving of foods he had no superior in those days.

The Cadillac was a high priced house, even in those days, but it won favor from the start. It cut in some on the Russell up-state trade, especially family patronage. It did not, however, ever gain from the Russell the political prominence it enjoyed.

In about 1900 William and James Swartz, two brothers, took possession of the Cadillac. They came from the Clarendon, at Zanesville, Ohio, where they had been very successful.

William was a bachelor, James was married. And if there were ever two opposite characters, it was those two men. James was the lesser refined of the two; William was one of the most amiable men it has ever been my pleasure to meet.

(Continued on page 32)

CONDUCTING A MEAT MARKET

Ten Fundamentals Necessary To Its Success.*

Of the numerous types of retail stores few, if any, present as many problems which call for careful judgment as does the retail meat market. And it may be truthfully stated that none is actually less understood upon the part of the public than is this self-same retail meat market.

How to conduct it properly constitutes one of the fine arts of merchandising. Merely conducting it is the difference between success and partial success, and the latter is but one step removed from failure itself. The record of experience of men engaged in the retail meat business will prove enlightening to every dealer who is interested in the study of fundamentals essential to his advancement.

Summed up briefly, the fundamentals necessary to success are: knowledge of the business and capital with which to conduct it. The latter requirement is so self-evident that further comment in that direction is unnecessary. Let us classify and treat the details of the former:

1. Complete familiarity with the line—with beef, pork, veal, mutton, and various meat products and specialties sold in the market.
2. Relative proportions of the various cuts and how to balance the carcass to a profit.
3. Efficient employees.
4. Advantageous shop location.
5. Sanitation and ventilation; refrigeration.
6. Understanding of patrons' requirements.
7. Adequate display of products.
8. Credits and collections; proper accounting.
9. Advertising.
10. Business control.

At the outset, it should be borne in mind that the meat business is a specialized operation of selling a highly perishable line of products. Perhaps no other line requires such rapid turnover in order to avoid loss.

Beef, pork, veal, and mutton—each affords a complete study in itself. There are many types and qualities of beef—indeed, of the entire line. The market owner and his employees should be thoroughly informed regarding them. The consuming public dictates the popularity of the various meat cuts; consequently, other cuts are in lesser demand—they move slower, they are sold cheaper. The old law of supply and demand holds good to a remarkable degree in this industry.

Meat charts are easily available and they show the various cuts, and the percentage of the carcass which they represent. These charts should be placed in a conspicuous place where the owner, his employees and the public may readily see them. In fact, were the public more thoroughly informed as to the exact relationship of the various meat cuts to the actual carcass price, they would have an en-

tirely different conception of the net profits accruing from this business.

The owner should make frequent cutting tests for the benefit of himself and his employees. The carcass price is merely the "pivot" point to gauge selling. Many dealers overlook the importance of studying the breaking up of the side of beef, so as to determine the value of each cut. As regards weight, the round represents 24 per cent., the loin 17 per cent., the rib 9 per cent., the chuck 28 per cent., the flank 4 per cent., and the suet 4 per cent.—but the revenue from the different cuts does not bear the same relation. The consuming public has long since decided that some of these cuts shall sell below the carcass price, and consequently other cuts have to sell above, so as to make up the difference. It is the dealer's responsibility to know which shall sell above and how much.

Each type of meat should be bought and sold upon its respective merits, as regards quality and desirability. There are almost as many grades of beef as there are beef animals. The meat from a range steer is not the same as the meat from a corn-fed steer, and there is a difference between cow beef, heifer beef and the various other grades. Getting the right assortment of grades to satisfy his customers' needs is a problem which deserves the attention of every retailer.

With respect to the grades of meat and their respective merits, an immense amount of educational work has been done by the National Live Stock and Meat Board, by the Institute of American Meat Packers, by the National associations of retail meat dealers and retail grocers, and by the Bureau of Economics of the United States Department of Agriculture. There are in existence many charts, surveys, analyses, reports and statistics published by these various agencies and companies, copies of which may be obtained by request.

Every great success in business can attribute its well-being to perfected organization and this means efficiency in buying, efficiency in selling, efficiency in general management. Most people judge an institution by the treatment they receive from it. Courtesy attracts and holds patronage—carelessness, lack of courtesy, repels it. Tactful salespeople—thoughtful, obliging and neat in appearance, influence increases in purchases. A successful retailer states: "It is a permanent rule with our organization that we treat all courteously, being friendly, but never patronizing or 'fresh'."

A skilful salesman watches the patron intently, studiously, interestedly. He knows when and how to say: "May I suggest such-and-such" when the customer has apparently forgotten an item or is undecided as to the kind of meat to buy. He does not overdo it when the customer hesitates. He is so well acquainted with his customers that he can suggest something different for the menu; he can discuss economies; variety in luncheons or special events.

Sales depend upon more than good

meats. They require the right presentation. The employee's mental attitude is sometime affected by conditions at home, personal health, financial condition or other commonly known causes. Many dollars' worth of business has been lost through someone "having a grouch." As long as you are serving the public, never let the "grouch" be on your side of the counter. It's a business loser.

The market that radiates friendliness enjoys the good will of the entire community. Mothers prefer to send their children to the store where the little ones receive friendly attention. The boys and girls of to-day are the adults of to-morrow. Many a mother and father will tell you that they traded with one market over a period of years because of the impressions received in early life.

The location of your market unquestionably has an influence upon your business volume. One of the leading retailers in the country says: "I can actually trace the success of my business to advantageous location." Notwithstanding the intricate nature of the retail meat business and its highly competitive nature, many individuals take the chance of attracting business to an unfavorable location. The successful market must have the public to draw upon. Side streets or wrong sides of streets with ill-favored surroundings, too high rents with too small buying population inevitably bring failure.

The discerning dealer will not establish a market without first making a complete survey of its dollar-bringing possibilities. The market, like the owner, must have a personality that inspires confidence. Prominence in your chosen field is not brought about by accident. The public must know who you are, where you are, and what you have to sell. Your market name must become a "buy-word" with a fullness in its meaning, if you expect to profitably realize from your investment in it. People become accustomed to traveling one side of the street and passing one certain corner; the wide-awake dealer "tunes in" on people's peculiarities and locates along the well-traveled road.

There is nothing so conducive to good business as cleanliness, and this covers sanitation, ventilation and refrigeration. The selling of meats, by its very nature, inclines to the negative in respect to "spic-and-span-ness," unless the dealer and his employees are ever on the alert. Waste, trimmings, grease, unsightliness and unsalability follow in quick order where the slightest tendency toward carelessness or uncleanness is allowed to exist.

All open spaces under or behind the counters, in back rooms, cellars, or elsewhere, should be frequently and thoroughly cleansed; old sawdust removed, counters scrubbed, window panes in ice-boxes and counters polished to crystal transparency; all hooks, shelves—in fact, everything coming in direct contact with the public, the proprietor or the products—should be frequently inspected and made sanitary. The same rule applies

to the ice-box. Cleanliness, sanitation and ventilation have a dollars-and-cents cash value. This is especially true in warm weather with its deteriorating effects, but the rule is effective all year round.

Waste in product, as well as finance, is oftentimes directly due to poor and inefficient refrigeration. An old leaking ice-box is a perpetual drain upon refrigeration and, where ice is used, lowers the salability of the products. No up-to-date meat dealer can afford to go along month-in-and-month-out with antiquated equipment. Among modern inventions, the ice machine or "refrigeration plant," even though it be the minimum size in ton-capacity is one of the advantages of to-day. With its automatic shut-off, you are paying only for the refrigeration you actually use. Refrigerated counters and show-cases can be connected with your ice plant at comparatively small cost. Where ice is used, refrigerated show-cases or counters pay for themselves many times over through the sales that are made by inviting displays of meat cuts.

Understanding of patron's requirements is a big element in successful selling in any line of business, and especially in the retail meat industry. Take time to know something about the size and nature of your patron's family. Try to ascertain enough about the size of her home and facilities for preparing meals so that you can assist her in making intelligent meat purchases. The buying habits of our people, due to our present day standards, work a hardship upon the wholesale as well as retail dealer in disposing of all the cuts of the livestock. Nevertheless, we are going to have to keep right on taking care of their likes and dislikes, tastes and wishes, regardless of the fact that it would be highly acceptable to have them alternate their demands for porterhouse and chops with juicy stews and pot-roasts every other day.

Many successful retail meat dealers have their wives clip out suggestions from the food pages of the daily newspapers and women's magazines. These are then featured to the consumer. There is assuredly enough variety in beef, pork, veal and mutton to satisfy anyone's taste for meats. The trouble has been that not enough effort has been made to educate the public to variety. Meat recipes are available for the retail meat dealer and they offer selling suggestions of real merit. "What shall we eat," is as important as "When shall we eat."

Numerous instances have been known where families accustomed to having meat in their diet regularly "tapered off" or discontinued entirely several days each week because they felt they could not afford to eat meat. They were concentrating upon the higher-priced cuts, and after a little effort upon the part of the dealer they were shown how the lesser-known cuts could be prepared in a most appetizing, wholesome and nourishing manner, with the result that a "substitute" for meat was not used.

With the advent of the refrigerated

*Paper read at annual convention Retail Grocers and General Merchants Association by I. M. Hoagland, of Chicago.

show-window, show-case and counter, fresh meats have been displayed with safety to a greater extent than ever before in the history of retailing. Every dealer knows his financial condition (or should know it) sufficiently well to decide upon investment in these modern ideas in equipment. Until such time as he is able, however, he can display fresh cuts in the ice-box all year 'round, and in the show-windows during the winter months.

Many dealers have increased their volume greatly by displaying cuts, steaks, chops and roasts on porcelain or stone platters and selling directly from them. Proper care should be used in seeing that sales are made directly from the platters which are replenished from time to time from the ice-box. The investment of a few dimes in parsley and lettuce, with a few fern leaves, will repay you many times over.

Appetite appeal is an outstanding factor in selling food. Appearance, freshness, range of selection and economy should be carefully considered when making displays. One of the newest developments is the selling of "Ready-to-Serve" meats, which include such tasty meat foods as boiled ham, baked ham, cooked loin roll, smoked sausages, veal loaf, cooked corned beef, and other specialties from the wholesaler, augmented with roast beef, roast pork, etc., prepared by the meat dealer. The name of each product and the price per pound should appear conspicuously and neatly with each display. By "departmentizing" or making a unit of these "Ready-to-Serve" meats, you will have a feature that will attract considerable business which you might not otherwise get, and it will not lessen your fresh meat volume.

Every survey or investigation of the retail meat business brings out the deplorable fact that too many men fail because they do not have sufficient capital with which to operate. This has been brought about in most cases through inadequate or inefficient systems—or no systems at all—plus reckless extension of credits and poor collection methods.

Credit seems to be one of the easiest things in the world to obtain nowadays. After the luxuries have been paid for in the way of installments each week or month, followed by certain necessities, of course, the retail meat dealer, in some cases, finally receives his payment. There is this much to be said about credit: It is an expression of confidence, without which the wheels of commerce would be slowed down to the eventual stopping place. Credit must always exist, but the extension of credit requires careful judgment, a thorough knowledge of the applicant's moral and financial character, and responsibility.

"A sale is not a sale, 'til the money's in the till" is a good rule in business. Until the purchases are actually paid for they are "charge accounts" or "loans" and you can safely wager that they will not stand up as good collateral should an emergency arise. Credit with safety should be your rule in business. When payment on state-

ment is postponed, do not allow it to run over another week or month without fullest investigation. Satisfy yourself as to the cause. The best customers are those who keep their accounts paid up regularly and are not allowed to lapse.

The Institute of American Meat Packers, in collaboration with the U. S. Department of Agriculture and Northwestern University, has evolved a most thorough system of accounting or bookkeeping, which is available at a reasonable cost—in fact, at practically the nominal expense of printing. The first edition is completely exhausted; so great has been the demand for it upon the part of retail meat dealers. We are advised that a new supply will be available in the near future. All dealers who are interested should communicate with Mr. W. C. Davis, Business Specialist, Bureau of Economics, U. S. Department of Agriculture, Washington, D. C.

The specimen sheets show a daily record, including cash sales, cash received from customers on accounts, bank deposits, daily expenses, charge sales and credit purchases. The statement of profit and loss represents a four weeks' period, with gross and net income. It is very complete and concise. It is well worth the attention of every retail meat dealer. It will show you where you stand at all times and will prove invaluable in making up income tax returns. It will enable you to make investments safely through the knowledge of the exact condition of your business. Proper records are indispensable in the proper conduct of a meat market.

Finally, let it be remembered that the element known as business control dominates in the operating of your establishment. Proper control of purchases, proper control of selling, of personnel, of business policies, of market management, of finance—all these make for the success of your institution. Frequent analysis of your business, its varying condition, its fluctuations, its profits and losses, and have a definite bearing upon the safety of your course. Delegate certain responsibilities to certain members of your organization and see that they are carried out. Take more time yourself to direct. See your business from a wider perspective—know more about it each day. Be a consistent advertiser of the fact that you are a "live wire" in your community—that you are merchandiser of a line of products indispensable to the welfare, health and progress of the nation—conducting a meat market profitably.

From Former Dean of Agriculture,
Cornell University.

Ithaca, N. Y., April 9—May the Lord bless you for writing that article in the Michigan Tradesman on the country church. One such church as this is worth more than all our theories and transcends our petty controversies. I shall send this article to one of my minister friends. L. H. Bailey.

It is a mistake to regard store fixtures as something to be used until worn out. They are to be used only until replaceable by some improved and more efficient type.

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

KEEP THIS IN MIND

**QUAKER FOOD PRODUCTS
ARE BETTER**

BEST VALUE FOR THE PRICE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

And Many Customers Know It

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

Don't Say Bread

— Say

HOLSUM

MOVEMENTS OF MERCHANTS.

Fenton—George W. Pellett has added a line of shoes to his stock of dry goods.

Bay City—Broas, Galloway & Co., clothing, has changed its name to the Marcoux Co.

Detroit—The Scheiwe Coal & Ice Co., 6356 Mack avenue, has increased its capital stock from \$500,000 to \$650,000.

Detroit—The Detroit Stoker Co., 3-120 General Motors building, has increased its capital stock from \$200,000 to \$300,000.

Benton Harbor—Jacobs & Adelberg, proprietors of the New York Outlet Store, boots and shoes, has filed a petition in bankruptcy.

Hersey—Milo Blanchard has sold his grocery stock to W. F. Sprague, who will consolidate it with his stock of groceries and dry goods.

Detroit—The Rucker Co., 1931 Howard street, has been incorporated to deal in food products, with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Ann Arbor—The K. Y. S. Motor Sales Co., 112 South First street, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The National Development & Construction Co., 824 Book building, has been incorporated with an authorized capital stock of \$1,200, all of which has been subscribed and \$300 paid in in cash.

Detroit—Roy E. Bodimer has merged his drug business into a stock company under the style of the Bodimer Drug Co., 1325 Clay avenue, with an authorized capital stock of \$50,000, \$1,500 of which has been subscribed and paid in in property.

Detroit—The Service Drug Co., 11166 Grand River avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$700 in cash and \$9,300 in property.

Kalamazoo—The Lumberman's Credit & Warehouse Co., 725 Third street, has been incorporated to deal in lumber, fuel, etc., at wholesale and retail, with an authorized capital stock of \$21,000, \$7,000 of which has been subscribed and paid in in cash.

Bessemer—The Michela Corporation has been incorporated to deal in fuel, lumber and building materials, at wholesale and retail, with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in, \$10,500 in cash and \$24,500 in property.

Detroit—The Standard Home Equipment Co., 2126 Berwick avenue, has been incorporated to conduct a retail electrical equipment business, with an authorized capital stock of \$2,000, of which amount \$990 has been subscribed and paid in, \$500 in cash and \$490 in property.

Mason—D. G. Barr, wholesale and retail dealer in automobiles, accessories, parts, oils, greases, etc., has merged his business into a stock company

under the style of D. G. Barr & Son, Inc., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Industrial Sales Corporation, Seven Mile Road and John R street, has been incorporated to deal at wholesale and retail in autos, accessories and radios, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,000 in cash and \$24,000 in property.

Petoskey—Smith & Lake have sold their grocery stock and meat market to Patrick Steiner, who recently retired from the grocery firm of Chat-taway & Steiner. Smith & Lake have been a tower of strength in the grocery trade of Northern Michigan and their retirement from business will be a matter of great regret to all concerned.

Manufacturing Matters.

Sparta—The Sparta Foundry Co., manufacturer of cast iron rings, now is employing 110 workers. The company is operating in the former plant of the Sears-Roebuck Co.

Highland Park—The Ez-Ol Chemical Co., 13973 Woodward avenue, has been incorporated to manufacture and deal in soap, ointment, salve, etc., with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Wall Bros. Co., manufacturer of oxygen, acetylene gas and other gases, has merged its business into a stock company under the style of the Wall Brother Oxygen Co., 929 Majestic building, with an authorized capital stock of \$60,000, of which amount \$33,000 has been subscribed, \$8,000 paid in in cash and \$17,000 in property.

Flint—The A-C Spark Plug Co. is breaking ground for another new factory. It would be located on the East Side Belt Line railroad, adjacent to the large factory purchased from the Dort Motor Co., some months ago. Besides its original line of spark plugs, the company is now manufacturing speedometers, air cleaners, mufflers, oil filters in addition to ceramic tile products for the building trade.

The Treasury Department is making another effort to regularize payment of American war claims against Germany and German claims against the United States. The scheme is embodied in a bill introduced by Representative Mills of New York City. It provides that the United States Government immediately pay the claims of American citizens; the Treasury is to borrow to meet the payments and to be reimbursed by funds due the United States under the Dawes plan. The advantage is that American claimants who would have to wait, in some cases for eighty years for direct payment from Germany will be able to get settlement immediately. One disadvantage, from the viewpoint of governmental finance, is the uncertainty that the Dawes plan will survive. But something must be left to the future; and these American claims, together with those concerning the return of German property seized during the war, should, as a matter of expediency, be liquidated.

More About Old Time Local Merchants.

Homer B. Jarvis was a dealer in furs and headwear for men sixty years ago. He was located on the angle that divides the Grand Rapids National Bank and the Houseman-Jones store. His home was on the Northwest corner of Ionia avenue and Louis street. Jarvis died and his widow sold the corner to E. Crofton Fox who erected a seven story building thereon.

George P. Barnard was a dealer in books and stationery on the Northeast corner of Monroe avenue and Pearl street. Charles W. Eaton and Charles D. Lyon returned to civil life after the close of the war between the states, purchased the Barnard stock and continued the business under the firm name of Eaton & Lyon. Barnard moved to Chicago and opened a store on North Dearborn street, where he remained several years.

H. S. Ismon & Son were dealers in dry goods in Jackson. About 1872 they leased a store in the Island company's building, on Pearl street, and moved their stock to Grand Rapids. A jobbing department was added and George Ismon, the son, became well-known as the firm's traveling representative.

Standart & Son occupied a store in the Island company's building and sold groceries and provisions, wholesale.

Daniel McConnell was a dealer in dry goods before the civil war. He had been a soldier and won distinction in the Mexican war and when the drums were beating calling the men of the republic to arms in 1861 McConnell closed his store and went to the front as an officer of the Third Michigan Infantry. When war ceased and McConnell, who had gained the rank of Colonel, returned to private life, he opened a loan office in the arcade and carried on business until the close of his life. McConnell married a daughter of Judge Munday, a noted bar-rister of pioneer days, and their daughter in later years married C. W. Jennings, of Grand Rapids.

Ionia avenue, between Monroe avenue and Fulton street, was quite fully occupied by Godfreys and Godfroys. Freeman and Silas F. Godfrey (associated with George H. White) occupied a low wooden building on the site of the Home Savings bank, where they sold building materials and managed the gypsum mining and reduction business of Godfrey, White & Co. William H. Godfrey, who owned a home in the block, served the people in minor political offices. Another Godfrey owned and occupied a large and imposing colonial mansion on the triangle. Godfrey died and his son, Charles G.—will be remembered as the manager of a somewhat disorderly hotel and vaudeville show on Reeds Lake—sold it to Dr. N. J. Aiken, who subsequently sold it to Rindge, Bertsch & Co., who erected and operated a shoe factory thereon many years.

A small hotel, patronized mostly by show people of minor importance, was erected on the Southeast corner of Ionia avenue and Louis street. It was known as the Beckel House. It was razed about thirty years ago to make a place for a building to be devoted to commerce.

A lady physician (Mrs. Cross), who specialized in the treatment of eyes, owned a substantial home in the center of the block. One of her patients, named Smith, finally induced the lady to accept him as a husband, close her office and move to Seattle.

Arthur Scott White.

A Hint on Bockwurst.

In going around among the retailers of meats, including the delicatessen dealers, we find among other meats on display, Bockwurst. The groundhog coming out of his hole in February does not suggest the coming of Spring with near the certainty that the presence of Bockwurst on sale in retail stores does. The groundhog goes back for another snooze in nearly every case, but the Bockwurst stays out. There was another Bock that usually made its appearance about the time Bockwurst came out each year, but no more. Just a little later in the Spring Bockwurst will be found in all well regulated stores that handle sausage regularly, especially if located in a section where Germans live. No product in the sausage line is made true to form so generally as Bockwurst. Only the choicest meats are used in its preparation, and when cooked by boiling, as it should be, the light grey color, accentuated by the green specks of leek, is pleasant to the eye and the delicious flavor is particularly pleasing to the taste. Besides being a good, wholesome food, containing the protein and fats so necessary to life, it represents a traditional meat dish that carries considerable sentiment with it. It is, in a way, a part of a celebration or festivity in eating, and nothing adds more to the interest and goodness of a meal than jovial companions, usually found at boards where special traditional foods are served. The period of Bockwurst market life is not long, being sold in any general way only during the weeks of Spring, usually during March and early April. The ingredients of which it is made do not permit of manufacture and sale during the warmer months, since handling as sausage is usually handled by manufacturers permits of two to three days to elapse under best conditions between time goods are manufactured and when sold. There is danger of Bockwurst turning sour if held that long, unless under more certain refrigeration. Other sausage products may be held with relative safety for periods that would cause deterioration or absolute loss with respect to Bockwurst. Since we are interested in consumers getting the greatest satisfaction from what they buy, we advise watching for and buying Bockwurst when offered.

His Secret Revealed When Whistling Rooster Dies.

New York, April 9—New Rochelle's famous whistling rooster, which has served as alarm clock for boatmen living near the old mill dam on Echo Bay, died this week, and an autopsy revealed the cause of its ability to whistle like a siren instead of crowing. Curious persons found a tiny metal whistle lodged in the windpipe. Death was caused when a small pea lodged in the whistle and choked the bird. For many years the rooster had startled the boatmen at daybreak by whistling and flapping his wings. Adam Sarnefeld, a farmer, claimed ownership of the fowl.

Essential Features of the Grocery Staples.

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

Tea—Signs are not wanting that the tea market may soon emerge from its long period of quietude, for indications are multiplying that distributors cannot much longer defer the time of making necessary replacements. For weeks past the market's breadth has been restricted to consumers' immediate wants. Owing to his inability to obtain any kind of a concession in the matter of price the consumer kept paring down the size of his purchases until they are now running at about one-tenth of normal. In the face of this condition first hand prices have shown no tendency to decline. London, the pivotal market, has been suspended for a fortnight during Easter holidays, but is expected to resume to-day when full quantities are catalogued for sale. It is doubtful if any change from the strong tone which has for so long prevailed will develop. The bulk of what business is moving locally is still concentrated in black teas. Japans and Formosas are quiet and are showing only a moderate activity, it is reported. Reference in these columns to a forward delivery sale of Java teas in the Batavia market last week which did not provide for delivery here until next March, 1927, has provoked no end of elementary discussion on the part of interests who were in no manner concerned with the transaction. It is reiterated that Java teas for this particular delivery sold at an advance approximating two gold cents over the prices that had previously been paid.

Coffee—Brazilian shippers continue to show keen anxiety to sell, and in the opinion of some interests the instability of the market is taken as a sign that until Brazil is successful in moving round quantities of coffee support lent the market by the defense committee will not prove adequate. In the opinion of one authority the defense committee is at present amply supplied with funds and in a position, therefore, to hold prices by purchasers on the present level at least. In Santos there is a well defined feeling of unrest among exporters, based on dissatisfaction with the defense committee. On the other hand, growers and non-exporting commissarios, should have little cause for complaint. The general understanding is that the defense committee has been lavish in the matter of loans on coffee to the interior, which course acts as a continual check on selling pressure from that source.

Canned Vegetables—The whole canned food market is dominated by the vegetable situation because of a worry over the remaining part of the pack yet to be liquidated. No one knows just what is left as no check up of canner, distributor or retailer is possible when the merchandise is scattered broadcast over the trade, although it is safe to say that the amount of vegetables suitable for the average and better class of trade is far in excess of estimates. Undergrades have been the disturbing factor. They have weakened the market and have undoubtedly acted as a brake upon consumption. Some of this stock has masqueraded as of better quality than actually shown

when the can is cut and this has prejudiced the buyer, whether he be wholesale grocer or ultimate consumer. So many canned foods can be classed as favoring the buyer that the market is irregularly quoted. It is difficult to keep posted on values and this uncertainty is reflected in the character of spot trading and in the neglect of futures. Some of the depression is undoubtedly the result of a hang-over of dull business earlier in the year. To-day's market is shaping itself toward a real improvement in tone and in outlook, but the change is slow to recognize, although none the less real.

Dried Fruits—Fractional advances have been made in California prunes and in the raisins, while other items more than held their own. The demand for the tonnage products lacks force and is still represented by the transient domestic trade, which buys because more bargains are to be found in New York than elsewhere. Export markets are a minor factor but like domestic channels are counted upon to ultimately change the situation. California prunes inspire more confidence than Northwestern packs as the latter are of only a few sizes, and since 25-35s are urged to sale it has a weakening effect upon other counts. California 40s and other prunes are a trifle higher on the spot and there is not the mad rush to liquidate which bothered the trade a few weeks back. The f. o. b. market remains above a parity with New York and hence there is little buying at the source. Thompson and sultana raisins are working toward higher levels and have retained the firmness which they recently developed. The better spot market has caused a growing enquiry for goods on the Coast and bookings for forward shipment are on the increase. Independents are not aggressive sellers as they have light tonnages and cannot get fruit in any quantity from growers. There is little else to talk about except prunes and raisins since the unsold tonnage of figs, peaches and apricots is limited. No complete assortments of the two last named items can be had in any quarter and there is no hurry to sell out before new goods will appear, which will not be until mid-summer, when apricots appear.

Nuts—Nuts in the shell are in purely routine demand. The market is naturally quiet following the Easter holiday, and as there is no opportunity for a broad turnover holders are selling quietly as shortages develop among their trade. Crop prospects are favorable and are being studied so that present holdings can be liquidated with a view to replacement without any material surplus in the way of carryover. Walnuts are unsettled in tone more than in value as they have been reduced to minimum costs and no further forced liquidation is reported in any volume. Almonds are steady. Filberts are unsettled as there are ample working stocks scattered throughout the trade. Brazil nuts are chiefly in demand for nearby outlets.

Ripe Olives—Brokers who specialize in California ripe olives report a better demand, which is rapidly cleaning up the odds and ends of old crop. New crop is attracting more attention. Efforts

are being made to get the independent stores to make more of a feature of ripe olives. The product is used more freely by the foreign element than by the American people, for the reason that the latter have not been acquainted with the food value of the offering. It has been suggested that a 20c retail seller be put up for the independent stores and that opened containers be supplied by the grocer for the housewife to sample.

Olive O.I.—Jobbing activity is seasonable, although there is little speculative trading and not the usual demand for known wants of the future. Most traders are covering as they run short and pick up goods at going quotations, even though the market is hardening and may advance when goods bought at low costs are repriced to meet more recent replacements.

Molasses—Some slowing up in the demand for molasses is to be expected at this season of the year, but according to reports the movement is fully up to normal.

Rice—Conditions in the South have changed materially among the larger mills which have firmer ideas on unsold rices. The process of cleaning up the smaller factors goes on and prevents any real price betterment. Postings indicate that planting has been halted by unfavorable weather, which indicates a late crop and may result in a curtailed acreage. Foreign rice has been more active in the export field which tends to increase the local shortage.

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-224s	-----	2.50

Asparagus—65c for large bunch of California.

Bananas—7@7½c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.35
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	9.00
Brown Swede	-----	6.50
Cranberry Beans	-----	7.50

Potatoes—Buyers are paying \$3 per bushel.

Brussel's Sprouts—Florida, 40c per quart.

Butter—The market is weaker and lower. Holders sell fresh packed at 38c and prints at 40c. They pay 25c for packing stock.

Cabbage—\$5.75 per crate for new from Texas.

Carrots—New from Texas, \$2.25 per bu.

Cauliflower—California, \$2.75 per crate of 9 to 14 heads.

Celery—California washed jumbo, 65c.

Chalotts—\$1 per doz.

Cocanuts—\$1 per doz.

Cucumbers—\$3@3.25 per doz. for hot house stock from Illinois and Indiana.

Eggs—The market is weaker and also a little lower. Local dealers pay 26c for strictly fresh and hold candled at 28c.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Florida commands \$5.50@6, according to size.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$6.50
360 Red Ball	-----	5.50
300 Red Ball	-----	6.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s	-----	\$5.00
California Iceberg, 5s	-----	5.00
Hot house leaf	-----	11c

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	-----	\$7.00
150	-----	7.25
176	-----	7.25
200	-----	7.25
216	-----	7.25
252	-----	7.25
288	-----	7.00
344	-----	7.00

Sunkist Seedlings, \$6.25 for all sizes. Sunkist Red Ball, 50c cheaper.

Floridas are in ample supply on the following basis:

126	-----	\$5.50
150	-----	5.75
176	-----	6.00
200	-----	6.00
250	-----	6.00

Parsley—\$1 per doz. bunches for jumbo.

Peppers—Green, from Florida, 90c per doz.

Potatoes—Buyers are paying \$2.75@3 per bushel. The market is very firm.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	30c
Light fowls	-----	25c
Springers, 4 lbs. and up	-----	30c
Turkey (fancy) young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

Radishes—75c per doz. for home grown hot house; 40c for Arkansas White Top.

Spinach—\$1.25 per bu. for Texas.

Sweet Potatoes—Delaware kiln dried \$3.25 per hamper.

Tangerines—\$4.50 per box of any size.

Tomatoes—California \$1.75 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	16½c
Good	-----	14½c
Medium	-----	13½c
Poor	-----	9c

If you leave it to chance and to the planning of others to produce opportunities for recreation, you will find you are not getting the recreation you need.

Your ability to be a valued employee at middle age and after is going to depend not so much upon what you do now as upon what you learn now.

If nothing of value is put into your trade journal, that is the fault of the editor. If nothing of value is taken out, that is your fault.

PRELIMINARY PROCEEDINGS.

Opening Session of Grocers Convention at Muskegon.

The annual convention of the Retail Grocers and General Merchants Association of Michigan convened at the Occidental Hotel, Muskegon, at 1 o'clock yesterday afternoon. After an invocation by Dr. A. R. Jones, pastor of the Central M. E. Church, B. G. Oosterbaan, manager of the Merchants Service Bureau made, the following address of welcome:

Conventions are much much desired by every city in the United States and to secure them separate departments are maintained by chambers of commerce of the various cities interested.

It is a pleasant duty incumbent upon me to extend a cordial welcome and greeting to this great convention and to every stranger in our midst during the present week.

We tried to reflect the "Soul of Muskegon" by greeting you with a hearty handshake, a pleasant smile, an act of courtesv during your presence here last year, and you have proven by your presence here this year to what extent we succeeded.

We welcome you here again this year in behalf of all citizens of Muskegon as represented by its administration represented by the Hon. Major Lincoln Estes, who is a business man with you, in behalf of the Chamber of Commerce, representative of all the business interest of this splendid community, which we feel proud to call "Greater Muskegon." In behalf of that splendid representation of business men, the wholesalers, without whose good will and financial co-operation this convention would not have been possible. They are: the W. R. Roach Co., Muskegon Candy Corporation, Muller Baking Co., A. R. Walker Candy Corp., Steindler Paper Co., Fleischman Co., Muskegon Milling Co., Hasper Baking Co., Michigan Tradesman, President Christensen, Secretary Gezon, and the Muskegon Committee.

We hope your deliberations will be pleasant and profitable. Last year your presence, counsel and advice served as an inspiration to Muskegon grocers and butchers, and helped to solve many serious problems considered by your convention. After last year's convention a group of interested Muskegon merchants made trips to Benton Harbor, Traverse City, Kalamazoo and Holland and brought the vital message of closer co-operation and an intelligent credit system firmly observed to those cities; as a result I am sure much interest was created in your State organization, which no doubt will be attested to by your Secretary.

We hope you will enjoy Muskegon, with its neighboring and adjoining municipalities of Muskegon Heights and North Muskegon, a community of 60,000 population, the largest city on the East side of Lake Michigan and the commercial capital of approximately 600 miles of coast line, extending North from the Michigan-Indiana line to the Straits of Mackinac. An industrial center with 203 State inspected industries, employing more than 16,000 operatives, with an annual output of \$90,000,000 manufactured product; a port city and the natural distributing center for the East coast of Lake Michigan, as well as the hub of one of the largest and most productive fruit growing areas of the United States.

Its trade area, supplied by its jobbers and retailers, includes a population of 159,901, with an annual consumptive capacity of \$43,173,270, producing agricultural products valued at more than \$31,000,000 and manufactured products valued at \$130,222,750.

Muskegon does a jobbing business in excess of \$6,000,000 a year, exclusive of petroleum products. Muskegon is the distributing center of the Standard Oil Company.

Two boat lines provide daily service to Chicago and Milwaukee. Its landlocked harbor has more than ten miles of dockage and waterfront facilities.

Muskegon is located on the Dixie Highway and West Michigan Pike M 11, the greatest tourist gateway in Michigan. An all-paved way connects it with Chicago and now is being pushed Northward to Traverse City, 150 miles North. An all-paved way to Detroit, via Grand Rapids, is nearing completion. Muskegon is also headquarters of the Safety motor coach lines, operating in a territory of 180,376 miles.

It is indeed a privilege and a great pleasure to bid you welcome to Greater Muskegon and I assure you all of the facilities mentioned are yours to enjoy, and we will do everything possible to make your visit here of mutual benefit to all.

Orla H. Bailey, of Lansing, responded to the address of welcome as follows:

I want to compliment you and the members of the Muskegon Grocers Association for having done something that has never before been done in the history of the State Association—bringing back to your beautiful city the second consecutive convention of Grocers and General Merchants. This, my friends, is a record we can all be justly proud of.

Why did we decide to come back to Muskegon again this year? Is it because we were shown such a good time or because our school of instruction was so thorough that we felt in duty bound to show you our appreciation by returning again this year, and if I am not mistaken, gentlemen, judging by the program we have before us, this convention will far surpass any previous convention ever held in Michigan.

How do we judge the success of an organization or an individual? Is it by the number of things that have been done by an organization or is it by how well those things have been done?

The object of the State Association is to bring together the distributors of food products to teach them how to properly conduct their business that they reduce the cost of living to the ultimate consumer, thereby increasing our volume of business and making more turnovers with the same amount of capital. That, gentlemen, is why we are gathered here again this week.

This convention can be likened to a college. The student has his life work before him and has many problems to overcome, therefore he enters college to study under men who have made of this a life study and are qualified to teach and help them overcome their problems and to fit them for the battles of life which are before them, to send them out on the highways of life that they may be of greater benefit and of service to their community and to their country.

We men of the grocery and meat business have the same difficulties and problems in life to overcome and our convention is to us our college, where we come with our problems to be taught by men who have made of it a life study and are qualified to teach us the error of our ways and to send us home better business men that we too may be of more service to our community.

I trust, gentlemen, while you are here assembled you will pay strict attention to the business of the convention and when your President calls you to order at 9 o'clock in the morning that you will all be in your places, which will make it easier for the officers to conduct these meetings in a manner that is benefitting to them and give you the full benefit of the convention.

President Hans Johnson, of the local organization then introduced President Christensen, of Saginaw, who read his annual address, as follows:

Very interesting, indeed, it would be

Think What This Means To You!

You can't send out men to create a demand for Shredded Wheat—that's our job—and we are right on the job better this year than ever before—increased activity all along the line—to help you sell more

Shredded Wheat

Ever stop to think what this means to you—all this promotional work concentrated on one cereal, not scattered among a lot of products? This means more sales for you. Are you ready to supply the increased demand?

The Shredded Wheat Co.

Niagara Falls, N. Y.

BEECH-NUT PEANUT BUTTER



Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

to review with you the activities of this organization from the day of its inception and the beginning of its work in behalf of the retail merchants represented by the Association. It has had its ups and downs, its weal and woe, the same as any family circle. Many men have contributed to its success, many have given unstintingly of their time to aid the organization in its accomplishment of timely and essential objectives.

However, this is beside the point. You are here this week not to review the remote past or to marvel at the statesmanship and vision of past officials, but to work for the future; to build this organization to greater stability and prestige is your mission.

Friends, we are literally in the position of the child born with "a silver spoon in its mouth." We have all the machinery at our command that is necessary to achieve great things as a retailers' organization, but the same as the proverbial child, we must watch our step.

Representing us to the outside world and business interests we have an aggressive and energetic Secretary who stands by his convictions and fights valiantly for the rights of his constituents. He sticks to his assailant with the tenacity inherent in men of mark.

Moreover, we have for our ally and Big Brother a trade paper that is heralded far and near by greater men than the speaker, as "The greatest of them all." Without hesitation I say to you that the Michigan Tradesman is in its policy the most fearless advocate of what is unequivocally right of any trade journal in existence. Its course is straight ahead unmindful of counter array, of contemporary thought or the opinions of advertisers, if they are warped or wrong, and its average is "Ninety-Nine and Forty-Four One hundredths Per Cent." Bulls eye.

Now then, what of it? Why prate about it? Simply this: I have said we must watch our step, and so we must. Paradoxical as it may sound, powerful machines are often implements of destruction. If misused, they become detrimental, rather than beneficial. We cannot, because of the fact that we are in a strong position and the fact that we have a champion to our cause resolve this, and demand that, without due regard to the inherent rights of others. An association cannot pull the "chestnuts out of the fire" for the individual; it cannot cause his competitors to be legislated out of business and expect the support in its efforts of anyone but a demagogue or moron.

It cannot cause its Secretary and Board of Directors nor its President to line up on the side of inconsistency and expect to have its policy supported by the trade paper of standing.

The officers of your organization will see to it that the traffic rules are enforced without discrimination wherever possible, but you must do your own driving. We will be able to do much meritorious work at this convention but let us guard against doing things and passing resolutions that are extreme and eventually inimical or a boomerang to our own cause.

Finally, I want to pay a tribute to the Board of Directors. While they have weighed very carefully every matter that has come before them for official action and while opinions have been freely expressed at every meeting, yet every decision has been unanimous on every occasion throughout the entire year.

I congratulate you upon the eve of the election to the presidency of the very competent gentleman from the Capital City, Mr. Bailey, of Lansing. In conclusion, thank you all for your attendance at the several conventions and your active participation during business sessions during my incumbency.

Secretary Gezon then read his annual report as follows:

With a certain degree of pleasure I again stand before you at this time to make my annual report.

This has been a year when we have been confronted with no great special problems, but still we have accomplished much good.

Your Secretary has visited the following new towns, securing members or giving talks or both: Sand Lake, Howard City, Morley, Big Rapids, Clare, Holland, Pontiac, Traverse City. At each place visited the merchants seemed to appreciate the assistance which this Association is willing to offer them.

The largest number of new members received in any one town visited was twenty-one which was Traverse City. Pontiac has promised a large number of new members.

If the Secretary had more time it might be well if he would call on many more towns in the State.

Our total membership is the largest since I was elected Secretary.

It is a wonder to me that more do not join us or retain their membership.

We do not offer the service which the hardware or the dry goods association offer to their members, such as weekly bulletins and frequent personal calls or very low rate of insurance.

Really it requires a high degree of faith and courage to belong to an organization such as this and for that reason I believe our members are of the very highest type.

The fact that we can hold our own and really grow shows the great need and appreciation of a Grocers and Meat Dealers Association.

Financially we are doing well.
Balance on hand April 20, 1925—\$806.10.

Total cash received since last convention—\$2,545.78.

Cash paid out—\$2,064.45.

Balance on hand—\$1,287.43.

We have spent considerable thought and energy on the subject of fair play from the manufacturers and in at least three or four cases we have straightened out tangles which threatened to become rather complicated. It is not necessary to mention names.

Some of the manufacturers seem to have lost their faith in the independent grocer and have bowed submissively to the chain stores.

Others are constantly ignoring the chains and are supporting and encouraging the independent merchants.

I can say that it is as plain as day that the former will lose out in the end, while the latter are sure to succeed, for their foundation is being strengthened daily.

We should watch those who are wavering and lend a sympathetic ear to them, but nevertheless be ready with a swift kick for them if they need to be jolted into their senses.

In preparing this program the officers have tried to make it practical, yet inspiring.

It has been a great pleasure to work with the Muskegon Convention Committee and most of the success of this convention is due to their efforts.

The chairman of the Muskegon Committee is Mr. Glen E. DeNise and his amiable personality and capacity for hard work have been a marvel to us all.

We want to express our thanks to the wholesalers of Muskegon, as well as to W. R. Roach & Co. and the Fleischmann Co. for the part they have played in making our entertainment possible.

The relation between the Executive Board and the officers has been very pleasant and harmonious. They seem to have enjoyed the work as have the officers.

In closing let me say there never was more need of a good and efficient association than now and I hope we will continue to grow in members as well as in usefulness to our members and to the public.

Who Establishes The Price?

We, the manufacturers of K C Baking Powder establish the price by showing it on the label and in the advertising.

Selling such merchandise **protects your profits.**

It is not necessary for you to sell K C for less and take a loss.

Where the price is not shown on the package or in the advertising the consumer does not know the right price and **you** are burdened with establishing it.

Save your time and insure your profits in offering your customers

K C Baking Powder

Same price for over
35 years

25 ounces for **25¢**

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.

PRESERVED FRUIT MARKET.

Business does not pick up when merchants do nothing more than trade in pick-ups. That in a sentence describes what is wrong with the canned and dried fruit markets, but it is another question, open to dozens of explanations, why the dullness of the first quarter of the year should linger. Post-mortems, however, are not necessary as the patient has not died. The pulse of business still beats, even though sluggishly.

The thing to do is to apply stimulants and restoratives and the first aid to the injured in this case is a dose of confidence. The canner should take a swallow, pass the bottle to the broker for his turn and then let it pass to the wholesale grocer and on to the retailer.

The stampede to liquidate has been general. It turned a dull market into a sick one and the intrinsic worth of merchandise was temporarily forgotten. A dose of confidence would restore a true perspective of values. Who wants to buy a dollar article when it is quoted at 85c and if pressed sold for 75c? Even if he needs it, a buyer will spend time and money in canvassing all offerings and postings before placing an order for a small block which in normal days he would hardly bother to consider. He cannot be blamed when the dollar value has been destroyed.

Confidence inspires buying along legitimate and normal lines. The law of supply and demand is subject to amendment when sentiment steps in and pulls in an opposite direction. A handful of merchandise on a dull market looks like a mountain, but when a widespread demand develops it is suddenly realized that those supposed to be long are on the short side of the market. The trade is not so much long on merchandise as it is short on confidence. The proper balance can be re-established only when the manufacturer, broker and distributor abandon the tactics which have caused today's unsatisfactory and profitless market. The cure of the sick patient is obvious and imperative, but something more than talk and expressions of hope for a speedy recovery are necessary. Confidence must be shown in values backed up by trading in larger blocks than pick-ups.

TENDENCIES IN DRESSES.

Reports in style circles indicate the probable importance of fur-trimmed tailored dresses and coat-dresses for fall. Pleated details are stressed as the outstanding features of this mode, according to a bulletin issued this week by the fashion service department of the Botany Worsted Mills. Pleated models, adds the bulletin, have been submitted recently by the couturiers Chanel and Bernard, both of whom feature the tiered principle for the skirt section, the upper section being bloused and belted low about the hips.

The bloused-back dress, although freely predicted for fall, the bulletin continues, is modified in the midsummer adaptations. In the Chanel frock there is a blouse under-arm fullness, with a flat front and back worked up

in pin-tuck festoon. This type of dress is successor to the coat-dress for spring town wear, although the latter model is submitted by leading houses both in silk and wool crepes in more formal guise than in recent seasons. Cashmeres, fine reps and the important twills continue to be shown as fabrics best adapted to these styles of smart practicality. But the new note which will bear close watching is the recently advocated open-weave type of material which suggests the quadruple georgettes.

Newer details which add interest to the semi-transparent summer wrap developed in double georgette, Roma or Elizabeth crepes, are the effects adopted for finishing hems and necklines. The vogue continues for knotted-in fringes upon these models, which follow deeply curving decorative lines across the back and sides, applied in tiers to the point midway between knee and hip line.

Considerable interest attaches to the development of gros de Londres as a successor to taffeta for the formal midsummer evening wrap. Various houses now completing their midsummer collections express marked satisfaction with this medium. For the model of youthful styling the loose upper section is adopted by one designer, who places three wide full-gathered puffs in tiers from the hem to a point just below the hip line.

WOOLS AND WOOLENS.

Few foreign wool sales of note occurred during the past week. At the recent auctions in London it appears that 14,500 bales remained unsold out of a total offering of 109,300 bales of Australian, New Zealand, Tasmania and South Africa consignments. Whether any, and if so how much, was bid in is not reported. There has been no slacking up in the imports here of foreign wools, those for the week ended with April 3 having totaled over 14,000,000 pounds. From recent reports of wool consumption by domestic mills, it seems that about two-thirds of the wools used are of foreign origin. There has been lately a little more activity by buyers of Western and Southwestern wool, mostly of the new clip. The mills have not been very keen about buying because orders in hand do not yet seem to warrant it. Their preparations are all for the fall season, which has just about started. Manufacturing clothiers have opened their lines and their salesmen are on the road showing samples. Some responses have been had, but the bulk of the buying by retail clothiers is yet to come. In general, prices show a slight decline, not enough to cut much of a figure when it comes to resale prices. Lines of women's wear fabrics which have been opened have brought more enquiries than orders in most instances, although there are some notable exceptions. There is, however, no inclination to hurry things. The remainder of the mills specializing in women's wear fabrics will be opened in a few days. The carpet and rug auction which was in progress during the past week was quite successful, but the prices obtained showed a reduction

of 10 per cent. or so. Other carpet and rug lines opened for fall were also at reduced prices.

DRY GOODS CONDITIONS.

Mercantile business has been rather slow in striking its accustomed stride. It harks back to the reluctance of consumers to stock up while weather conditions are unsettled or are still reminiscent of Winter, as they have been lately over so large a portion of the country. While there is yet plenty of time for these retarding circumstances to be removed, the intervening period is one of some little strain. Following Easter there has been somewhat better and more diversified buying at retail by the general public which was not influenced by the fact that the stores are not making concessions. To do so when so much of necessary purchases still remain to be made is not considered good business. It may come later as the real season draws to a close. There is quite a margin of time yet before the actual selling of summer goods is to begin, and much is expected to happen meanwhile. Wholesalers in all lines are displaying the same reluctance that is shown by consumers, and retailers and are content to draw on producers for supplies as they are needed. Aside from the other reasons mentioned as incentives to cautious buying, many have the added one of the belief that prices of many things are likely to be reduced before long. Some reductions have already shown themselves in the textile lines, affecting cotton and wool fabrics, rugs and carpets. It is not so unnatural under the circumstances for the belief to be entertained that the downward trend will be manifested in other directions.

SCIENCE TRIUMPHS AGAIN.

Reclamation of used newsprint paper has been one of the subjects of research by chemists and physicists for many years. The ink has been the obstacle to success hitherto, no process having been devised for its complete removal and the restoration of the paper pulp to a condition where it could be made over into newsprint paper. A Cornell chemist says he has found the solution for the problem, with cleansing agents that not only remove the printers' ink but leave the recovered paper material as strong as ever and capable of being used over again. If this discovery shall be found economically practical, its results will be far reaching. It should go a long way toward meeting the difficulties arising from the exhaustion of the spruce forests.

Making a success isn't waiting for conditions to be just right before starting. It is making a beginning somehow in the face of most adverse circumstances and doing better at the second trial through the experience of mistakes in the first, and then gaining courage at each successive effort and plugging ahead hard all the time.

Calling some customers by their first names helps to make them feel friendly; calling others by their first names offends them.

WOULD AVOID COMPETITION.

So jealously guarded is the quality of the glass turned out by the industry in Czechoslovakia that the Glass Institute of that country has decided to establish a uniform trade mark to distinguish glass of the proper quality that is exported in considerable quantities to foreign countries. Extensive action will also be taken by the institute in favor of the Gabionz glass industry, which, according to Vice Consul J. K. Angell, Prague is at present undergoing a serious crisis in the manufacture of cut glass on account of overproduction of pressed glass. The Bohemian cut glass industry is being especially hurt by the improvement of German pressed glass, with the result that Czechoslovak factories have been obliged to pay increased attention to the manufacture of pressed stuff.

The pre-eminence of Czechoslovakia in the manufacture of plate glass, of which it is one of the largest producers in the world, has caused representatives of other countries to investigate the methods used in its production. The attitude of the manufacturers of plate glass toward visitors from foreign countries, therefore, has been one of great caution. This was shown recently, according to Mr. Angell, when some Japanese visitors were refused admittance to the plate glass factories. This action was taken on the understanding that a certain Japanese company is planning to establish a large plant for the manufacture of plate glass by the Fourcault system.

IMPERIAL ITALY.

Mussolini's visit to Tripoli is the first grand gesture of Italian imperialism. It is supposed to mark an expansion of intellectual and economic horizons, an end of petty provincial domestic strife, the beginning of the greater Italy of the future. It celebrates a new phase of Fascism—a phase which will bear watching as it develops further into the field of international politics.

Italian imperialism need not be altogether illegitimate and dangerous. It has grown out of pressing Italian needs, such as population pressure, an incomplete industrialism, necessity for stronger commercial competition. These are facts, not theories. The rest of the world must face them, just as Fascist Italy is facing them.

It is the manner of imperialistic expansion which so often brings trouble. An intense and fanatical patriotism may push it beyond legitimate bounds.

Fascism is in way of attaining its domestic aims—strict discipline and control, elimination of industrial and political strife, unity of national purpose. It now travels abroad for the consolidation of Italy's outlying possessions into a close-knit empire. Italy's new-found energies demand elbow room. If expansion stops at the territorial and moral frontiers, no disturbance need be feared in the arena of international politics. If it does not halt there, Italy will be started on the road traveled by imperial Germany, and the results are not likely to be much different.

RETAIL GROCERY BUSINESS.

What the Future Has in Store For It.*

When I was asked to fill a place on this morning's program I was told to choose my own subject. That is always a dangerous thing for a speaker to do, because the things that interest him are not necessarily the things that interest his audience. I felt, however, that there is one subject which I can discuss with the perfect assurance that it will enlist your interest—provided it is adequately handled—and that subject is "The Future of the Retail Grocery Business."

Every one of you is actutely familiar with the fact that the retail grocery business of to-day is undergoing an extraordinary transformation. This is true of all lines of business, but there is no class of trade or commerce undergoing greater modification than the retail grocery business. At least five factors are affecting your business as grocers. First there is the increase in wealth in the United States with the consequent rise in the standard of living. Second, there is the movement from city to country. Third, the evolution of transportation conditions, and particularly the development of individual transportation through the automobile. Fourth, the introduction of new and disturbing modes of competition, including the department store, the mail order house, factory sales to employees, the tea wagon and especially the chain store. Finally, we have the marvelous expansion of the time-payment plan to a varied list of commodities. All these are having a very marked influence in producing the revolution in the retail grocery business which we see to-day.

Naturally this is a matter of serious concern to you men who are engaged in this business. Many of you have substantial investments therein. These investments you might be able to liquidate, perhaps, without too serious a loss, but the majority of you have far more than money invested. You have years of your life invested, years devoted to acquiring acquaintanceship with this specific line of business, to building up patronage, and to acquiring goodwill. While no doubt the experience gained in the grocery business will be valuable, to a degree, in almost any other line of business, it is not 100 per cent. valuable, and you will have to serve a similar period of apprenticeship in any new business you may engage in.

I know that there are a great many retail grocers who are asking themselves to-day whether the game is worth the candle—and whether they wouldn't be better off in some other business or in a factory or shop. Within the past two or three years the pressure of chain store competition has become so great that a great deal of discouragement exists among the so-called independents. Among the more progressive grocers there is a keen interest in every project and method that may help to solve the problem and enable the one-store merchant to meet his competition and retain his patronage.

*Paper read at annual convention Retail Grocers and General Merchants Association by J. C. Beukema, of Muskegon.

We chamber of commerce executives have a similar interest in the problem. Our interest is not merely the academic one of diagnosing business trends. Our interest is a real and personal one in that the problem concerns the welfare of our individual communities. Every Chamber of Commerce executive knows from experience that everything of a civic nature and character in the community, including its charities, has to be supported by the home folks, and particularly by the home business men. Our Y. M. C. A.'s and Salvation Army would starve to death if they had to rely on the chain store. Our Chambers of Commerce would go out of business. Every bit of constructive work now being done through these many agencies to build our cities and towns and make them fit places in which to live and rear children would be left undone. The average chain store looks on the cities of the United States only in the aggregate. It has no specific interest in any one of them. It has no desire to build population at any given locality—on the contrary, it follows population. In short, it avowedly "reaps where other men have sown," justifying itself purely on the claim—yet to be substantiated—that it is helping to reduce living costs.

It does none of us any good to rail against the chain store. The chain store is here and here to stay. Its competition is a necessary incident of doing business in the retail grocery line to-day. At the risk of being misunderstood I am going to say, first, that chain store competition largely was brought on by the grocers themselves—through lax business methods, and, secondly, that in the long run it may prove to be the very best thing in the world for the retail grocery business, as well as for the general public.

I believe that these are not the generally accepted views of the trade and for this reason it may be worth while to devote a little time this morning to discussing them.

The more a man knows about his competitor, the easier it is to meet competition. Since the grocer's chief competition to-day is the chain store, let us analyze this form of business and see what advantages and disadvantages it possesses in comparison with the individual store. It is a well established economic principle that the success of any store depends on four factors—management, right buying, turnover, and location. Let us, therefore, apply these yardsticks to the two types.

First, a bit of history. Chain stores are not so new as many people think they are. The first grocery chain is the Great Atlantic and Pacific Tea Company which was established in 1858 and is therefore sixty-eight years old. Jones' Brothers Tea Company was organized in 1872. Woolworth Five and Ten Cent Stores began doing business in 1879. The first chain stores were in the grocery line; in fact, it was not until after the beginning of the present century that the idea spread to other lines—clothing, shoes, dry goods, music, cigars and tobacco, confectionery, bakeries, and the like. It is during the past ten or twelve years, however, that the chain idea has

had its amazing growth. In 1914 we had 8,000 chain groceries in the country. To-day we have nearly 60,000. Seventy-five of the larger chain establishments operate over 50,000 stores, and do ten per cent. of the entire retail grocery business in United States. In the past two years the Atlantic and Pacific chain added over 1,000 new stores. In New York and Philadelphia the independent grocer is fast being swept out of existence. The national chain store Grocers Association in a recent report stated that chain stores are to-day doing approximately two-thirds of the retail grocery business of those two cities.

A recent survey shows that we have in this country to-day some 1,300 grocery chains, 1,279 drug chains; 1,085 chains handling dry goods, millinery, and the like; over 1,000 meat market chains; 356 chains dealing in cigars and tobacco; 290 bakery chains; 215 cloak and suit chains; 158 restaurant chains; 120 chains dealing in clothing and men's furnishings; 108 confectionery chains; 99 hotel chains; 95 boot and shoe chains; 94 hat and cap chains; 32 hardware and sporting goods chains; 19 jewelry chains; 13 cleaner and dyer chains; and 10 25 cent store chains, a total of 6,273 chain store systems. These chains have over 100,000 retail outlets and do approximately 6 per cent of the total retail business of the United States, or a gross volume of over two billion dollars a year.

Not all chains are equally successful. Boot and shoe chains and music chains are not making much progress, according to the monthly reports of the Federal reserve banks. Grocery, drug, 5 and 10 cent store and candy chains are growing by leaps and bounds.

When a new institution like the chain store system grows with such rapidity there must be some reason for it. There is an economic justification back of every growing business. The public primarily wants two things, goods at the lowest possible price, and service. Since it is impossible to give a maximum of service at a minimum of price, each grocer decides for himself what his patrons want most and runs his store accordingly.

Chain stores are built on the principle that what the public wants most is goods at lowest price. It is their claim that they can furnish goods to the public at lower prices than the average independent grocer for the following reasons:

1. Lower cost of doing business, due to
 - (a) Single ownership with decentralized location.
 - (b) Greater volume per store.
 - (c) More frequent turnover.
2. Economies through large purchases.
3. More central locations.
4. Better lay-out of stock.
5. More efficient sales people.
6. Better assortment of stocks—no slow selling items.
7. Better accounting systems.

These are the claims of the chain stores. The question we are interested in is: Are they correct?

For a long time definite statistics on the comparative costs of doing business in the independent grocery store and the chain store were unavailable and

difficult to procure. Even when comparisons were made figures obtained were generally difficult of interpretation due to the fact that accounting methods were so dissimilar. In the past four or five years, however, due to the work of such organizations as the Domestic Distribution Department of the Chamber of Commerce of the United States, the Northwestern University Bureau of Business Research, the Harvard Bureau of Business Research, the Agricultural Experiment station of the University of Wisconsin, the National Distribution Conference and other similar agencies, reasonably comparable statistics on costs and expense of doing business have been obtained.

These figures show a wide variation. For instance, the costs of doing business in independent grocery stores range all the way from 6 per cent. to 25 per cent. of sales. The mean or average figure is about 15 to 16 per cent. The large majority of stores fall within this bracket. This wide variation in sales costs is due not only to differences in business ability but very largely to differences in the character of service rendered. Stores with an expensive delivery system and long credits catering to a high-class clientele naturally have a much higher expense than cash and carry stores but their gross margin is also correspondingly higher.

Chain store costs in the grocery field range from 8 to 19 per cent. with an average of 15 per cent. of gross sales. It will be noted, therefore, that there is very little difference in the cost of doing business between the operation of a chain store and an independent grocery store. On the other hand, there is this fact to be remembered, the grocery stores from whom figures were obtained were not the average grocery. They were reasonably ably managed independent groceries, run by men who kept accurate cost records and, it is to be presumed, ran their business more efficiently than the average grocer. The obvious lesson to be learned, therefore, is this: The independent grocer can do business just as cheaply as the chain store provided he can buy as cheaply.

Let us analyze the comparative operating expenses of a so-called independent store as compared with a chain store. The figures I am giving you were obtained through the National Distribution Conference conducted under the auspices of the Domestic Distribution Department of the Chamber of Commerce of the United States. The following table shows what the independent grocer and the chain store do with every \$100 received from the sale of goods:

Items	Independent	Chain
Net sales	\$100.00	\$100.00
Cost of mdse. sold	80.00	-----
Gross margin	19.80	-----
Total salaries and wages	10.90	7.56
Advertising	0.35	0.67
Boxes and wrappings	0.60	0.57
Delivery	1.20	0.73
Office supplies, postage	0.20	0.23
Rent	1.30	1.80
Heat, light and power	0.30	0.18
Taxes and licenses	0.20	0.23
Insurance	0.20	0.29
Repairs of store equip.	0.10	0.52

Depreciation equip. ---	0.35	0.02
Miscellaneous expense	0.80	1.16
Losses from bad debts	0.40	-----

Total expense -----\$ 16.90 \$ 13.96

Profit -----\$ 1.80 -----

An examination of the table will show that except for the single item of salaries and wages the better managed independent store is really operated more economically than the chain store. Salaries and wages run \$3.34 higher in the independent store for each \$100 of sales than in the chain store, or approximately one-third. On the other items the chain store expense runs 40c higher than the independent store. In short, it is the conclusion of the Domestic Distribution Department of the Chamber of Commerce of the United States, after a full investigation, that practically any chain store cost covering any system of service can be matched or even beaten by independent stores operating in a similar way and giving the same service.

The second claim of the chain stores is that scientific buying in large quantities enables it to buy its merchandise much more cheaply than the independent grocery can buy it. Wholesale costs in the grocery field vary from 4 to 12 per cent. of the sales with an average of from 6 to 8 per cent. Here is an apparent gain, therefore, of from 6 to 8 per cent. in favor of the chain store. To illustrate the difference in buying power, one chain store system last year purchased over 90,000,000 pounds of candy; another organization bought over 50,000,000 pounds of coffee, 200,000,000 pounds of sugar and 200,000,000 cakes of soap. It is very apparent that here is a buying power which the independent grocery either singly or in groups cannot hope to equal. It places these organizations in a position of obtaining discounts which independent groceries, either singly or in groups, cannot expect to receive. It puts them in a position to snap up warehouse stocks at bargains. But there are also compensating disadvantages. There is the cost of warehousing, stocking, transportation, depreciation, interest on investment, etc.

One of the methods employed by independent grocers in meeting this competition is collective buying. Manufacturers of food and grocery products all over the country are adjusting their businesses to handle this new trade outlet. The plan has its advantages and disadvantages. Cooperative buying enables a group of retail grocers to eliminate a part, if not all, of the jobbers margin but at the same time they give up the convenience of having the jobbers carry their stocks for them. They are required to use more capital in their business, and therefore have a lower stock turnover. Depreciation is greater and there is more danger of slow moving stocks. Furthermore, no method has been evolved as yet of eliminating all the costs of wholesaling. There is always a certain amount of expense involved in collective buying.

Probably the principal reasons why co-operative buying has not progressed

more rapidly is, first, because the average grocer would rather run his own business than to have an association run it and second, because it takes real work with but very little thanks for keeping a group together. The whole matter of co-operative buying is still in an experimental stage and it will take the experience of years to demonstrate its practicability. Certain it is that the jobber will never be eliminated although it may prove advantageous to buy co-operatively certain items for which there is a large demand.

To sum it all up, research will show that the margin in favor of the chain store, due to its larger buying power, is not nearly so great as it would represent and that the independent grocer who can get daily service from his jobber and therefore has to carry only a small stock which he turns over a great many times during the course of a year, is oftentimes better off than the best chain store. I am told there is a grocery store in Manistee operated by a young man named Niklas that is beating the best chain groceries in that city on both price and volume.

The third advantage claimed by the chain store is more central location. The chain stores choose their location scientifically based on such factors as general character of the trade in a given neighborhood industry, number of people passing the door, general volume of business done in that specific neighborhood, etc. The average grocery is located on the hit or miss method. As a consequence it is under a handicap as compared to the chain store. If it is poorly located it cannot begin to do the volume unless extraordinary effort is put back of it for the trading habits of people are not readily changed.

The other four advantages claimed by the chain store are: (1) Better layout of stock; (2) more efficient sales people; (3) better assortment of stocks and (4) better accounting methods. All of these are merely details of management. It is the opinion of the experts who have studied this problem that the strength of the chain stores and their rapid growth are largely due to the single matter of management rather than due to lower inherent costs or ability to buy goods cheaper.

I stated at the outset that chain store competition is largely brought on by the grocers themselves. What I meant by this statement is this: That if the grocery business had been managed more efficiently, chain stores would have found it difficult to make the progress that they have. Within the past twenty years we have increased the number of retail groceries from one to every 1,000 people in the United States to approximately one to every 250 people but in spite of this condition the chain store business has thrived amazingly, not because there were too few or too many groceries but because the retail grocery business as a whole was not run as efficiently as it might be.

I am not saying this as criticism of you men who are in business. Far from it. What I am striving to point out to you is this: What the independent groceries—if they are to survive in this line of business—must do two things! First, they must become

less individualistic and more willing to co-operate for their mutual good and, second, they must become more familiar with the factors that make for success or failure in the business. Through your trade associations, uniform methods of accounting must be prescribed. Every member of the association should contribute the journal and ledger experiences of his business to the association and the association in turn should be in a position to collate these figures and point out to the individual grocer where he is strong and where he is weak. Local factors in each instance have to be taken into consideration and stores graded or grouped according to the character of service which they render.

One of the greatest merchandising successes Muskegon has ever known is a man who owns a chain of drug stores in Michigan to-day. He started with one store. He departmentized that store, charged each counter with its proportion of the cost and credited it with sales and knew to a fraction of a cent each week what that counter produced and what it cost him. If goods at a certain counter did not sell he pushed them for a week or two through advertising. If he could not market them he threw out the line and put something in that would return him a profit.

The average grocer does not only fail to know the general average costs for each item in his particular line of business and the reasons why his specific costs may be higher or lower but he also does not know whether he is making his money on his canned goods, his green goods, or soaps, or what he is carrying. In other words, he is largely doing business by guess. It is not extraordinary, therefore, that so many of them fail. Chain organizations are certain to increase and to grow as long as the average managing ability of the individual store manager is lower than the organized ability of chain organizations.

Remember this men, in the last analysis no hired chain store manager on a small salary can ever put the brains and push in running a store that one of you with your capital tied up in the business is capable of putting into it. The whole problem of business management to-day is one of eliminating wastes and cutting costs. No man can find all the weak spots in his organization without being familiar with the statistics of the trade and of his own business.

I cannot agree with those who believe that the independent grocer is doomed. I expect to see the chain store movement grow and the chain stores to become even keener competition for the independent grocer than they are to-day. I do not expect, however, that the chain store will ever get the same grip in the smaller towns that they have in the larger cities like New York and Philadelphia. There are too many obstacles in the way of transportation, supervision, expense of branch management, and the like. Furthermore, our home communities, will always retain a certain amount of loyalty to home institutions. The independent grocer, therefore, has a reasonable future provided he applies

himself immediately to the job of running a more efficient store.

Some grocers are still trying to do business in the way it was done twenty years ago. Their stores are not attractive; the sales people are not neat and helpful; shelves are crowded with dead stock; goods are not displayed to the best advantage; credit methods are lax; the accounting methods are bad, in fact, many stores keep no books at all to speak of; the proprietor does not familiarize himself with merchandising methods and costs; he does not advertise and he does not personally go after business and teach his clerks to do the same. Such grocery stores cannot exist in the face of the competition we have to-day. They may temporarily serve a small neighborhood section because of convenience of location but in the long run, under stress of competition, they must succumb.

The men who will be left in business will be the real business men—the men who are students of their businesses and know how to adapt themselves to changing circumstances—the men who are progressive enough to belong to their local and state associations and make some real use of those organizations. If chain store competition does nothing else it will at least make better business men of the independent grocers with resultant benefits to both you grocers and the general public. In that way the day may come when you grocers will recognize the fact that chain store competition after all has accomplished some good.

Do It Now.

In the autobiography of a famous physician is the following story: A certain boy dropped so alarmingly in health that his mother concluded she must have a doctor see him. The doctor, after an examination of the boy, was able to find nothing the matter. But there was the fact that he was pining away, losing his appetite, creeping about languidly, and giving great distress to his mother.

"What does your son do? Has he any work to attend to?" enquired the doctor.

"No," she replied. "He has only to bring a pail of water from the spring on the mountain side every day, but he dreads it all day, and does not bring it until near dark."

"Have him bring it the first thing in the morning," was the doctor's order.

The mother tried it, and the boy got well. Putting it off made the job prey on his mind. Doing it at once cured him.

It is a prescription of sovereign efficiency. Do it now.

Sure Enough.

Woman (talking over a telephone)—Send us a bale of hay.

Feed Merchant—Who's it for?

Woman—The horse.

Four animals went to a circus—a duck, a pig, a frog and a skunk. All of them got in except one. The duck had a bill, the pig had four quarters, and the frog had a greenback, but the skunk only had a scent, and that was a bad one.

SHOE MARKET

High Light Problems of the Shoe Industry.

Our hats are off to the National Shoe Retailers' Association and the National Boot and Shoe Manufacturers' Association, to their officers and various committees, as well as to the many state and regional associations. The accounts of their untiring efforts come to the buyer's desk weekly through our efficient trade papers. We realize something of the size of the job when we stop to consider what it means to plan for such conventions so that as many as possible of the high light problems of the shoe industry may be solved.

However, this does not mean our problems are all solved, for each day brings new ones. Many shoe stores in our cities, both large and small, enjoy a good business in their women's and children's departments. Yet they feel they are not selling enough men's shoes. How often do we hear retailers say: "Women's business is fine but the men's not so good; I just cannot get the pairage I should in a city or town of this size."

For quite a few years I have been making a study of this problem from the fitting stool of men's stores and departments. I say Mr. Retailer, unless you are the exception you are not selling as many pairs of men's shoes as you should in your community, and why? The reason as I see it is more within than without.

Let us be truthful with ourselves. Manufacturers have produced wonderful shoes, we have progressed rapidly along the line of fine shops, and merchandising methods, yet we have not kept our buying men's public informed to the point of creating in men's minds the desire to dress their feet properly, or even in keeping with the higher standard of living as the scale has gradually ascended.

The average salesman moves along the lines of least resistance, often loses the two, three or four pair bet for a single pair sale. Beyond and above the thought of a good sale on his book, or even the commission that goes with the larger sale, the thought of service should predominate, the assurance of appreciation and confidence the customer is bound to have, for the interest the salesman manifests as he visions the use to which shoes will be subject, for example: the vacation season, the white oxfords, the day on the links with these wonderful golf shoes, the dinner party incomplete without a pair of tuxedo shoes, the hike in the mountains in such sturdy walking shoes—other items could be suggested, and much education along this line will be needed.

The past year or two we have heard quite a bit about "Shoes For the Occasion." This is fine but not sufficient. Mr. Retailer, or Buyer, or Manager, have you ever called your selling force together to really sell them on this idea of shoes for the occasion and to vision with them the service they could render the customer by creating desire for shoes other than the pair they came expressly to purchase?

Have you shoe dealers ever enjoyed a little dinner party together, for the sole purpose of making a study of how to awaken a shoe conscience in the men of your city? Of course you have paid big prices for space to advertise your shoes of style, quality and comfort. You have included in your advertisements the slogan, "Shoes for the Occasion," but did you ever tell the men of your city that their feet were not dressed in keeping with the rest of their apparel, in such a way as not to offend?

Did you fellows ever co-operate in a page advertisement in your leading newspapers in order to tell the men about changing their shoes often for health reasons, and that it is just as healthy to wear the same underwear for two weeks before changing as it is to wear the same shoes weeks, months and sometimes longer? Have you taken advantage of the opportunities to get these and other messages over to them through the hundreds of packages going out of your women's and children's departments into their homes?

You will be surprised how the women will help you when this matter is properly explained and this educational publicity is put over as it must be if our hopes are to be realized in the men's departments.

I firmly believe by concerted effort and co-operation by all branches of the shoe industry interested in men's shoes, we can awaken a real shoe conscience among men, especially that class of men who buy medium and high grade footwear.

Men know more to-day about the construction and the workings of a five thousand dollar car than they do about the ten or fifteen dollar shoes they wear. They can tell you what the car will do and what it will not do. But what does the average man know about the shoes you have to sell, their construction and the wear for which they are intended?

Why this difference? There is but one answer; it is: Education plus publicity. I cannot state too strongly the urgent need for more education and publicity. Much thought should be given this matter both by manufacturer and retailer. This is a national problem, not a local condition. All men's shoemen know it will be a big job, but we must tell the men a lot of things about their shoes, and tell them often. We must appeal to their pride, to their appreciation of economy, to their love for comfort, to their desire to have healthy feet, and to their own self-consciousness of having the proper shoe for the occasion.

When we have done this, we have done more than sell more pairs—we have rendered a real service to humanity. I believe it is worth the effort.

Can we not have an expression of opinion on this subject by the men's men of the country, followed by a national campaign of education and publicity. There are many ways this can be accomplished. Manufacturers, retailers, traveling men, advertising managers, local state and national associations, the trade press, can all co-operate in putting it over.

I am not alone in believing that the men's men should get together and say, "It shall be done."

Claude A. Derr.

Hides, Pelts and Furs.	
Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, Green, No. 1	13
Calfskin, Green, No. 2	11½
Calfskin, Cured, No. 1	14
Calfskin, Cured, No. 2	12½
Horse, No. 1	3 00
Horse, No. 2	2 00
Pelts.	
Lambs	50@75
Shearlings	10@25c
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30

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FINANCIAL

Dreaming An Old Man's Dreams.

Now and again the unburied dead walk again in the news of the world. Forgotten men, buried in the drift of the years or the ruins of an empire, appear for a fleeting moment. Their names are echoes of far-off, unhappy and sometimes glorious days. They stir half-forgotten memories, as does the name of Grand Duke Nicholas Nikolaievitch, uncle of that dead Czar Nicholas whose bones molder somewhere in Red Russia.

He has been chosen "Czar of All the Russias" by the Russian monarchists at the Congress of Russian Emigres. Europe is full of them. Lenin and Trotsky flung them out of Holy Russia by the millions. Wandering, homeless and unhappy, they dream of another drive against Moscow. Deep in their homesick souls they yearn to return to the Old Russia of the Romanoffs and the Winter Palace. After eight years they have made their choice between the Grand Dukes Nicholas and Cyril.

A dozen years ago Nicholas was the idol of Russia and of the Allies. He was the tallest officer in the armies of the Czar and the greatest soldier modern Russia had ever produced. He was the supreme commander of the greatest national army the world had ever seen.

The sudden rush of his armies into Eastern Germany had saved France and England at the Marne. Hindenburg had stopped him at the Mazurian Lakes, but he was pounding at the gates of Galicia and hammering at the citadels of the Carpathians. He was making an amazing fight upon three fronts. Battering the Germans, the Austrians and the Turks, he was near unto a great Allied victory in the spring of 1915.

Behind his lines, however, treachery, blundering and pro-Germanism were doing their deadly work. He was short of guns and the Mackensen army was an army of artillerists. Russian shells were filled with sand. The Germans broke through the great Russian triangle and Nicholas was lucky to save his armies and see them pass into the command of Alexef and Brusiloff. The great Russian military collapse began, caused by the war behind the Russian front. After 1915 the Russian armies never fought again as they had fought.

The Grand Duke was not a young man even then. He is seventy now. The men who fought under him in the Polish salient, at the Battle of Lemberg, in the drive across Galicia for Cracow and in the ill-starred Winter Battle of 1915 are gone forever. Russian monarchists gathered at Paris dream of a Russia that died along the Eastern Front, that was destroyed by the Rasputins and Pan-German agents and obliterated by the Red Terror. The grass has been green for years on the grave of that Russia.

Nor is its resurrection probable. Nicholas may be the noblest of the surviving Russian nobles. Of all the Grand Dukes, this six-foot-six cavalry-

man and sworn enemy of the Bolsheviks might make the ablest Czar for Holy Russia. Undoubtedly he is ready to lead even a forlorn hope against Moscow and the Red Dragon. For five years, at least, he has hoped the summons might come from within Russia. He has believed that a crisis is approaching and that the Union of Soviet Socialist Republics is about to crumble.

A Romanoff restoration seems no nearer to-day than it did five years ago. Attempts of the White Russians at Kronstadt were shattered, as were the efforts of Kolchak, Denikine and Wrangel. The Russians are a patient and long-suffering people. Time creeps in that tired land. When the Russians are ready to deal with Communists and Communism, it will be in their own way.

That way is not likely to be the way of Cyril, Nicholas and the Congress of Russian Emigres. Grand Duke Nicholas is one more royal pretender in the world. He and his dreaming entourage are hardly any nearer the throne of Holy Russia than is that other pretender, the Duke of Guise, to the throne of France. He is an aging shadow, dreaming an old man's dreams of a vanished Russia.—N. Y. Evening Post.

Why Not Complete the Grand River Boulevard?

About twenty years ago a hundred or more Grand Rapids citizens, under the inspiring leadership of Chas. W. Garfield, Wm. H. Anderson and Lester J. Rindge, created the Grand River boulevard, between Grand Rapids and Grandville. All of the right of way was secured by either gift or purchase, expect access across the Godfrey tract, which has since been acquired. In the meantime some of the bridges have been permitted to get out of repair and in some places the roadway needs filling or regrading. The following letter from Van A. Wallin to Charles W. Garfield contains food for thought along that line:

Chicago, April 2—There is a matter I would like to suggest to you—a matter that I know you are interested in because you were the father of it. It is the Grand River Boulevard. Now that I have children and grandchildren at the far end of the boulevard, I am more interested in it than I was the first day when you led us down to Grandville and got our subscriptions for the project.

It occurs to me that just now perhaps something could be done about improving it. My son tells me that the crowded condition of the Grandville road is such that the authorities are thinking of doubling the width of the roadway. It occurs to me that it would be better to spend this money building a new roadway along the river bank on the boulevard, making that a main thoroughfare from Grand Rapids to Grandville. This would give more relief to the present Grandville avenue road than doubling the width of the pavement, and would have the added advantage of throwing open to the people of Grand Rapids the parkway along the River.

I understand that a new bridge is being built across the river at Bridge street. When this is finished a beautiful loop drive would be available down the river on the West side across the river at Bridge street and back to the city.

Van. A. Wallin.

IS IT TOO SMALL?



THERE MAY BE SOME, WHO, reading of the many large estates which have been committed to our care, might feel that their estate would be too small for our consideration.

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In fact, we believe that in most instances, small estates need the care and protection which we can give them more than many of the larger ones, in that they are not safe-guarded by the capital, legal advice and experienced employees which have been connected with the larger estates.

Those controlling larger estates know the desirability of Trust Company Service. But those interested in small estates should have this safeguard. And the service of this experienced Trust Company is extended to them at the same charges that are allowed an individual, even one without experience or financial responsibility.

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"OLDEST BANK IN LANSING"

Fundamental Soundness of the Business Situation.

In periods like the present it is reassuring to find that leading authorities generally agree that the recent slump in stocks cannot be accepted as convincing evidence that a depression in trade lies ahead of us.

On the days when prices were crumbling on every hand attention naturally was centered on the extent of decline registered from 1926 peaks but now shrewd bankers are beginning to see that the proper approach to the matter does not lie in an answer to the question: How far have stocks fallen from their highest points of the year? It is conceded that a readjustment in prices to prevailing business conditions was necessary since the market had endeavored to discount trade too far into the future. What most people want is a dependable answer to the questions: Have stocks fallen to levels that would seem to indicate depression ahead? Is the business situation fundamentally sound?

An interesting answer to these questions may be found in the monthly bulletin of the National City Bank, and edited by George E. Roberts, as follows:

"As to the stock market, while it is usually looked upon as registering the trend of business, it sometimes works the other way around. Just as rising security prices often foster more exaggerated hopes than can be realized, so declining prices may lead to undue pessimism. During the past year money has been unusually plentiful and flowing readily into securities, contributed to an upbidding of prices, which while justified in its earlier stages, eventually carried prices far out of line with real values. The correction of this need not endanger the business situation.

"While it is not unlikely that business may, and perhaps desirable that it should, fail to maintain the pace at which it has been traveling, particularly in those lines which have been most active, there seems no reason to anticipate any serious trouble. Easy money often follows business depression as a result, but seldom if ever ushers one in."

A point that numerous economists very properly make is that we should not look to 1925 peaks in trade and profits in an effort to judge whether business this year is or is not good but rather to an average over a period of years.

More new high records were established for trade and industry in 1925 than ever before in history and the moderate recession that has taken place in certain lines of activity since beginning the year should, as the above authority puts it, "be viewed as a let-down to a safer level of doing business."

Paul Willard Garrett.

[Copyrighted, 1926.]

Faith of Authorities of Business Situation.

From all sections of the country have come such convincing reports of sound business that the financial community is beginning to lift its eyes again above the performances of the stock market in an effort to broaden its outlook.

In surveying the probable trend of trade over future months experts now are inclined to lay greater emphasis on what they hear from the field than on fluctuations in the stock market, although, as time goes on, of course, the market will regain favor as one of the interesting barometers.

Virtually every section of the country that replied to enquiries on current business situation declared that fundamentally industry and trade were sound. Even in industries that reported reductions in the volume of sales no ground for pessimism was found in most instances. That margins of profit might be smaller this year than last in particular groups did not seem to excite authorities over the country so much as it had some speculators in the financial community.

Not all of the developments that provide basis for future hope spring from conditions inland. It is gratifying to know that good times may be found from one end of the country to the other. That has given the financial community a new confidence in business and its future.

From the market itself now comes evidence, however, of an improved position for the future in the substantial reduction in brokerage loans. A shrinkage of \$535,000,000 in brokerage loans during March, bringing the total net loans carried at the end of the month down to \$3,000,000,000, reflects a general and broad movement in the reduction of excessive speculation.

In the period of active liquidation stocks tend to weaken throughout the list, the good very often falling with the bad, but soon there comes a time when buyers begin to discriminate and to repurchase the groups that appear to be in strong position.

A time will come in the present market when the experts in the investment field will reckon that it is not logical for all groups to move together. Greater discrimination in the selection of stocks will be exercised and we will have, once that period of adjustment arrives, the spectacle of some issues rising and others falling simultaneously.

At least that is the history of stock movements and there is no reason to doubt that the market in this respect will act according to rule.

Paul Willard Garrett.

[Copyrighted, 1926.]

Being a Greek god may have been all right in the days when Phidias was looking for handsome models, but it's something else in 1926. At least, that is the opinion of William Wright, who respectfully but firmly declines to pose for the heroic figure of Democracy which the sculptor George Grey Barnard is to create at Fort Washington. There are cattle in Maine to be cared for, and somebody else will have to be Democracy. Not that Mr. Wright is averse to posing in itself. He posed for a statue of Adam five years ago and has served as model for paintings and for pictures to be reproduced many thousands of times on magazine covers. But now he prefers his farm. Art is good, but life is better.

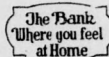


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Early Spring in the Muskegon River Valley.

Grandville, April 13—The opening of spring brings its usual amount of freshets, with here and there families fleeing their homes to escape the floods.

Despite all the improvements made during these later years there has been discovered no way of complete safety from the rising waters caused by numerous rains and melting snows. These freshets were oft times regarded favorably by lumbermen who were anxious to get their winter's cut of logs to the sawmills down the stream.

Suckers and milk was by no means a despised diet for those sturdy logging crews who filled the woods with their shouts and clinking peevies.

A newspaper correspondent has been writing for his paper accounts of the beauties of the Muskegon river at the present day. The oxbow above Croton is pictured and enlarged upon as one of the most beautiful spots in nature.

Undoubtedly true, but the oxbow was only a small part of Muskegon river attractions. There were even other bends with appropriate names. For instance, following the stream from Croton down through Newaygo, Bridgeton, the dam and other places one encounters nature in her most enchanting dress.

Beside the oxbow bend he will find these: Old Woman's Bend, Maple Top, Fiddler's Elbow, Milliron Point, the Flats, Hell's Galeria and last but not least, Truckee's Bedroom, where an old settler spent a dark and windy night on a raft.

These names are all familiar to the rivermen of half a century ago. The Muskegon is, undoubtedly, one of the most picturesque streams in the Northwest. It has, perhaps, lost much of its attractiveness in these later years with all its pine forests gone, yet it is a stream to be reckoned with, and holds in its history many stories worthy of a novelist's pen and the inspired muse of the greatest poets.

When a boy of sixteen I had the privilege of making a trip to the mouth of the Muskegon on a raft. I went as a passenger, an expert Indian pilot wielding the forward oar. Despite the fact that Indian Joe was one of the best pilots on the river, his raft became snagged, swung to shore and broke in the center, tearing off the oar rest at the bow, letting a lot of valuable shingles loose in the swift stream.

The raft was landed, after being freed from the snag, and it required all the rest of that day to make repairs so that the journey could be resumed. That being my first trip down the river on a raft it may be presumed that I enjoyed the event most heartily. Night fell when we ready to resume the trip so that we were compelled to halt until morning with one of the settlers whose farm extended for half a mile back from the river.

That night came a fall of snow and I had the pleasure of floating sixteen miles in the cold of a November winter day. We got through all right, however, and the memory of that trip has ever held a place in my brain. Later I had the pleasure of covering the same stream in a well equipped river steamboat, also on other rafts, and by Mackinac boat.

When lumbering was at its height, the Muskegon in the spring of the year was well worth a visit, since the great jam of logs, the clink and clang of the drivers' peevies, the roar and crash of waters made a combination not to be met with anywhere else in the world.

And those log jams.

One spring five hundred million feet of logs gouged the shores as they floated between the river's banks, finally coming to a halt at the bridge crossing the stream at Bridgeton, twelve miles below Newaygo. Here, all one night the anxious citizens kept watch and ward, hoping against hope that the bridge would withstand the pressure. Vain hope. The bridge was swept off its piers, while the logs, piled thirty to

forty deep, wedged between the banks and came to a halt.

This jam turned the river across the flats, threatening some of the dwellings of the settlers. The jam, the most notable of any that ever clogged the waters of the Muskegon, was not broken until weeks later when the "Big Drive" came down from above and assailed the mountain of pine with a hundred peevies.

There was a wagon trail from Muskegon, up the river to Big Rapids, over which supplies for upriver stores and camps were drawn in lumber wagons. Nobody had at that time dreamed of automobiles, auto trucks and the like. The road was through a pine country, crooked as a ram's horn in places, and deep sand throughout its length.

Numerous stores served the people who were hardy enough to dare the wilderness in search of a home. The pine lands bordered the rivers and smaller streams, while back a few miles the country was covered with beech and maple, the land being the very best for farming purposes.

Soon after the advent of the lumbermen came these farm settlers, so that after a few years the mill owners were not solely dependent for supplies on Chicago and the country beyond the lake.

There were two stores at Bridgeton, twenty miles up the river from Muskegon, kept by I. D. Merriell and A. A. Mixim. These furnished everything needed for the early settlers who found Newaygo and Muskegon too far away for trading purposes.

At the dam, below Bridgeton a few miles, Joseph Troutier kept a store, bought furs of the Indians, and did a thriving business. Mr. Troutier was one of the first settlers, and had a hand in the Government purchase of lands from the Indians. He died a few decades ago, one of the most respected citizens of the Muskegon valley.

Old Timer.

It Takes the Cream Off.

A novel siphoning device for removing cream from the top of milk while in a bottle has been put on the market. To use this device, which is made of glass, it is first held alongside of the bottle until a little cup-like part is even with the line that shows where the cream ends and the milk begins. The little cup is adjusted at that point and then the device is quickly lowered into the bottle as far as the cup will go. As soon as it is in position the cream will start flowing. The device is quickly cleaned by reversing it and letting water from a faucet run through it. It is in three sections, and may quickly be taken apart if sterilizing by boiling after use is desired. A demonstration of the device will be staged soon in a local department store.

Orders For Fall Tie Silks

Orders for tie silks for next Fall make a good showing, according to executives of leading tie silk mills. There is at the same time a good immediate delivery demand for a variety of the silks, reflecting a corresponding turnover of finished ties at both wholesale and retail. In the business placed for next fall, stripes are again accorded first rank, but there is much interest also shown in plaids and novelty figured effects. In the immediate delivery call foulards are stressed, and a continued call for these silks is expected well into the warm months.

Some of the best clerks are high class salespeople just because they have had the right encouragement from higher up.

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Some Seasonable Hints on Fire Prevention.

It has been said, and with a great deal of truth, that a careful man is the best fire preventive.

No one can refute this statement after considering the fact that carelessness is held to be responsible for eighty out of every 100 fires. General care in the grocery warehouse, a tidy and neat arrangement of stock, wide aisles, unobstructed passageways, clean floors with no accumulations of rubbish, etc., are all powerful helps toward reducing the number of fires in the grocery business. Good housekeeping in the warehouse generally goes hand in hand with good business.

Fires should normally decrease in number with the passing of winter. Defective chimneys and flues, hazardous installation of temporary heating arrangements and other winter fire hazards are automatically reduced by the advent of warmer weather. There are many remaining hazards, however, which work to maintain the average, unless certain precautions are taken at the close of the cold season.

Spring is house cleaning time. This is an excellent time to make an inspection trip from your roof to your basement with the thought of fire prevention uppermost in your mind and for the main purpose of correcting any dangerous arrangements which may exist and reducing the chances of a fire in your particular building.

Hints on Fire Prevention.

Look for the following items:

Is stock neatly arranged?

Are wide aisles maintained affording means of successfully fighting a fire?

Are windows and doors free from obstructions?

Are stairways open and clear of boxes and miscellaneous storage?

Do fire doors, shutters, etc., operate perfectly?

Are elevator pits and other out of the way places clean and free from oil soaked papers and rubbish?

How is your electric wiring? Loose or worn wiring, long extension cords, make-shift wiring looped over nails or other supports are dangerous fire hazards which are very apt to cost a great deal more than the cost to replace with standard and safe installations. Motors require periodical inspection. Care should be taken that drip cups or pans are kept in place and cleaned regularly. Some form of incombustible floor covering should be provided where motors are set on wooden floors and oil and grease should not be allowed to accumulate on the floors in the vicinity.

Fire Fighting Equipment.

Not every fire is preventable. If a fire should start it is important, therefore, that you have an organized plan to cope with the situation. Fires are all small in the beginning but if no means is at hand to combat a blaze quickly and effectively, it soon assumes disastrous proportion. What means is provided in your building for turning in a prompt fire alarm? Where is the closest alarm box? Every employee should be given to know how and where to turn in an alarm. The next point is to be able to start right in fighting the fire. Chemical exting-

uishers well distributed throughout the building have prevented many a blaze from getting out of control and thus saved millions of dollars. Such apparatus should be of a tested and approved type. They should be recharged once a year and kept in good condition for the emergency. They should be hung in accessible places where they can be gotten at in a hurry and everyone should know how to operate them. If you have a standpipe and hose arrangement, see that it is in working order; that the pressure is sufficient to carry the stream to every corner of your building; that the hose connections are in place and hose in good serviceable condition.

If you have an automatic sprinkler equipment, check it over carefully for coated or corroded sprinkler heads—for pressure, and satisfy yourself that it is always in shape to function perfectly in the event of fire.

Exposure Fires.

Fires originating in a neighbor's property may seemingly be out of your hands entirely. However, a little diplomatic handling can easily help to clear up a hazardous condition on your neighbor's premises. Wall openings, doors and windows can be protected from an exposing risk by steel shutters, wired glass windows, fire doors, etc. Intervening space should be kept free from lumber, scrap and miscellaneous "junk" and good housekeeping should extend to the yard as well as the inside of the building if the best results are to be obtained.

A little care and a few moments of forethought now may save wholesale grocers hours of anxiety and worry later on.

D. L. Carton.

Badges For Peddlers.

A new ordinance in Minneapolis, Minnesota, compels the peddlers to wear badges. This is in order that they may not conceal the fact that they are peddlers in their profession of bell ringing and thus gain entrance into many houses under conditions that approximate false pretenses.

This new ordinance also requires that peddlers shall pay a license fee of \$2 and with their application for licenses must register their names and addresses, together with those of the peddler supply houses for which they work, and in addition give a description of the merchandise they are selling.

Each peddler badge bears a number which may be checked against the license list in the city hall.

Says "Butter and Egg Man" Term Hurt His Reputation.

Minneapolis, April 12—Contending that the term "butter and egg man" is an insult to Minnesota and to butter and egg dealers in general, Herman Klingelbutz on Wednesday filed suit for \$100,000 damages against a vaudeville theater and Frankie Heath, actress. Klingelbutz charged he "suffered in his reputation in that his morals, integrity, character and intelligence have been assailed and ridiculed." He said that he was acting as a representative for 18 butter and egg dealers of Minneapolis. The complaint against Miss Heath charges that in a song entitled "Butter and Eggs" she used "certain tones and gestures to convey that all dealers in butter and eggs were men of immoral and licentious character."

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Hardware Mutual Casualty Co.	

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

WRITE FOR FURTHER PARTICULARS.

Merchants Life Insurance Company

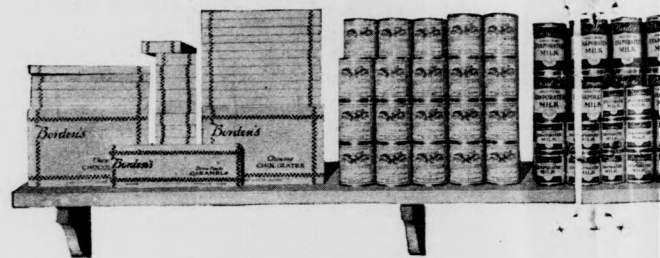
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Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

A milk proposition



The Borden

FOR many years, grocers have used evaporated milk as a "leader"—cutting profit margin to meet competition.

This situation creates a big problem for everybody concerned — manufacturer, wholesaler, retailer.

Realizing a decent profit on milk is essential if the distributor's interest is to be maintained. The Borden Company, after careful study and consideration, offers a solution which actual trial has proved correct.

Prove this in your own business

Take 5 feet of shelf space and fill it with any brand of evaporated milk (except Borden's) and price it at any figure you wish.

Then take an adjoining space and fill it with the Borden line—Borden's Evaporated Milk, Eagle Brand Condensed Milk, Borden's Caramels, Borden's Malted Milk, and one of Borden's Household Brands of Condensed Milk.

In other words, test out the compara-

tive profits between the milk on the first shelf against the line of milk products on the Borden shelf.

This is what you will find

The Borden Company is the one producer of milk products which offers the distributor a really profitable line of milk.

From this Borden shelf you will sell Eagle Brand Condensed Milk—sold by the trade for generations *at a real profit*. You will sell Borden's Malted Milk, in the glass package, at new prices which guarantee a generous profit. You will



with real dealer profits *



5 foot shelf

sell Borden's Caramels in the new pound and half-pound packages at a price that is not only attractive to the consumer, but which is very profitable to *you*. Then in many markets you will sell Borden's other brands of condensed milk for household uses—another item that has yielded splendid profits and turnover.

At the end of 30 days

Figure your cost—your gross and net profits on the money invested in the first shelf.

Then do the same with the Borden shelf—and stack the net figures alongside each other.

On this evidence, you will ask yourself—

1. Is it not true that *Borden's* is the one line I can afford to handle?
2. Is not Borden's the one *Paying Line* of milk on which my efforts should be concentrated?

Ask the Borden salesman to help you make this test. The Borden Company, 173 Borden Building, 350 Madison Avenue, New York, N. Y.



* The new Borden Profit-finder will help you figure your profits easily and quickly. Send for it—it's free.

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. Muirne, Battle Creek.
Manager—Jason E. Hammond, Lansing.

White Shirts Sell Freely.

Although light colored ground fancy pattern shirts with collars attached or to match are being sold to a larger extent than heretofore by retailers, the bulk of the demand continues to be for the solid white shirt, it was said yesterday. White broadcloth shirts, for example, are said to be selling just as freely as they did before the present novelty trend in this merchandise became strong. The price margin on these shirts, however, remains slim. White oxford shirts for sports wear are also active sellers, and the indications are that this type of shirt will have a wider vogue during the late Spring and Summer. In collar attached shirts those with long pointed collars are in most demand at present, the patterns including both narrow and wide stripes, checks and all-over designs.

Linoleums Not Priced For Fall.

These buyers of floor coverings who went to market last week in the expectation of picking up some linoleums and other hard-surface goods for Fall were disappointed to find that none of the leading lines had been repriced for the new season. This action will not be taken until June 1 when, incidentally, some of the well-known carpet and rug lines will also be priced for Fall. Although realizing the hardship the splitting of the openings will have on many buyers, the principal manufacturers of linoleums and kindred lines decided that by holding off until June 1 the best interests of the greatest number could be served. Indications were yesterday that, unless something now unforeseen arises, there will not be much change in the new prices when they are announced.

Now the "Ankle Corsage."

The popularity of floral corsage and boutonniere decorations has led to a new development—the ankle corsage. This corsage is to be worn on the right ankle, and is formed of a grouping of small flowers such as violets, pansies and the like, in a variety of colors to harmonize with the other apparel. Its decorative feature, according to its sponsors, is that it relieves the monotony of the line of the stocking and accentuates a pretty ankle. The fad has already been introduced in a Southern State, and "movies" showing the wearing of the corsage will be shown in many theaters throughout the country. The merchandise wholesales from \$1 up.

Little Doing in Toy Trade.

Very little is being done in the toy trade at the moment. Buyers in the Eastern half of the country are just beginning to get their second wind after their activities at the recent toy fairs in New York City and are not contemplating much additional buying for the time being. Those in the Western half of the country, and especially

Pacific Coast wholesalers, are looking over the season's new playthings at the Chicago toy fair this week. No one in this market seemed to know yesterday just how things were shaping up out there, but there was a feeling that relatively less business would be done than was written at the local fairs during February.

Vestees Lead in Neckwear.

Vestees continue the most popular item in the women's neckwear field. Tailored ones of satin and crepe de chine are most in demand, with some interest being shown in pique models. Collar and cuff sets, which are also moving well, are mostly in "dressy" designs, as are the yard goods of pleated georgette. Manufacturers attribute the demand for fancy yard goods to the amateur dressmaking that usually goes on at this time of the year. An interesting thing about the business being done at present is that the better-grade goods are outselling those which are priced at more popular figures.

Report Return of Petticoats.

The return to vogue of the two-piece suit for women is bringing with it a revival of the demand for petticoats, according to reports received from manufacturers represented in the membership of the United Petticoat League of America. While the demand for slips continues greater than that for petticoats, there is call enough for the latter to warrant the bringing out of new designs. One of the most notable of these makes use of a shaped top adjusted to a band in place of the elastic that is uncomfortable to the uncorseted figure. The new petticoats are also shown in wrap-around models.

Bright Colors Wanted in Slips.

Slips in brilliant colors, with metallic or satin finish, now top the demand for these garments in market. Many of the higher-grade slips are made of material that is either half or all fiber silk and that takes a high finish. It is expected that with the coming of warmer weather the lingerie slip and the light-colored petticoat with shadow hem will come into considerable prominence. A novelty of the moment is a slip of printed silk to be worn under the popular georgette dress. The trade looks for an even better and more general business in slips this year than a year ago.

REAL VALUE



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Your
Jobber

CRESCENT GARTER CO.
515 Broadway, New York City

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

RICHARDSON'S TAFFETA

Meets the present demand of a dress silk, which is soft, and beautiful, yet is so constructed it will permit of the new flare effect.

Richardson's Taffeta has always given satisfaction, because it is not an adulterated cloth. It is an honest value and will wear as long as any good quality silk fabric. From present indications, it appears that taffeta is destined to enjoy quite a vogue, during the spring and summer seasons. Changeables and the lighter colors predominate for evening wear, while the more conservative, navy and black, offer charming materials for afternoon frocks.

Sample swatches and color cards sent on request.



Other Richardson
Silks are:

Georgette

Crepe de Chine

Satin de Chine
Charmeuse

Cotton Back Satins

Satin Crepe

Silk and Wool Faille

Printed Crepe de
Chine

Lingerie Silk

Spool Silk Shades

are very important today. We are studying the color situation constantly, so that our customers, may, at all times, have spool silk shades in their cabinet to match any staple or season color.

If you are in need of new colors, write for our color card, showing 300 shades.

Richardson's Threads are smooth and strong.

Most dry goods and notion jobbers carry Richardson's Threads.

RICHARDSON SILK COMPANY

207 W. MONROE
STREET



CHICAGO
ILLINOIS

Statement From the Cheek-Neal Coffee Co.

Brooklyn, N. Y., April 10—We have your letter of April 8 and regret exceedingly to learn that any controversy whatsoever has taken place in your publication concerning Maxwell House Coffee. We appreciate the fact that you have written us regarding this matter and called same to our attention but regret article has been printed in the Michigan Tradesman without our having an opportunity to state our side of the argument along with the other article. As you know, many of your readers would read this article who would not read any answer we might make such an article. In the first place, it has been our policy to at all times co-operate with the retail grocers and the wholesale grocers in every way that would make Maxwell House Coffee profitable to the retailer and jobber, as well as to ourselves, and we have done more than a great many leading manufacturers in this direction.

We have also preferred to keep out of all controversies and we do not wish to go into this matter further with the Michigan Tradesman inasmuch as we are not familiar with the conversation which took place between Mr. Frank Pierce, who acts as our broker in the State of Michigan, and members of your organization.

We will, so far as the Cheek-Neal Coffee Co. is concerned, continue to assist the retail grocers of Michigan in making Maxwell House Coffee more profitable as time goes on.

We have one price to wholesale grocers, and make no exceptions, but cannot, as you know, control the price at which any house sells Maxwell House Coffee after they once have it. The wholesale grocers on practically every article manufactured to-day at some time make a leader of the article and cut the price, and the writer is inclined to believe the paragraph in the 3rd column of page 32 of the April 7 issue of the Michigan Tradesman is rather unfair in making this statement without first investigating same and referring to our company as being of an artful dodger character. Of course, our business was not built up in bringing suits against people for slander, nor do we wish to ever get into any controversy whereby the independent grocer would feel we were against him rather than for him, because we are for him. It is a little humiliating to us that any grocer's association would assume an antagonistic attitude toward a manufacturer who has done as much and spent as much as we have for the independent grocer. Practically every retail grocer's association in the United States which has men of big caliber connected with them will gladly testify that we have done more than a great many other National manufacturers for the independent grocer. We have received in the past hundreds of letters written along these lines complimenting us for our assistance in food shows, helping grocers improve the general appearance of their stores and assisting them in getting established.

We are not trying to make any alibies, nor do we wish to discuss this matter further from this office.

Will you kindly publish this letter, word for word?

Cheek-Neal Coffee Co.

More About Old Time Local Merchants.

W. H. Ross, a chemist, opened a stock of drugs on the Northwest corner of Jefferson avenue and Wealthy street in 1880. Later he studied the science of medicine and gained a diploma from a college in Chicago. He had previously compounded a medicine for use in the treatment of rheumatism and sold it largely to the public. Dr. Ross was a talented vocalist and his voice was often heard in the churches and in concerts. He died a few years ago.

Bartholomew & Ganung were pioneer merchants on Wealthy Heights. Their store on the Southeast corner of James avenue and Wealthy street was liberally patronized. Bartholomew died and the location was subsequently occupied by Frank Vandeven, who remained in trade there five years.

A. H. Tibbs, a druggist, did not remain long in one location. Evidently he was impressed with the belief that frequent changes would win success. Death put a stop to his movings.

H. M. Liesveld was a prosperous grocer thirty years ago. His store was on Cherry street, near Packard. Mr. Liesveld sold out and invested his means in stock of the Globe Knitting Works and became an officer of that corporation. His former location is now occupied by Ora Chadwick.

Dr. Knapp, in his youth learned carpentry. He was a capable workman and his services were much sought for, not only on account of his skill but of his independence of the carpenter's union. He studied chemistry while working at his trade and later entered a medical college from which he was graduated in due time with honors numerous. Dr. Knapp leased a store on the Northwest corner of Eastern avenue and Wealthy street, stocked it with drugs and thereafter divided his time with his patients, his store and with those who needed his services in carpentry. He was given charge of the first branch of the post-office in the Wealthy Heights district. Dr. Knapp, had earned a substantial fortune before his earthly career closed about ten years ago.

A. Oppendyk opened a jewelry store at Wealthy Heights thirty years ago. As his enterprise was not well rewarded, he moved to Grandville avenue and established a remunerative business.

W. F. Barth (a druggist of Division avenue) in company with a man named Warren, was in the drug trade of Wealthy Heights twenty-eight years ago.

John M. Wolcott (now of Washington) opened the first drug store in the Wealthy Heights district in 1881. The district was alarmingly healthy and Wolcott sold out to accept the tender of a position in the Government postal service. His wife (a daughter of Dr. Woodward, one of the pioneer physicians of the city), was a teacher in the public schools several years.

R. Visscher was a grocer located on wealthy street at Diamond avenue many years ago when the region was known as "chicken town." A son-in-law is now the proprietor of the store and a daughter is the manager of a bakery nearby.

Arthur Scott White.

An Old Joke.

What is the oldest joke in the world? No one knows exactly, but one of the oldest is still a favorite. King Archlaus of Macedonia, more than 2,300 years ago, summoned a barber. "How shall I cut your hair, sire?" the barber asked.

"In silence," answered the king.

Employees feel a greater interest in a business for being encouraged to make suggestions about its management.

COYE AWNINGS

give BEAUTY and COMFORT
to HOME, OFFICE and
STORE

CHAS. A. COYE, Inc.

Campau Avenue and Louis Street
GRAND RAPIDS, MICHIGAN



Write or Phone for Estimates and Samples

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

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GRAND RAPIDS

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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 Twp., 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.
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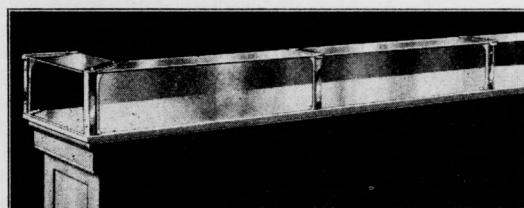


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KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside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

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Practical counter protection can be had at very low prices. Let us quote you on your requirements.

We also build
SHOW CASES
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STORE
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SAGINAW, W. S. MICHIGAN

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.

World-Wide Production and Consumption of Wheat.

There are so many varied opinions concerning the probable future action of the wheat market that possibly a statement of production and consumption from a world-wide standpoint will be interesting to the trade. We are indebted to the United States Department of Agriculture, Liverpool Corn Trade News, London Grain, Seed and Oil Reporter, and the International Institute of Rome for the following statistics:

Principal wheat producing countries named in order of amount of wheat produced during the calendar year 1925.

	Bushels
United States	669,365,000
Russia (estimated)	530,000,000
Canada	422,300,000
France	329,500,000
India	324,650,000
Italy	241,000,000
Argentina	215,000,000
Spain	163,000,000
Australia and New Zealand	121,000,000
Africa	112,000,000
Germany	106,500,000
Roumania	106,500,000
Jugo-Slavia	82,500,000
Hungary	67,500,000
Poland	58,500,000
United Kingdom	51,300,000
Bulgaria	50,000,000
Japanese Empire	47,000,000
Czecho-Slovakia	36,500,000
Chili	28,000,000
Uruguay and Peru	14,500,000
Belgium	14,000,000
Sweden	14,000,000
Austria	12,000,000
Greece	11,500,000
Mexico	10,000,000
Portugal	9,600,000
Switzerland	6,900,000
Denmark	6,800,000
Lithuania	5,400,000
Holland	5,300,000
Persia	4,200,000
Latavia	2,300,000
Cyprus and Malta	2,200,000
Finland	750,000
Norway	550,000
All other countries	20,850,000

Grand total for world, 3,902,965,000

Annual world production of wheat for past five years.

	Bushels
World production, 1921	3,634,555,000
World production, 1922	3,421,984,000
World production, 1923	3,834,010,000
World production, 1924	3,440,765,000
World production, 1925	3,902,965,000
Five year average	3,646,855,800
World production increase 1925 over 1924	462,200,000
World production increase 1925 over 5 year	256,109,200

It is interesting to note the 1925 world production of wheat is 462,200,000 bushels greater than in 1924, and 256,109,200 bushels greater than the five-year average. However, production figures without considering total amount consumed as human food and in seed requirements, are meaningless

hence the following statement of these requirements for the calendar year 1925:

	Bushels
United States	604,365,000
France	353,500,000
Russia	330,000,000
India	322,650,000
United Kingdom	290,800,000
Italy	289,000,000
Spain	169,000,000
Germany	162,500,000
Canada	132,500,000
Roumania	86,500,000
Argentina	65,000,000
Jugo-Slavia	58,500,000
Czecho-Slovakia	55,500,000
Belgium	55,000,000
Hungary	43,500,000
Australia	35,000,000
Greece	31,500,000
Holland	30,300,000
Austria	28,000,000
Sweden	24,000,000
Switzerland	22,900,000
Denmark	13,800,000
All other countries	135,000,000
Total world requirements for 1925	3,338,815,000

Past five year average surplus of world production of wheat over human consumptive and seed requirements for 1925, 308,040,800 bushels.

1925 Surplus production of wheat over human consumptive and seed requirements for 1925, 564,150,000 bushels.

It will be noted there was annual world surplus of wheat of 308,040,800 bushels as an average for the past five years, and a surplus of 564,150,000 bushels in 1925, based on the human consumptive and seed requirements for the periods mentioned above. However, the statistics given do not take into consideration the wastage of bumper crops, or the amount fed to animals when wheat is plentiful and low in price compared to the prices of other cereals, consequently it is not true that the average surplus shown in above figures has been carried down to the present crop year, as such a proposition would be both practically impossible, as well as impracticable from an economic standpoint. However, these figures do give an idea of the supply and demand situation for the periods mentioned.

The surplus of the world supply of wheat above all requirements for 1925 is estimated at all the way from 250,000,000 bushels to 500,000,000 bushels, but these figures are not indicative of an over supply when it is taken into consideration they represent only from 6 to 12 per cent. of previous year's actual requirements.

A serious crop failure in any of the large producing countries would nearly wipe out even the larger surplus figure and place the market in such a proposition as to force unreasonably high prices, which, in turn, would create famine conditions for those people possessing very small incomes. Another thing must also be taken into consideration, and that is the fact that the consumption of wheat in both China and Japan is increasing quite rapidly, and will in a few years be a real factor in the supply and demand situation and the making of prices.

The months of August, September and October, are, generally speaking,

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Sold From Coast to Coast

Putnam's



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

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

considered opportune periods for the purchase of flour to cover future requirements, in some instances as much as six months in advance. The reason for this attitude on the part of many buyers is probably explained in the following analysis of harvesting periods of the various countries producing this cereal, particularly those that produce a material surplus.

Harvesting Periods.

January	
Argentina	215,000,000
March	
India	200,000,000
Africa	112,000,000
March Total	312,000,000
April	
India	124,650,000
Mexico	10,000,000
Persia	4,200,000
April Total	138,850,000
June	
United States	250,000,000
Spain	163,000,000
Japanese Empire	47,000,000
Greece	11,500,000
Portugal	9,600,000
June Total	481,100,000
July	
United States	194,365,000
France	329,500,000
Italy	241,000,000
Roumania	106,500,000
Jugo-Slavia	82,500,000
Hungary	67,500,000
Bulgaria	50,000,000
Czecho-Slovakia	36,500,000
Austria	12,000,000
Lithuania	5,400,000
Latvia	2,300,000
July Total	1,127,565,000
August	
United States	225,000,000
Russia (estimated)	530,000,000
Canada	350,000,000
Germany	106,500,000
Poland	58,500,000
United Kingdom	51,300,000
Belgium	14,000,000
Switzerland	6,900,000
Denmark	6,800,000
Holland	5,300,000
Finland	750,000
Norway	550,000
August Total	1,355,600,000
September	
Canada	72,300,000
Sweden	14,000,000
September Total	86,000,000
December	
Australia and New Zealand	121,000,000
Chili	28,000,000
Uruguay and Peru	14,500,000
December Total	163,500,000
All other countries various periods of year 23,050,000	
Grand total for year 1925, 3,902,965,000 bushels.	
Month in which greatest quantity of wheat harvested—August—1,355,600,000 bushels.	
Next largest month, July, 1,127,565,000 bushels.	
Third largest month June, 481,100,000 bushels.	
Total for three months, June, July, August, 2,962,265,000 bushels.	

These figures indicate 76 per cent. of the total world's crop of wheat is harvested during the above ninety-day period, and it so happens this period, June, July and August, is that in which the United States harvests its crop. If we were to add the month of September to the above with its 86,000,000 bushels, the four months total would equal better than 78 per cent. of the total.

Of course, not all of the wheat by any means is marketed at harvest time, but the movement is generally heavy, and consequently markets are generally depressed during August, September and October, which attracts many buyers of both wheat and flour from a speculative standpoint, and explains at least partially, why the volume of flour trade is heavier during that particular period.

Price Prospects.

As to prospects for the next sixty days, as far as prices are concerned, much depends on the condition of the growing winter wheat crop, and the conditions for seeding spring wheat in the Northwest and Canada. With favorable conditions— all around, prices should gradually decline; with unfavorable crop prospects, wheat is already low enough for the new crop and too low for immediate shipment. We have a fair surplus from a world-wide standpoint of wheat and the flour trade will not be very active until the new crop is available for milling, hence values should decrease somewhat under favorable crop conditions, but with serious damage to the American crop (North America produces approximately one-third of the wheat grown) prices will advance somewhat in the immediate future, and probably new wheat would start off at around \$1.50@1.60 per bushel for choice grain; with favorable outlook the will probably be 25@40c per bushel less when the American harvest is in full swing or nearly garnered.

It appears advisable for the flour buyer to watch crop news closely, cover normal requirements of trade for thirty days, and avoid purely speculative buying for the next sixty to ninety days.

Of course, the producer in the United States and Canada is better organized than ever before, and this will, in all probably have a tendency to hold prices more firmly than when they were in more of a disorganized state. Furthermore, the reigning political party is interested in having the farmer secure reasonably good prices for his product, and so is the business man. These conditions all affect values to a certain extent. However, we believe the flour buyer is using good judgment to buy only for normal requirements under present conditions.

Lloyd E. Smith.

One Ray of Cheer Among the Gloom.

Mears, April 10—With impassable roads, eight feet of snow, April full of March winds and mail littered up with ising glass letters, I am rapidly becoming a pessimist. The only cheerful thing in the whole smear was in receiving your notice that my subscription to the Tradesman was again due. The fact that I am to receive \$52 worth of reading matter for three bucks is the only pleasant bit of news I have received in the past four and one-half months. Chronic Kicker.

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

NOT A BIT TOO EARLY

It is awfully easy to delay making reservations for your convention—remembering that it does not occur until June. But it is not a bit too early to write your local chairman now.

Sit down and send him that letter, "Count me in for the N. A. R. G. Convention, June 21-24, Rochester." You'll find new business ideas and recreative fun when you go.



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The Fleischmann Company
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THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
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Ship Us Your Current Receipts

FRESH EGGS and PACKING STOCK BUTTER

We Pay Full Grand Rapids Market Day of Arrival. Get in Touch With Us by Phone or Wire On Any Round Lots You Have to Offer.

ASK FOR QUOTATIONS ON

FUL-O-PEP CHICK FEEDS

KENT GROCER COMPANY

WHOLESALE DISTRIBUTORS
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A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
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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.

Sporting Goods Should Receive Some Attention.

Written for the Tradesman.

With the first signs of the break-up of winter, the wide-awake hardware dealer made certain that his sporting goods department was in good shape for the spring demand.

All the new stock should be pretty well in before the rush starts. In few other lines is this so essential as in sporting goods. The sporting enthusiast is always in a desperate hurry; and if the dealer is not ready to cater to his demand, he is apt to go elsewhere with his trade.

It is good policy to anticipate even the early demand by a sporting goods window display. This not only tends to hasten the trade, but to induce many a prospect to reconsider his decision not to buy anything new this season.

A sporting enthusiast always likes to have the best equipment on the market; and although the article he used last year may be in fair shape, if he notices something that appears better, he is usually disposed to buy it. Here lies the great value of a good window display at the right moment. Once the last year's article is in use, the desire to get something better is usually less acute.

To make the most of his sporting goods department, the dealer should not only use his windows frequently, but he should display his lines prominently inside the store. Group the sporting goods stock together, so that there will be no need to run about the store in case a customer wants a complete outfit. If possible, locate the department near the store entrance, so that the goods cannot fail to be seen.

Above all, see to it that the goods are neatly arranged and free from dust. Sportsmen like to look over the stock; and to show them dust-marked fishing rods or smeared boxes containing baseballs is to give them a first impression that they are inspecting old stock. And this first impression is quite often fatal.

It is essential that the goods should be regularly overhauled. Fishing rods that will not join together easily, and guns that will not work as they should, readily spoil a sale. Keep everything spick and span in appearance, and in the best of condition.

The dealer's attitude also counts for a great deal in making sales. Suppose the dealer is not a fisherman; that he has neither time nor inclination for that type of sport. In his handling of the line he should never disclose the fact; and should never even jokingly deride the sport which his customer takes seriously. If the customer thinks that the dealer is an enthusiast like himself, and can cast a line just as well as he can, if not better, then the sale is more than half made. The dealer may not be an enthusiast for any sport; but he can at least cultivate what might be termed an attitude of sympathetic understanding toward all sport.

The dealer should, in most instances,

give his first attention to fishing tackle for it is fishing tackle that starts the season. Get after the fishing clubs and invite the members to come in and look at your stock. Get after the unattached angler by judicious advertising and good window display. Make the displays interesting and, if possible, novel.

One very good design is that of a fisherman in despair over a broken line, while the trout is seen, or imagined, careening off with the other end of the line in its mouth. The text that such mishaps never happen to this dealer's lines rounds out the situation. Put this idea in the form of a catchy slogan, as, "Why didn't I buy one of those good lines from —?" Such a display requires some preparation, but if you can put it across, it is well worth the effort.

A simpler and more commonplace display shows a fisherman indulging in his sport amid realistic surroundings. Such a display can be arranged quite easily. To begin with, you need a dummy figure. Forest or river bank can be suggested by a generous arrangement of artificial leaves, grass and moss. In the rear portion of the window show a fisherman casting his line into a stained looking-glass lake. The lake can be suggested by a strip of mirror soaped over in places. This can be made a natural and refreshing scene, and is sure to attract considerable notice.

The great value of sporting goods, so far as window display is concerned, is that they readily lend themselves to picturesque effects. A merchant with a little ingenuity can evolve many effective designs at comparatively slight cost. The materials and paraphernalia used one year can be carried over to the next season, and used again with minor variations.

Fishing rods, to be shown to the best advantage, have to be jointed together. Except in the very cheap grades it seldom happens that a sale can be made unless the rod is first shown in this way. A customer will wish to see just how the rod balances and hangs. The more easily a rod can be shown, the more sales will be made. If the clerk has to reach down into a box under the counter, or even joint the rod together he will be slow in showing fishing rods.

The best way to show fishing rods is to have them either on a rack or stand (jointed up) or on one of the counters or tables down the middle of the store. In this way, twenty-five or thirty different rods can be shown, with the number and price marked on each rod. If not possible to show the rods in this way, a sample of all styles and prices of rods can be carried in stock; those paying the best margin of profit can be selected for particular display. It will as a rule not be found advisable to show cheap steel rods or the low-priced split bamboo rods. These two classes are sold close and sell all too easily, and can often be sold without being put together. Concentrate your efforts so far as display is concerned on the better class of rods.

When a sale is made, the sample shown should be the one delivered to the customer. This rule should be followed in the case of reels; and then

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

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Farm Machinery and Garden Tools

Saddlery Hardware

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Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN



Protect
Chicks &
Plants with
CEL-O-GLASS

FOSTER, STEVENS
and COMPANY

Grand Rapids

Write for circular

GIBSON REFRIGERATORS

Our Sample line is now on our floor. We invite your inspection of this wonderful line. Can be sold on very easy terms. Also some good used boxes.

G. R. STORE FIXTURE CO.

Automatic 67143

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

there will be no accumulation of shop-worn stock. Reels should be arranged in the case according to price and number, and the price as well as size marked on the tag on each reel. The tag should be taken from the reel when sold, and another reel from the stock immediately put in its place.

After his fishing displays, the merchant can take on the later lines, such as baseball, tennis, canoeing outfits, yachting supplies, golfers supplies and the like. Baseball will be, of course, the big item, so far as popularity is concerned; but no line of sporting goods should be neglected. Quite often a negligible demand can be stimulated to considerable proportions.

Window displays, newspaper advertising, interior display, and circulars to a selected mailing list, all help to bring in business. But it will also pay the dealer to go after the trade personally.

Interest yourself in the sporting affairs of your community. Be ready to help forward any movement to organize a club or association. If possible, offer the organizers the use of a room to hold their meetings. Stimulate to the best of your ability the sporting enthusiasm of your community. Whatever you do along this line will react for the benefit of your business; but the more sincere and unselfish your interest, the more you will benefit in a practical way.

If a merchant has a small annex to his store, it may be worth while to consider the advisability of running a repair shop, especially if he intends to work up a bicycle trade. If properly handled, such a shop could easily carry the expenses of a mechanic; and the store would benefit in its retail trade from the fact that an intelligent work man is available to handle any repairs to bicycles or sporting goods. The service given has a distinct value in encouraging trade; and the fact that service of some kind is available will lead a good many sporting goods prospects to turn their trade in your direction.

Victor Lauriston.

Some of the Evils Caused By Cigarette Smoking.

It has been my observation that there is a marked and serious difference between smoking cigarettes and smoking cigars or tobacco. Dr. Swift claims that cigarette smoking is more harmful than other smoking because cigarette smokers, in inhaling the smoke, bring the chemical poisons in more direct contact with the mucous membrane lining "of the bronchial tubes, in addition to that of the mouth and throat."

I do not understand, however, why he does not add the surface of the lungs, to which is brought the entire blood supply of the system for reoxygenation. It would seem to me, of course, as a layman only, and speaking with the greatest respect for the medical profession, that these same poisons, so presented to the exposed surfaces of the lungs, would be absorbed into the blood with great rapidity. I have observed that the cigarette smoker takes a deep inhalation as though he made a special effort that the smoke would reach every part of his breathing lung surface. But,

aside from any reasoning on the medical side, which I do not consider my place to discuss, I do wish to make mention of certain observations that I have made of habitual cigarette smokers.

Having a number of young men come under my daily observation for a number of years, I have noticed that the habitual cigarette smokers, other factors of course being equal, have never been able to hold their own with the man who smokes a cigar or a pipe. In several instances I have found that they have not been able to work with the same energy, so-called "pep" or endurance. In fact, in every instance they have been mentally and physically below par; in such instances, at my earnest solicitation, they have made an effort to drop the cigarette habit, but it seems to have such a hold on them that they can't shake it off. As one expressed it: "I hate cigarettes. It is just that I want to get a whiff or two into my lungs."

In these same cases I have found that where they have stopped smoking for any length of time their condition and color improved, although they did seem to me to be a trifle more nervous and jumpy than they were before they stopped smoking; usually these types are sallow and have an appearance which I can best describe as stodginess; that is, their features usually lack the vivacity and play that I have noticed in normal young men.

In comparing cigarette smoking with the other forms of smoking one must assume an average line of excess; that is, I should say that the young man who smokes upward of twenty cigarettes a day is comparable to the man who smokes upward of six or seven cigars a day, for, naturally, it would be unwise to compare the habitual smoker of two cigars a day with the habitual smoker of twenty cigarettes a day; or, reversing the proposition, it would be unfair to compare a man who smokes four cigarettes a day with the man who smokes five cigars a day. It may also be true that young people form the cigarette habit much easier than any other form of tobacco smoking; further, I think they are more likely to carry that particular habit to excess more easily than the other forms of smoking to which reference has been made.

In my opinion, you would be doing a great service to the young generation if you would start a serious discussion whereby scientific men could reach some definite conclusion based on reliable and scientific data. Unless such conclusive scientific data be forthcoming, I am personally convinced that cigarette smoking has and is doing a great deal of harm to the natural energies of our young people to-day, as well as to their physical being; when I say that I mean it relatively—more harm to the same degree of excess than other habits of the so-called evils, namely, drinking, cigar smoking, pipe smoking and other dissipation.

Theodore Prince.

A Modern Samson.

The Rev. Frazier will preach Sunday evening, after which the church will be closed for necessary repairs.

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Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
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Warm in Winter—Cool in Summer
Brick is Everlasting

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

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

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GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

I. VAN WESTENBRUGGE

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The Food of the Future

CHEESE of All Kinds

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OTHER SPECIALTIES

Quality-Service-Cooperation

King Bee

Butter Milk

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18% Protein

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

Manufactured by

**HENDERSON MILLING
COMPANY**

Grand Rapids, Mich.

"The reliable firm."

You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Kalamazoo, April 13—Manistique folks, or at least, some of them, think they ought to have a new hotel.

I don't agree with them and I can tell you my reasons for taking this position.

In the first place Manistique has a perfectly good hotel, the Ossawinamakee. To be sure it is a frame building, but it has sixty perfectly good rooms, and each one of these rooms is provided with running water, good furnishings and is a model of neatness. The meals are easily among the best served in Michigan and the charges most reasonable. Also the atmosphere is refreshing. So much for Manistique's present equipment.

The Manistique correspondent to the Tradesman has this to offer:

"The promotion mentioned is just at a stage where we are trying to collect all the details possible and the different systems used in promoting plans. Not being expert in that line, we are attempting to find out for sure whether we are correct in supposing that this would be a truly paying proposition. Our local capital is very limited, but from the few figures we have been able to obtain up to this date and the paying business done by the hotels we have and those in our neighboring towns, we decided that the prospect was promising enough to interest outside capital."

The correspondent does not say what size hotel his people are considering, but let us suppose that it is to be fifty rooms.

Such a hotel with fire proof construction but without frills will require an investment of \$150,000 in the building and at least \$15,000 in furnishing. Seeking an investment return of 6 per cent., together with taxes and insurance, such an enterprise must bring in at least \$20,000 per annum.

We will grant for argument's sake that 75 per cent. of these rooms will be occupied for not to exceed ten weeks each season, or seventy days altogether.

Allowing an average rate of \$2.50 per day for these rooms, which is an exceedingly liberal estimate, we have total earnings for the season of say \$8,750 for the rooms. The meals we will not consider. They may return a small profit, but the chances are very much in favor of a loss. Hence we have total gross earnings for the summer season, the only period when the hotel would not be actually losing money, at less than one-half of the interest charges.

But from these gross earnings we must deduct the cost of operating these rooms—granting that the dining room will take care of itself. Such charges, including laundry, water, maids and housekeeper would easily approximate \$2,500 for the period of ten weeks, and in this estimate no allowance is made for manager or clerks.

This would leave \$6,250 to pay the interest charges on an investment of \$165,000, to say nothing of depreciation. A manager might be secured for \$50 per week and two clerks at \$20 each, making a cost of \$900 to \$1,000 more, or \$3,000, to say nothing of the cost of feeding the help. A net profit of \$5,200 on operation would give investors about 3 per cent. on their stock, provided no mishaps occurred. All this is providing the hotel did the business I have credited them with. But I am not so sure that they can secure a 75 per cent. occupancy. No doubt there are occasions when the capacity of the present Manistique hotels are overtaxed, but I doubt if a large volume of business is turned away during the short tourist season.

Manistique is located midway between St. Ignace and Escanaba, the exact distance between the two last named towns being 150 miles, a comfortable day's drive. Most travelers

are landed in St. Ignace by ferry in the early evening. These travelers, with few exceptions, would prefer to leave St. Ignace in the morning to arrive at Escanaba in early evening. Should they arrive at Manistique about the luncheon hour they can be easily accommodated at the Ossawinamakee, with its commodious dining room, and, as I stated before, its splendid meal service.

There is a growing tendency among investors to keep their hands off of resort hotels, especially in the North where the season is short at best and the weather conditions always a gamble. A few of the present establishments make some money. A majority of them do not. The old-time all-summer guest has become extinct. The automobile hastened his departure, so at best the resort must make its money out of the transient, who tarries only briefly and then only in cities or towns which present especial attractions either in scenery or forms of excitement. Manistique may have both of these features to offer, but the North offers a surfeit of them.

My conclusion would be that investors—and they must be made up from local capitalists—would have to be satisfied with a return of say 3 per cent. under the most favorable conditions, and even then they would depend each year on a transient manager who would be hard to find.

The correspondent speaks of the money being made in hotels in his neighborhood, but I incline to the opinion that his judgment is based largely on guess work, for with an almost certain knowledge of conditions prevailing in Upper Michigan I would be willing to hazard the opinion that there are not three hotels in that section paying a decent return on the investment made in them, and so far as community built establishments are concerned, there are but two in all Michigan which are financially successful.

Only recently one of these institutions refinanced on the basis of a 100 per cent. loss for the stockholders, and there is no assurance that the bond holders even will come out clear.

Since the kaiser's war there has been a disposition on the part of the American public to gamble. They were well fed up on mining stocks, finally drifted to oil and now the hotel promoter comes to them with a sure thing. Nothing to it but having ample facilities for taking in the coin at the cashier's counter.

Their hallelujas song is that Statler started in as a poor bell hop at McLure's hotel in Wheeling, and now owns five or six of the biggest hotels in the country, which would be refreshing, if true; but the real facts are that Mr. Statler is only the executive head of a corporation which, largely on borrowed capital, operates these hotels. Fortunately they have a Statler in charge of their affairs or they would be keenly interested in "getting out from under."

Having an intimate acquaintance with every hotel in Michigan and the conditions under which they are operating, my advice to the good people of Manistique would be that they bolster up the hotel they already have and not be the unfortunate agency of putting them out of business by encouraging the building of a monument which can only result in woe for investors.

Frank Ehrman, at his Columbia Hotel, in Kalamazoo, makes a daily offering of a 65 cent luncheon, which is certainly the berries. Here it is:

Home Made Chicken Noodle Soup
Sweet Relish Sweet Pickles
Braised Tenderloin of Beef
New England Boiled Dinner
Baked Chicken Pie
Whipped Potatoes Steamed Potatoes
Wax Beans
Cottage Cheese Salad
Fresh Apple Pie Pumpkin Pie
Vanilla Ice Cream
American Cheese Hot Rolls
Beverages

In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

The Only All New Hotel in the City. Representing a \$1,000,000 Investment
250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per Day
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES, Pres. and Gen. Mgr.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

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

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

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

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

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

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

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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"

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.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

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

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.

CODY HOTEL

GRAND RAPIDS

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

HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

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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.

HOTEL RICKMAN

KALAMAZOO, MICH.

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

JOHN EHRLMAN, Manager



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

George L. Crocker is to have the management of the new Olds Hotel at Lansing. George is essentially a Michigan product and his successes have been made in this State. Formerly he was at the head of the Durrant, at Flint. He will have the advantage of a wide experience in hotel operation and an acquaintance with Michigan people which will redound to the benefit of the financial backers of the Lansing enterprise. I will be able to give more information about the Olds shortly.

The new cafeteria at the Hotel Burdick, Kalamazoo, will be formally opened to the public next week. It will be one of the finest if not the finest in the State. The improvements at the Burdick now place it in the front rank of Michigan hotels. Besides its lobby and several dining rooms, its ball room and other public conveniences, every room in the institution has been renovated, new carpets and furniture installed, its beautiful arcade has been supplied with attractive equipment, which will make it in the future an asset rather than otherwise. When Walter Hodges gets an idea in his head there is no sidetracking. He goes the full length, as his guests will discover on future visits.

Improvements at the Hotel Clifton, Battle Creek, go on apace. When completed they will be fully appreciated by all old patrons of that establishment, and will certainly prove an attraction to new comers. Milton Magel its manager and lessee certainly has demonstrated in the past four years that he has some very good ideas which can be applied to hotel operation and is putting them into effect.

Somebody told me a short time ago that when Carl Montgomery, of the Post Tavern, Battle Creek, had nothing else to do, he settled down in his office chair and raised his room rates. Taking into consideration that he is still supplying those wonderful rooms of his at \$2.75, with bath, and has plenty of them at that rate, it looks as though he had had something else to do besides price boosting.

At Battle Creek the question of the continuance of a free tourist camp is being discussed by the authorities. Some of the city dads think the charity feature should continue and that free shower baths and other conveniences should be added. It may take a season or two longer for Battle Creek to discover that free tourist camps breed crime and pestilence. The auto hobo certainly hangs around the tourist camps like flies about carrion. He comes to you with his tin can, forages off of the farmers along the road, haggles with the merchants and finally drops into the bread line. What Battle Creek should really feature is "free gasoline and free bread."

Strewn along the trails between the North and Florida will be found the wreckage of cars which started for the South last fall. Some of them reached their destination, but ruptured their diaphragms on the return trip. A few, however, made the grade. These will mostly visit Michigan free tourist camps this summer. Hence if you crave this type of visitors for your community, why not make your slogan:

"Free gasoline and a bread line." Baths might not prove so interesting unless they were forced by the health authorities.

Four years ago when I was touring Florida, St. Petersburg was bidding for the tourist trade and at one time had an accumulation of fifteen acres of flivvers. Camp conveniences were liberally provided, with added amusement features, such as parks and band concerts. The only evidence of commerce which this condition produced was at the postoffice in the increase of tonnage from the various mail order houses.

St. Petersburg has wised up somewhat. Now the tourist camps are controlled by individuals, a moderate

charge is made for parking privileges, with an additional nominal charge for extras, such as fuel, etc., furnished. The personnel of the campers has improved and everybody is happy. The hobo element goes to other communities which, with less experience, believe this class of propaganda is desirable.

One of the St. Petersburg newspapers, in commenting on the undesirability of catering to an undesirable class, closed the editorial with the following:

He owns a dented tin machine,
A roll of ragged bedding,
Perhaps sufficient gasoline
To last to where he's heading;
Some pots and pans, a dirty tent,
Some rusty spades and axes—
He needs no home, he pays no rent,
He never heard of taxes!
The Flivver Hobo is a tramp
I've met in hordes last summer,
At many a town's Free Auto Camp—
A most accomplished bumbar.

R. L. Morsena, who has so successfully managed the combination club house and hotel, known as Webster Hall, Detroit, leaves there soon to take charge of a similar institution in Pittsburgh. The Detroit vacancy will be filled by Eugene W. Schubert, who for the past thirty years has managed and operated hotels West of the Rockies, but who is working back toward his native state, New York. Mr. Schubert's principal hotel connections have been the proprietorship of the Oxford, at Denver; the management of the Owyhee Hotel, at Boise City, Idaho, and more recently the Bannock Hotel, at Pocatello, a fine Idaho mountain establishment.

Joseph Brunette, for the past five years chief clerk at the Morrison Hotel, Chicago, has gone to Benton Harbor to take over the management of the Vincent, the new hotel opened last year. Mr. Brunette was previously with the Whitcomb, St. Joseph, and the Kerns, at Lansing.

The other day, at Kalamazoo, the Moose Temple burned and Leonard Krehling's hotel, the Savoy, suffered a fire damage. While this did not necessitate the closing of the hotel, it gave Mr. Krehling a "hunch" to the effect that this would be a good time to make improvements which he had in contemplation for some time. Hence he will proceed, without interfering with business, to renovate and redecorate the entire establishment. The Savoy is already provided with modern conveniences, but these added improvements will prove a good investment. It may be looked at as giving back to the regular patron a sort of dividend in recognition of his steadfastness.

I ran across E. W. Manning, sole owner of the Valley Inn, Newaygo, at the Morton Hotel the other day. The Valley Inn has recently assumed metropolitan airs with the addition of modern plumbing in all of the rooms, several of which are equipped with baths. Mr. Manning has made a phenomenal success of his venture and deserves it. His meals are excellent, service good and rooms attractive. He expects a phenomenal trade this coming summer.

At Battle Creek the health department has assumed a limited supervision of the various eating places and has posted in each establishment a card showing the percentage of excellence. Under this inspection a few of the cheaper restaurants have found it expedient to close up altogether, a condition which will create little embarrassment for those which survive. It is a plan which could be beneficially adopted in other cities.

Frank S. Verbeck.

He Found Out.

In reporting the tragic end of one of its citizens, a newspaper in a New Jersey town puts it this way: "He then lit a match to see if there was enough gasoline in the tank. There was."

Convention Report Continued From Page Seven.

The annual report of Treasurer Albrecht agreed with the Secretary's report to a penny.

President Christensen announced the following temporary committees:

Auditing—Herman Hansen, Grand Rapids; J. E. Pease, Kalamazoo; Basil Gulliver, Detroit.

Resolutions—Ole Peterson, Muskegon; E. Van Antwerp, Lansing; Geo. C. Coleman, Traverse City.

Credentials—Guy Hawley, Ludington; G. Vanderhoning, Grand Rapids; Martin Van Dussen, Grand Rapids.

Rules and Order—D. L. Davis, Ypsilanti; F. D. Warner, Holland; Chas. H. Boelkins, Muskegon.

Herman Hansen, Secretary, made the following report for the Grand Rapids Association:

Another year has been added to the record of the Grand Rapids local, with an average membership of about the same as last year, a few dropping their membership from time to time for no good reason and new members or reinstatements filling in from time to time.

During the year 1925 the local association collected \$13,792.18 for their members, a gain of \$567.43 over the previous year. No record is kept of the number of free reports furnished and the amount of losses curtailed by same cannot be intelligently estimated.

During the past year we held a meat dealers' stag at the Rowe Hotel, which was the means of taking in a number of our meat dealers as members.

A grocers and meat dealers' picnic was held in Ramona Park, Grand Rapids, last summer, at which a ball game, Butchers vs. Grocers, was played, besides a number of other games for the kiddies, ladies and the men. The participants had such a good time that we are planning on another this year on a much larger scale.

On February 25 of this year we held our twenty-eighth annual banquet at the Elk's Temple with an attendance of 430. It has now become a problem of securing quarters large enough in order to hold these events.

The week of March 22-27 a food show with eighty-seven exhibitors was held in the Klingman building, with an extremely large attendance each day of the week, and which resulted in a net profit of \$3,521.68, in which we participated on a 50-50 basis, our share being \$1,760.84. Everybody was happy over the result.

At our executive board meeting, held Friday evening, April 9, I was instructed to extend an invitation to this convention to make Grand Rapids your convention city in 1927. Letters supplementing the invitation have also been received from Lee Bierce, Secretary of the Grand Rapids Chamber of Commerce, W. R. Roach & Co., Fleischmann Co., Hekman Biscuit Co., National Grocer Co., Kent Storage Co., G. R. Wholesale Grocery Co. and Lee & Cadz.

The profits from the food show are to be used for a collective advertising fund, and our members present are alert to absorb ideas that may enable them to proceed intelligently in producing constructive results.

Paul Gezon presented his report as delegate to the Dubuque convention.

J. E. Pease, of Kalamazoo, delivered an address on "Collective Advertising—How It Works Out," which was well received.

Verbal reports were presented from Muskegon, Lansing, Saginaw and other cities and towns.

In the evening all partook of a banquet at the Occidental as the guests of W. R. Roach & Co. Wm. Hume acted as toastmaster. Addresses were made

by Benj. C. Nott, L. A. Sears, C. G. Christensen and J. Frank Quinn. G. J. Gay had charge of the musical programme and presented an imposing array of talent, both vocal and instrumental.

Gabby Gleanings From Grand Rapids. Grand Rapids, April 13—W. R. Roach and wife are spend two or three weeks at Hot Springs, Ark.

The profits of the recent food show were \$3,521.68—divided 50-50 between the local grocers' association and Manager Marks.

D. L. Davis, the long-time Ypsilanti grocer, was in town Tuesday on his way to the Muskegon convention.

William Whitaker has sold his grocery stock at 734 West Fulton street to James W. Gibson, whose father, C. H. Gibson, has been engaged in the grocery business at Allegan for many years. Mr. Whitaker had been engaged in the grocery business on West Fulton street seven years, prior to which time he was engaged in the grocery business at White Cloud.

The Salesmen's Club of Grand Rapids will give a dancing party for the members and friends at the Rowe Hotel, Saturday evening, April 17. Music by the Club Orchestra, a new musical organization in this city.

Worthy Promotion of Worthy Man.

Boyer City business men have made a good move by selecting Charles T. McCutcheon Secretary of the local Chamber of Commerce. He has already entered upon the duties of his new position. Mr. McCutcheon has had a long and varied experience as manager of a manufacturing establishment and also for many years manager of the Boyer City Electric Co., in both of which capacities he made many friends and impressed every one who met him with his candor and fairness. As correspondent of the Tradesman for about a dozen years he has done much to bring the advantages of Boyer City to the attention of the outside world. It will be pleasant news to Tradesman readers that he is to continue in the latter capacity.

Plays Santa Claus After Error in Buying Judgment.

Greeley, Colo., April 9—This city, founded at the instance of Horace Greeley, has "gone vegetarian," all because Blair Rugh, local produce dealer, was wrong in his buying judgment last Fall. Expecting a short crop of carrots, turnips and other vegetables, Mr. Rugh bought heavily and an unprecedented crop glutted the markets. Mr. Rugh now is advertising in papers and circulating handbills asking Greelevites to come to his warehouse and help themselves. The vegetable Santa Claus' only stipulation is that they bring containers with them. Burlap sacks, capacious tubs and pails are at a premium.

Good Reason For Haste.

Two colored men who had just reduced the population of a farmer's henroost were making a getaway.

"Laws, Mose," gasped Sam, "Why you s'pose them flies follows us so close?"

"Keep gallopin', nigger," said Mose, "them ain't flies. Them's buckshot."

TRAVELING SALESMAN WANTED

Local wholesale house has territory open near Grand Rapids. Must have car. One with dry goods or clothing experience preferred. Give age, reference and experience.

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IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

H. A. Nay, grocer at Battle Creek, recently complained to this department that he had an unpaid claim against F. M. Underwood and R. H. Gorman for groceries furnished those gentlemen while they were engaged in the real estate business at Battle Creek. Mr. Nay subsequently wrote that Mr. Underwood had voluntarily paid his account, but Gorman still owes \$30.56 and is understood to have removed to Berkeley, Calif. Mr. Underwood is now engaged in the sale of Calumet real estate at 207 Industrial Bank building, Grand Rapids, and is clearly entitled to be relieved from the original charge made by our Battle Creek correspondent. While it is true that he introduced Gorman to Mr. Nay and recommended him for credit, he did not guarantee the account and is as greatly dismayed over Gorman's perfidy as Nay is himself. Mr. Underwood is conducting his business here along perfectly proper lines and the writer gladly makes this statement to place him aright in this community.

Woodland, April 13—I am writing to you for information in regards to a little difficulty with an insurance company.

In Sept., 1920, I took out an insurance policy with the All-Rodded State Mutual Fire Insurance Co., Ltd., of Michigan, afterward known as the Capital Mutual Fire Insurance Co., Ltd. I paid up my assessments in 1921, 1922 and 1923, also I paid a special assessment in August of 1923. About Feb. 1, 1924, I received a letter from L. T. Hands Commissioner of Insurance, Custodian and Manager, stating the company had gone into the hands of receivers and giving notice that all policies issued by the aforesaid company were hereby canceled and further notified me that the amount of assessment due on my policy was \$49.50 which they requested me to remit at once. I did not remit, as I could not see why they should come on to me with another assessment after going into bankruptcy.

Then in July, 1924, I received another letter from them, in which they made the statement that there were policy holders who had sustained losses as far back as in 1921 who were still waiting for their money and that full settlement could not be made until I and other members had paid in our pro rata share of the losses. Yet prior to this, in 1922, I received a financial statement from the company in which they gave their total receipts, also their total disbursements, which left them a balance of nearly \$1,000 on hand Feb. 28, 1922. So why should there be unsettled losses of 1921?

I received another letter from them a few days ago and having read your articles in regards to such matters, also other difficulties in the Michigan Tradesman, I decided to write you personally and ask your opinion on the matter if you think they are lawfully entitled to the \$49.50 which they say is due them; also if you know anything in regard to their method of transacting business. I thank you for any advice or information which you can give me.

A. Warner.

This concern was "under fire" by the Tradesman from the time it began operations in Flint, eight years ago, for two reasons—the Tradesman does not believe in assessment insurance for merchants and the character of the men in charge of the project was below par. The prices made for carry-

ing mercantile risks were lower than could be afforded and the methods pursued by the officers were pretty close to the line of criminal procedure. In the light of these exposures, frequently repeated at regular and irregular intervals, the writer is at a loss to understand how any merchant should have been inveigled into the trap set by the wily schemers. Of course, the cost of administering a bankrupt concern by State officials is exorbitant, because they hold office by political favor and do about as much in a month as a regular receiver would do in a day. Because they have the power of the State behind them there is nothing to do but bow the neck to the yoke and charge the loss and annoyance up to experience, which is the dearest school any man can attend, but about the only one which some men seem to be able to learn in.

The future reputation of Kansas City, Mo., as a mailing address is enhanced by the close scrutiny which the Post Office Department has given to a number of mail schemes operated from this point. Among those which have been denied further use of the mails as a result of these investigations are sundry enterprises originated by Ward H. Webb, W. W. Burgess, and Linn D. Johnson, all of the Gray Advertising Agency, of Kansas City. The business styles used include a long list of names in which the words "Laboratories," "Institute" and "Chemical Company" were prominent. Some of these were engaged in offering worthless medications for a gamut of ailments ranging from deafness to prostatic troubles and back again to pyorrhea. Others offered complexion treatments and "vitamine" preparations.

This department has recently been deluged with enquiries and complaints concerning alleged literary bureaus and song writing schemes. Amounts varying from \$10 to \$50 have been obtained from many youthful aspirants while others have avoided losses by investigating first. Through issuance of a fraud order against the Knickerbocker Harmony Studios, Inc., the Authors and Composers Press, and the Equitable Music Corporation, all of New York City, the Post Office Department has curbed similar activities promoted through use of the mails. One Harold B. Kohler was the proprietor of these concerns.

The True-Fit Optical Co., of Chicago, advertises through various media for salesmen to sell its spectacles to the public. "No one," says the advertiser, "is excluded from this great, Money-Making Business." And, in the same advertisement: "You risk nothing we take all the risk." Actually, the shoe is on the other foot. The salesman risks arrest and prosecution in many communities which prohibit the fitting of glasses by other than licensed optometrists. The consumer also risks having spectacles improperly fitted by dealing with a sales crew from which "no one is excluded." No, the Ritholz family, which operates this enterprise, does not take quite all the risk.

The local butcher shop, we are glad to note, is seldom a scene of misbranding and misrepresentation. Yet the Better Business Bureau of Fresno, California, discovered that four butchers were selling as lamb or mutton, meat which examination proved to be goat flesh. Inasmuch as the practice appeared to involve wilful substitution, prosecutions were instituted, resulting in the conviction and fine of Isadore Lessor, Carl Shahinian, Oscar Kapreilian, and M. Chituni. This punitive action was taken to protect the Fresno consumer and to build public confidence in Fresno retailing by making it trustworthy.

J. L. Hurst of Kansas City, Mo., took over the defunct business of H. C. Schauble (publisher of the Investor's Daily Guide), renaming it the "Traders Brokerage Company." The scheme remained essentially the same as that which lost the mailing privilege for Schauble. It was designed to obtain money from would-be "traders" in the grain market in the belief that the company would act as broker for them, when in fact no actual trades were conducted. Bucketing practice, in brief, was applied to grain futures. Classified newspaper advertisements and mailing pieces were used to obtain customers. A fraud order recently terminated this enterprise.

Grand Rapids, April 13—The attention of the Grand Rapids Real Estate Board is frequently called to business cards, letter heads or advertising signs on which real estate dealers who have no legal right to do so use the title "Realtor."

For your information a "Realtor" is a member of a local real estate board, which, in turn, is affiliated with the National Association of Real Estate Boards. The title is a coined word, which in Grand Rapids can be used only by members of the Grand Rapids Real Estate Board.

Realtors operate and are compelled to live up to a constitution and by-laws and a code of ethics which assures fair and ethical dealings.

Our members felt that if you were given this information they, no doubt, would be willing and could give considerable assistance in seeing that real estate dealers who are not "Realtors" do not have the title printed in their literature.

We thank you for any co-operation you can give us and assure you that our Board would be only too glad to return any favors.

Grand Rapids Real Estate Board.

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.

\$1,650,000
Grand Rapids
Show Case Co.
Grand Rapids, Mich.
Fifteen Year 6%
Sinking Fund Gold
Debentures

Due April 1, 1941

Direct obligation of the Company whose total assets, less depreciation, are valued at over \$7,000,000. Current Assets as of November 30, 1925 are in excess of thirteen times current liabilities.

For the four years and eleven months, ended November 30, 1925 average annual net income, as certified by independent auditors, after Federal Taxes (computed at current year rates—13%) but before depreciation and interest paid and after adjustment of officers' bonuses to new basis, was about 6¾ times total annual interest charges on this issue.

Price 99½ To Yield 6.05%

HOWE, SNOW
& BERTLES INC.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit

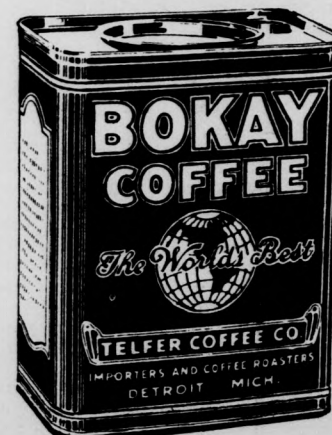
A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

DELICIOUS



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

Pork
Beans—Brown Swedish

DECLINED

Some Cheese
Raisins
Matches

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 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
Royal, 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 butter, 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

BLUING

The Original

Condensed

2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75

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 60
Quaker Puffed Rice 5 20
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Branios 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 9 40

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
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 3
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 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 3 25
Blackberries, No. 10 10 50
Blueberries, No. 2 3 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. 3 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 60
Papple, 2 br. sl. 3 40
Papple, 2 1/2, all. 2 90
Papple, 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
Raspberries, Red, No. 10 16 00
Raspberries, 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. 2 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, 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 65
Sardines, 1/4 Oil, Ky 6 10
Sardines, 1/4 Oil, Kless 5 25
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 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, Cal. 1/2, ea. 25
Sardines, Cal. 1/2, ea. 1 65
Tuna, 1/2, Albacore 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, 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. all. 1 35
Beef, 3 1/2 oz. Qua. all. 1 75
Beef, 5 oz., Qua. all. 2 35
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, 2 45
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4 2 20
Deviled Ham, 1/2 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 5 2 1/2
Potted Meat, 1/4 Libby 9 2 1/2
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Campbells Beans 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
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 3 00
Green Beans, 2s 1 45
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 20
Beets, No. 3, cut 1 60
Corn, No. 2, Ex. stan. 1 80
Corn, No. 2, Fan. 1 80
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 8 00
Hominy, No. 3 1 00
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. 45
Mushrooms, Sur Extra 55
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June 1 85
Peas, No. 2, Ex. Sift. 2 35
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45
Pumpkin, No. 10 4 75
Pimientos, 1/4, each 12 1/4
Pimientos, 1/2, each 27
Saut Potatoes, No. 2 2 25
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 10
Spinach, No. 10 6 00
Tomatoes, No. 2 95
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 3 1 60
Tomatoes, No. 10 6 00

CATSUP.

B-nut, Small 1 90
Lily of Valley, 14 oz. 2 60
Lily of Valley, 1/2 pint 1 75
Paramount, 24, 8s 1 45
Paramount, 24, 16s 2 40
Paramount, 6, 10s 10 00
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 8 1/2 oz. 1 30
Quaker, 10 1/2 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 13 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort 52
Kraft, Small tins 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin New 24
Longhorn 24
Michigan Full Cream 24
New York Full Cream 32
Sap Sago 38
Brick 26

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 70
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
Bons 9 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
Langues De Chats 4 80

CHOCOLATE.

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

COCOANUT

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



COFFEE ROASTED

1 lb. Package
Melrose 37
Liberty 28
Quaker 44
Nedrow 42
Morton House 48
Reno 39
Royal Club 43
McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago.

Maxwell House Brand.
1 lb. tins 50
3 lb. tins 1 47

Teller Coffee Co. Brand
Bokay 42

Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz. 6 75
Eagle, 4 doz. 9 00

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, 1/2 dz. 4 50
Blue Grass, Tall 48 4 65



Quaker, Tall, 4 doz. 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, 1/2 dz. 4 50
Blue Grass, Tall 48 4 65

Blue Grass, Baby, 96 4 55
Blue Grass, No. 10 4 80
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 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
Tom Moore Cabinet 95 00
Tom M. Invincible 115 00
Websteretts 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
Tlona 30 00
Clint Ford 35 00

CONFECTIONERY

Stick Candy Pails
Standard 17
Jumbo Wrapped 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy

Kindergarten 17
Leader 16
X. L. O. 12
French Creams 16
Cameo 19
Grocers 11

Fancy Chocolates

5 lb. Boxes
Bittersweets, Assorted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks 1 85
Primrose, Choc. 1 18
No. 12, Choc., Light 1 65
Chocolate Nut Rolls 1 80

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods. Pails

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

Cough Drops Bxs.

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 23

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 15 1/4
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice 30
Evaporated, Fancy 33
Evaporated, Slabs 28

Citron

10 lb. box 48

Currants

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

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 10
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. 11
Seeded, 15 oz. 13

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 @16
20@30, 25 lb. boxes @25

FARINACEOUS GOODS

Beans

Med. Hand Picked 05 1/2
Cal. Limas 15
Brown, Swedish 08
Red Kidney 12

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60
Elbow, 20 lb., bulk 2 40
Egg Noodle, 12 lbs. 2 22
Egg Noodles, 6 oz. 2 60
Macaroni, 9 oz. 2 60
Spaghetti, 9 oz. 2 60
Quaker, 2 doz. 3 00

Pearl Barley

Chester 4 75
0000 7 00
Barley Grits 5 00
Peas
Scotch, lb. 05 1/2
Split, lb. yellow 08
Split green 09

Sage

East India 10

Taploca

Pearl, 100 lb. sacks 09
Minute, 8 oz., 3 doz. 4 05
D

GELATINE



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

HORSE RADISH

Per doz., 5 oz. 90

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

JELLY GLASSES

8 oz., per doz. 37

OLEOMARGARINE

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 4 75
 Diamond, 144 box 6 25
 Searchlight, 144 box 6 25
 Ohio Red Label, 144 box 4 75
 Ohio Blue Tip, 144 box 6 25
 Ohio Blue Tip, 720-1c 4 50

SAFETY MATCHES

Quaker, 5 gro. case 4 25

MINCE MEAT

None Such, 4 doz. 6 47
 Quaker, 3 doz. case 3 60
 Libby, Kegs, wet, lb. 22

MOLASSES



No. 10, 6 cans to case 5 70
 No. 5, 12 cans to case 5 95
 No. 2 1/2, 24 cans to case 6 20
 No. 1 1/2, 36 cans to case 5 15
 Green Brer Rabbit
 No. 10, 6 cans to case 4 45
 No. 5, 12 cans to case 4 70
 No. 2 1/2, 24 cans to case 4 95
 No. 1 1/2, 36 cans to case 4 20

Aunt Dinah Brand

No. 10, 6 cans to case 3 00
 No. 5, 12 cans to case 3 25
 No. 2 1/2, 24 cans to case 3 50
 No. 1 1/2, 36 cans to case 3 00

New Orleans

Fancy Open Kettle 74
 Choice 62
 Fair 41

Half barrels 5c extra

Molasses in Cans
 Dove, 36, 2 lb. Wh. L. 5 60
 Dove, 24, 2 1/2 lb. Wh. L. 5 20
 Dove, 36, 2 lb. Black 4 30
 Dove, 24, 2 1/2 lb. Black 4 30
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS.

Whole
 Almonds, Terregona 30
 Brazil, New 25
 Fancy mixed 22
 Filberts, Sicily 28
 Peanuts, Virginia Raw 10
 Peanuts, Vir. roasted 11 1/2
 Peanuts, Jumbo, raw 11
 Peanuts, Jumbo, rstd 12 1/2
 Pecans, 3 star 24
 Pecans, Jumbo 40
 Pecans, Mammoth 50
 Walnuts, California 25

Salted Peanuts.

Fancy, No. 1 14
 Jumbo 17

Shelled.

Almonds 7 1/2
 Peanuts, Spanish 11 1/2
 Filberts 32
 Pecans 1 10
 Walnuts 65

OLIVES.

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

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. pails 31
 8 oz., 2 doz. in case 24
 5 lb. pails, 6 in crate 12
 12 2 lb. pails 12
 14 lb. pails 12
 50 lb. tins 25
 25 lb. pails 12

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosine 12.1
 Red Crown Gasoline, Tank Wagon 17.7
 Solite Gasoline 20.7
 Gas Machine Gasoline 33.4
 V. M. & P. Naptha 39.2
 Capitol Cylinder 21.2
 Atlantic Red Engine 12.2
 Winter Black 12.2



Iron Barrels.

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



Sendac, 12 pt. cans 2 75

Sendac, 12 qt. cans 4 60

PICKLES

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

Sweet Small

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

Dill Pickles.

800 Size, 15 gal. 10 00
 Cob, 3 doz. in bx. 1 00 @ 1 20

PIPES.

Derby, per doz. 2 75
 Bicycle 4 75

PLAYING CARDS

Babbitt's, 2 doz. 2 75

FRESH MEATS

Beef
 Top Steers & Heif. @ 17
 Good Steers & H'f 14 @ 16
 Med. Steers & H'f 13 1/2 @ 15
 Com. Steers & H'f 10 @ 12 1/2

Cows

Top 14
 Good 12 1/2
 Medium 11
 Common 10

Veal.

Top 18
 Good 16
 Medium 13

Lamb.

Spring Lamb 23
 Good 22
 Medium 19
 Poor 15

Mutton.

Good 14
 Medium 12 1/2
 Poor 10

Pork.

Light hogs 16
 Medium hogs 16 1/2
 Heavy hogs 17
 Loins 27
 Butts 25
 Shoulders 21
 Spareribs 18
 Neck bones 06

PROVISIONS

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

Lard

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

Sausages

Bologna 12 1/2
 Liver 12
 Frankfurt 17
 Pork 18 @ 20
 Veal 19
 Tongue, Jellied 35
 Headcheese 18

Smoked Meats

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

Beef

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

Mince Meat.

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

Pig's Feet

Cooked in Vinegar
 1/4 bbls. 2 50
 1/2 bbls., 35 lbs. 4 50
 1/2 bbls. 10 00
 1 bbl. 25 00
 Kits, 15 lbs. 1 65
 1/4 bbls., 40 lbs. 1 60
 1/2 bbls., 80 lbs. 3 00

Casings

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

RICE

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

ROLLED OATS

Silver Flake, 12 Fam. 2 25
 Quaker, 18 Regular 1 80
 Quaker, 12s Family 2 70
 Mothers, 12s, M'mum 3 25
 Silver Flake, 18 Reg. 1 40
 Sacks, 90 lb. Jute 2 85
 Sacks, 90 lb. Cotton 2 90
 Steel Cut, 100 lb. sks. 3 25

RUSKS.

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

SALERATUS

Arm and Hammer 3 75
 SAL SODA
 Granulated, bbls. 1 80
 Granulated, 60 lbs. cs. 1 35
 Granulated, 36 2 1/2 lb. packages 2 30

COD FISH

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

Herring

Holland Herring
 Mixed, Kegs 1 10
 Mixed, half bbls. 9 25
 Queen, bbls. 18 50
 Milklers, Kegs 1 20
 Milklers, half bbls. 10 25
 Milklers, bbls. 20 00
 K K K K, Norway 1 40
 8 lb. pails 1 60
 Cut Lunch 1 60
 Boned, 10 lb. boxes 16

Lake Herring

1/2 bbl., 100 lbs. 6 50
 Tubs, 100 lb. fncy fat 24 50
 Tubs, 60 count 7 00
 Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

3 in 1, Paste, doz. 1 35
 B. Z. Combination, dz. 1 35
 Dri-Foot, doz. 2 00
 Bixby, Doz. 1 35
 Shinola, doz. 90

STOVE POLISH

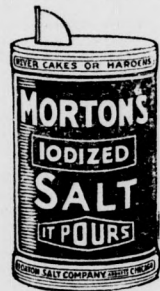
Blackline, per doz. 1 35
 Black Silk Liquid, dz. 1 40
 Black Silk Paste, doz. 1 35

Enamaline Paste, doz. 1 35

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

SALT.

Colonial, 24, 2 lb. 98
 Colonial, Iodized, 24-2 2 40
 Med. No. 1 Bbls. 2 50
 Med. No. 1, 100 lb. bg. 83
 Farmer Spec., 70 lb. 90
 Packers Meat, 56 lb. 57
 Crushed Rock for ice cream, 100 lb., each 75
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. 40
 Baker Salt, 280 lb. bbl. 4 10
 100, 3 lb. Table 5 75
 70, 4 lb. Table 5 25
 28, 10 lb. Table 5 00
 28 lb. bags, Table 42



Per case, 24, 2 lbs. 2 40

Five case lots 2 30

Iodized, 24, 2 lbs. 2 40

Worcester



Bbls. 30-10 sks. 5 48

Bbls. 60-5 sks. 5 63
 100-3 lb. sks. 6 13
 Bales, 50-3 lb. sks. 3 10
 Bbls. 280 lb. bulk:
 A-Butter 4 09
 AA-Butter 4 09
 Plain, 50 lb. bbls. 40
 No. 1 Medium, Bbl. 2 47
 Tecumseh, 70 lb. farm 85

Cases Ivory, 24-2 cart 1 85

Iodized 24-2 cart. 2 40
 Worcester, 48-1 1/2 cs. 1 70
 Bags 550 lb. No. 1 med. 50
 Bags 25 lb. Cloth dairy 40
 Bags 50 lb. Cloth dairy 76
 Rock "C" 100 lb. sack 80

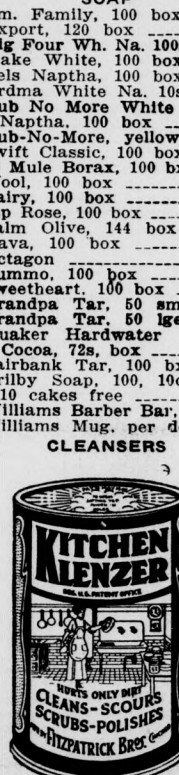
SOAP

Am. Family, 100 box 5 95
 Export, 120 box 4 80
 Big Four Wh. Na. 100s 3 75
 Flake White, 100 box 4 25
 Fels Naptha, 100 box 5 10
 Grdma White Na. 10s 4 50

Rub No More White

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo 85
 Climaxine, 4 doz. 4 20
 Grandma, 100, 5c 4 00
 Grandma, 24 Large 3 75
 Gold Dust, 100s 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 4 25
 Jinx, 3 doz. 4 50
 La France Laun., 4 dz. 3 75
 Luster Box, 54 3 75
 Old Dutch Clean. 4 dz 3 40
 Old Dutch Clean. 4 dz. 2 40
 Rinso, 100 oz. 5 75
 Rub No More, 100, 10 3 85
 Rub No More, 18 Lg. 4 00
 Spotless Cleanser, 48, 20 oz. 3 85
 Sanl Flush, 1 doz. 2 25
 Sapollo, 3 Joz. 2 15
 Soapine, 100, 12 oz. 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large 4 80
 Speedee, 3 doz. 7 20
 Sunbrite, 72 doz. 4 00
 Wyandotte, 48 4 75

SPICES.

Whole Spices.
 Allspice, Jamaica @ 24
 Cloves, Zanzibar @ 40
 Cassia, Canton @ 25
 Cassia, 5c pkg., doz. @ 40
 Ginger, African @ 15
 Ginger, Cochin @ 30
 Mace, Penang 1 10
 Mixed, No. 1 @ 24
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 @ 78
 Nutmegs, 105-110 @ 70
 Pepper, Black @ 45

Pure Ground in Bulk

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

Seasoning

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

STARCH

Corn
 Kingsford, 40 lbs. 11 1/4
 Powdered, bags 4 00
 Argo, 48, 1 lb. pkgs. 4 05
 Cream, 48-1 4 80
 Quaker, 40-1 07

Gloss

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

CORN SYRUP.

Corn
 Blue Karo, No. 1 1/2 2 27
 Blue Karo, No. 5, 1 dz. 3 11
 Blue Karo, No. 10 2 91
 Red Karo, No. 1 1/2 2 57
 Red Karo, No. 5, 1 dz. 3 49
 Red Karo, No. 10 3 29

Imt. Maple Flavor.

Orange, No. 1 1/2, 2 dz. 3 00
 Orange, No. 5, 1 doz. 4 19
 Orange, No. 10 3 99

Maple.

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



PRIDE OF KANUCK SYRUP

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

Maple.

Michigan, per gal. 2 50
 Welch's, per gal. 3 90

TABLE SAUCES

Lea & Perrin, large 6 00
 Lea & Perrin, small 3 35
 Pepper 1 60
 Royal Mint 2 40
 Tobasco, 2 oz. 4 25
 Shou You, 9 oz., doz. 2 70
 A-1, large 5 20
 A-1, small 3 15
 Capers, 2 oz. 2 30

TEA.

Japan.
 Medium 27 @ 33
 Choice 37 @ 48
 Fancy 54 @ 59
 No. 1 Nibbs 64
 1 lb. pkg. Sifting 13

Gunpowder

Choice 35
 Fancy 40

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 31—We have to-day received the schedules, order of reference and adjudication in matter of Leo. M. Esch, Bankrupt No. 2901. 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 salesman. The schedules show assets of \$592, of which \$510 is claimed as exempt, with liabilities of \$1,219.91. 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:

Commonwealth Loan Co., Grand Rapids	\$ 70.00
Jordan Loan Co., Grand Rapids	135.00
Industrial Mortgage & Investment Co., Grand Rapids	235.00
Industrial Morris Plan Bank, Grand Rapids	110.00
George Renaud, Grand Rapids	105.00
William Bowcamp, Grand Rapids	27.00
Boston Store, Grand Rapids	58.41
Harvey Darling, Grand Rapids	17.50
The Hub Co., Grand Rapids	26.00
Chester Kawka, Grand Rapids	43.00
Harley Smith, Grand Rapids	15.00
A. E. Prange, Grand Rapids	85.00
Charles La Onde, Grand Rapids	65.00
Bridge St. Hdwe., Grand Rapids	8.00
Dr. Stephen O'Brien, Grand Rapids	68.00
Dr. Grant, Grand Rapids	45.00
St. Mary's Hospital Council, Grand Rapids	12.00
Anderson Bros., Grand Rapids	75.00
Norman Travis, Grand Rapids	20.00

April 2. We have to-day received the schedules, order of reference and adjudication in the matter of Herbert Major, Bankrupt No. 2903. 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 fireman. The schedules show assets of none, with liabilities of \$428.49. 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: Kampenga Co., Inc., Grand Rapids \$ 25.00 Ernest A. Prange, Grand Rapids 25.00 Jeremiah C. Hubbel, Grand Rapids 378.49 In the matter of Samuel M. Gerber, Bankrupt No. 2639 the amount of the dividend has been computed and found to be 2.34 per cent. This is a first and final dividend.

In the matter of Cedar Springs Co-operative Co., Bankrupt No. 2554, the first and final dividend has been computed and found to be 3.1 per cent.

April 5. We have to-day received the schedules, order of reference and adjudication in the matter of Zeldia M. Phelps and Kenneth Bartholomew, doing business as Tri City Baking Co., Bankrupt No. 2902. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedules show assets of \$771.97 with liabilities of \$1,250.41. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

Franklin Baking Co., Brooklyn	\$ 13.20
Proctor & Gamble, Detroit	52.37
W. E. Roberts, Grand Rapids	34.20
Ryscamp Bros., Grand Rapids	47.79
Swift & Co., Grand Rapids	292.10
Springman Paper Product Co., Detroit	87.80
V. C. Creamery, Inc., Grand Rap.	8.90
Van Driele & Co., Grand Rapids	49.55
Wolverine Carton Co., Grand Rap.	133.12
Voigt Milling Co., Grand Rapids	51.43
Cen. Mich. Paper Co., Grand Rapids	9.70
Chicago Tribune, Chicago	11.00
Herald Examiner, Chicago	9.03
Consumers Power Co., Grand Rap.	2.35
E. B. Gallagher & Co., Grand Rap.	192.27
Hammer & Corthenof, Grand Rap.	1.25
Henderson Milling Co., Grand Rap.	71.00
Kent Storage Co., Grand Rapids	121.46
Mich. Bell Tel. Co., Grand Rapids	10.65
Mich. Lith. Co., Grand Rapids	10.75
C. W. Mills Paper Co., Grand Rap.	3.10
Martin Ver Dier Grand Rapids	38.00

April 5. We have to-day received the schedules, order of reference and adjudication in the matter of Robert Sauntman, Bankrupt No. 2905. The bankrupt has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Chase, and his occupation is that of a farmer. The schedules show assets of \$4,446, of which \$4,496 is claimed as exempt, with liabilities of \$6,091.62. 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: Merchants Life Insurance Co., Des Moines \$2,070.00 Reed City National Bank, Reed City 4,021.62

April 6. We have to-day received the schedules, order of reference and adjudication in the matter of Joseph E. Costello, Bankrupt No. 2870. The first meeting of creditors will be called promptly and note of the same made herein. This is an involuntary case, and the schedules show assets of \$5,900, of which \$1,550 is claimed as exempt, with liabilities of \$3,660.39. The list of creditors of said bankrupt are as follows: Abe Becker, Benton Harbor \$500.00

Am. Nat. Bank, Benton Harbor	725.00
B. H.-St. Joseph Ry. & Lt. Co., Benton Harbor	68.40
B. H.-St. Joseph Gas Co., Benton Harbor	14.70
M. & T. Battery Co., Kalamazoo	252.70
Mich. State Tel. Co., Benton Harbor	12.65
Myers Electric Co., Benton Harbor	.58
B. M. Nowlen Lumber Co., Benton Harbor	.72
North East Service, Inc., Detroit	172.13
Pringle Mathews, Grand Rapids	23.62
Stromberg Motor Devices, Detroit	1.39
S. B. Battery Corp., South Bend	9.38
St. Joseph Motor Supply, St. Joseph	8.54
U. S. Light & Heat Corp., Niagara Falls	3.17
U. S. L. Radio Inc., Niagara Falls	37.07
H. S. Whitney, Benton Harbor	40.00
Awagon, Benton Harbor	10.00
Beckley Ralston, Chicago	27.00
Berrien Co. Bank, Benton Harbor	450.00
Battery Shop, Kalamazoo	.89
Brown & Caine, Chicago	4.50
Combs Elec. Co., Benton Harbor	4.32
Howard Cranfill Co., South Bend	610.00
Fuller Battery, Buchanan	120.00
G. R. Motor Devices, Grand Rapids	136.97
A. J. Hodge, Allegan	77.50
Lockway-Stouck Paper Co., Benton Harbor	124.16
Wilber Enders, Benton Harbor	225.00

April 6. We have to-day received the schedules, order of reference and adjudication in the matter of W. G. Lewis, Bankrupt No. 2906. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedules show assets of \$602.60 of which \$200 is claimed as exempt, with liabilities of \$4,804.90. 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 the creditors of said bankrupt are as follows:

Mrs. E. Lewis, New Era	\$500.00
Walker Candy Co., Muskegon	115.00
Levy & Son, Muskegon	1.75
Swift & Co., Muskegon	7.00
Hekman Biscuit Co., Muskegon	28.00
Roswell Cook Co., Detroit	37.00
Shelby Creamery Co., Shelby	40.00
Churchill & Weber, Shelby	650.00
C. E. Ellis, Shelby	398.00
Harrison Basket Co., Shelby	390.00
P. W. Hesselstweet, New Era	350.00
W. H. Churchill, New Era	1,100.00
Postma Bros., New Era	49.00
A. J. Rankin, Shelby	2.65
Moulton Grocery Co., Muskegon	147.00
Judson Grocer Co., Grand Rapids	200.00
Vanderberg Cigar Co., Grand Rap.	290.00
Prangle & Mathers, Grand Rapids	145.00
Jewette & Sherman, Milwaukee	46.00
C. W. Mills Paper Co., Grand Rap.	80.00
Steindler Paper Co., Muskegon	10.00
Jack Keith, Muskegon	93.00
Peoples Milling Co., Muskegon	18.00
Duz Co., Chicago	2.60
Richards Candy Co., Muskegon	12.70
Conger & Tallent, Shelby	2.70
Shelby Cooperative Co., Shelby	6.50
Van Westenbrugge Co., Grand Rap.	3.00
Coca Cola Bottling Co., Muskegon	80.00

In the matter of Walter T. Riggs, Bankrupt No. 2746, the trustee has filed his final report and account and a final meeting of creditors has been called for April 19. The trustee's final report and account will be considered and passed upon. The administration expenses will be paid and a final dividend ordered paid to general creditors.

In the matter of Jerry Clark, Lawrence Lobenstein, and as Palace Cafe, Bankrupt No. 2592, the trustee's final report and account has been filed and a final meeting of creditors has been called for April 19. The trustee's final report and account will be considered and passed upon. Administration expenses will be ordered paid and a first and final dividend to general creditors ordered paid.

In the matter of Thomas Daggett Company, Bankrupt No. 2708, the adjourned first meeting has been again adjourned until April 14.

In the matter of Sol Jacobs, Hyman Adelberg, and New York Outlet, Bankrupt No. 2852, the adjourned first meeting as adjourned to April 5, has again been adjourned at the request of parties interested, to April 26.

April 8. On this day was held the adjourned first meeting of creditors in the matter of August Spuguzzo, Bankrupt No. 2861. The bankrupt was present in person and by attorney Willard McIntyre. Three parties were present on subpoenas issued. The trustee was present in person and by Harold Lusk, attorney for the trustee. The bankrupt and three parties present on subpoenas were each sworn and examined before the referee with a reporter in attendance. The adjourned first meeting then adjourned without date.

In the matter of Peter Nordby, Bankrupt No. 2900, the funds for the first meeting have been received and the first meeting has been called for April 22.



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

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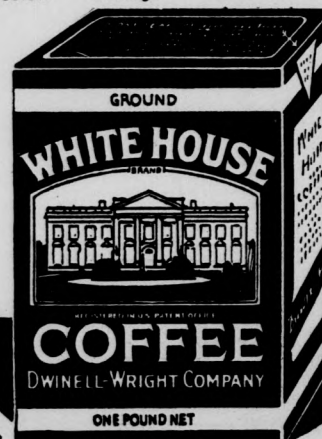
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Movement Back To the Great Open Spaces.

Lansing, April 1.—I have just received a copy of the Tradesman dated March 31. I am going to take it home in order that I may carefully read Charles W. Garfield's article on the rural church.

I can see a tendency abroad in the land for the rejuvenation of country life. I can feel the desire of the human heart for a better knowledge of nature and nature's plans and the tendency of man to seek the great open country whenever opportunity presents itself for his so doing.

In the early days man lived upon the land. He lived in the great open country. He lived close to nature, but with the coming of the industrial age, it seemingly became necessary to mass that man power where it could be used collectively in the production of things that the human family desired. The massing of man power and coal for steam with which to drive engines and plants in which to house the man power and the steam power were called factories and thus began the gathering into groups men from all over the country. As time went on, living conditions became bad and the human race was suffering from the effect of the tenement districts and the lack of opportunities that were being offered to the rising generation. Then came the swing-back which is taking place at the present time—the age of electricity. It was discovered that power could be developed and transmitted long distances without much loss; in other words, we could wind up the power at a dam upon the river or at a steam plant properly located, transmit it over a wire and unwind it at some place most convenient for its use.

Then came the good road, the automobile, the telephone and, later, the radio. With the good roads came the subdivision man and while his operations might to a certain extent be selfish, nevertheless he acted as an agent for moving people from the congested districts out into the open. High rents in down town districts assisted him materially. With a taste of the great open country came a greater desire for it and with the possibilities of having all of the conveniences and luxuries of the city and all of the opportunities afforded by the great open country combined in one, the movement started back toward the great open.

Ever since the beginning of time, men who could afford it and men who have played important parts in the world's activities in history have lived in the open country close to nature on what they loved to term estates. It was the poorer people and those who were called upon to furnish muscle and sweat in the production of the things that men needed to carry on with who were massed in the centers.

It is true that those interested in these manufacturing enterprises, both as owners and operators, in some cases went to these centers, but all of the years through which we have been passing and during which time we have been attracted by the possibilities of these industrial activities, the great open country has been tugging away at the heart strings of men and women and now that the possibilities of distributing power and moving back and forth from the country to the city with but little inconvenience and the living in the country with all of the conveniences of city life and the advantages offered by the country, there is and will be a continued movement back to the great open spaces and this, of necessity, will bring about a rejuvenation of country life and all of its activities, including the country church.

The degree of success attained by the country church is going to depend upon the disposition of the country folks to forget name and creed and be content with the teachings of the Saviour.

I can see every day a tendency to

return to country life and to me it means much for the future of the human race. When man returns to the country and becomes interested in nature and all of its possibilities, he will forget the unimportant things that the city life offers and become a greater asset to himself, his family and the Nation as a whole. A. C. Carton.

A Coincidence That Developed a Meat Specialty.

In marketing meat and meat products a coincidence occurs once in a while that permits a certain section of a carcass at relatively reasonable price because of a favorable outlet for other sections closely associated with it. Too often the reverse is true, and in order to accommodate sections of a locality with preferred cuts, other cuts resulting from the sale must be sold in a forced way at unsatisfactory returns. Plate beef, that is, cuts from the section extending downward, when looking at the side of a steer, from about half way of the side to the lowest point and taking in half of eight to nine ribs, is being considered in this instance. This cut is in constant demand for use as corned beef in a big commercial way. It is used largely for barrel beef after being corned, in foreign commerce as well as for ship trade originating in nearby waters. By a peculiar coincidence the part of this plate cut known by such names as "corner piece," "middle rib," "thick rib," etc., is not in special demand as barrel beef, although many consider it the most desirable part of the plate. It is usually two to four inches thick, according to weight of carcass, reasonably lean, tender and flavorful. It is in constant demand by restaurants for "short ribs," boiling and pot roasting. Retail dealers of meats buy this cut also for corning and it makes a very excellent piece of corned beef, when properly corned. What the barrel beef trade does not particularly care for in this case is more suitable to family use than other cuts from the plate. No one who has ever had this cut for boiling, pot roasting, or as corned beef failed to appreciate its value, providing the inherent quality of the steer was good or choice. It is not wasteful and really delicious. When you are in doubt about your next meat dinner just ask your butcher for a cut from the "corner piece" or "thick rib," and we feel sure you will be very well pleased. The whole piece usually weighs five to seven pounds and many families can use the whole piece. If it is corned and any left over note the differences in the hash made from it.

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—Stock of general merchandise and fixtures. Inventory at \$14,000. Will sell at a sacrifice. This is a long established business and a wonderful opportunity for one wishing to start in business. For further particulars inquire at Homer Bros., Ravenna, Mich. 214

For Sale—Up-to-date confectionery and cafe. Best location, good business. Reason to sell. Central Michigan, Grand Trunk line. Address No. 216, c/o Michigan Tradesman. 216

Trade For Stock Of Merchandise—121-acre fruit and pasture farm ten miles west of Kalamazoo. New buildings. Ten acres grapes. Address No. 215, c/o Michigan Tradesman. 215

FOR SALE—Shoe store, Repair shop, 400 pairs of shoes. Population 2500. Address No. 218, c/o Michigan Tradesman. 218

FOR SALE—Drug store, Corner, Cheap rent, 2-mile circle. Lease. Full prices, good business. Best reason for selling. Can clear \$100 per week. \$3,500, half down. Address, Drug Store, 503 Harper, Detroit, Mich. 219

WANTED—A young man with a few years experience in the dry goods business, especially domestics, curtains and linens. A good steady position for the right man and a chance to work up to the head of the department. S. Rosenthal & Sons, Inc., Petoskey, Michigan. 220

FOR SALE, RENT, OR EXCHANGE—Store building and warehouse located on Ann Arbor railway thirty miles west of Cadillac. Ideal for produce buyer and general store. Twenty acres good soil in connection. L. B. Bellaire, 120 East Cass St., Cadillac, Mich. 221

FOR SALE—A general store with hardware in a small town. Every thing that goes with a good store and stock. Extra good furnace, big warehouse, good fixtures. Fine farms all around. Has always had good trade. Death of owner only reason for selling. About \$6,000 will swing—stock, buildings, and all. Will give someone a good bargain if sold soon. Give possession at once. A. D. Kendall Estate, Millbrook, Mich. 222

For Sale—Share in Grand Rapids Wholesale Grocery Co., cheap. Get that 8 and 10% discount. A. S. Bennett, Lowell, Mich. 223

FOR SALE—OWNER RETIRING from WELL ESTABLISHED DRY GOODS and SHOE BUSINESS, on one of MAIN STREETS in city of Detroit. Stock, fixtures, and building for sale, or will LEASE BUILDING to RESPONSIBLE PARTY. Address No. 224, c/o Michigan Tradesman. 224

WANTED—A good experienced candy and syrup salesman needed by one of the largest candy manufacturers in Michigan. Established territory open. Drawing account, expense account, and commission basis. Only experienced men considered. Must have car and able to furnish good references. Address Tradesman Company, Publishers, Grand Rapids, Michigan, No. 225. 225

FOR SALE—Owing to failing health, H. N. Beach, of Howell, Mich., desires to dispose of his stock of merchandise, consisting of dry goods, boots and shoes, carpets, and rugs. Inquirers address Albert L. Smith, in care of First State and Savings Bank, Howell, Michigan. 226

WOULD LIKE POSITION AS MANAGER—General or grocery store. Have had about fifteen years' experience. Can give good reasons for changing location. Address No. 227, c/o Michigan Tradesman. 227

For Sale—Old established dry goods store, in Western Michigan manufacturing town 15,000 population. 100 per cent. location. Reason for selling, moving east. Will make good proposition to right party. Address No. 228, c/o Michigan Tradesman. 228

For Sale, Or Trade For Productive Real Estate—Stock of clothing and fixtures. Address Levisohns Department Store, Petoskey, Mich. 208

For Sale—A well-established drug store in a thriving town. Ideal location. Address No. 209, c/o Michigan Tradesman. 209

For Sale—A nice clean hardware stock in a good town. Reasonable rent. Good location. Address No. 210, c/o Michigan Tradesman. 210

We are Offering For Sale—WOOD-WORKING BUSINESS COMPLETE, with all equipment installed in factory. Ready to operate immediately. Some material on hand. Address W. F. BOOS COMPANY, 409 Capital National Bank Bldg., Lansing, Michigan. 211

For Sale—Bazaar Store, Western Michigan town, 4000 population. A-1 stock. Address No. 213, c/o Michigan Tradesman. 213

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.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

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DETROIT'S LEADING HOTELS.

(Continued from page 1)

They both knew the hotel game from A to Z and then backward. James gave the most of his attention to the cuisine, and what a provider he was; what dishes he could make a chef produce; what service he could make the colored servants render. He also took a hand, working with William in the bar, and here, too, was wonderful efficiency at all times.

William was the suave and gentleman always; about the office; up among the sleeping apartments, the "glad hander" of the firm. The Swartz Brothers spent a fortune several times in the up-keep of the Cadillac. There were more bric-a-brac, more high class chandeliers, more fancy table coverings, more expensive tapestry, more pieces of imported pedestals with vases, etc., in the Cadillac Hotel than in any other hotel in the country. It was their hobby, both of them.

We, who knew them best, sometimes wonder how the two brothers got along so seemingly well. They may have had their differences, but if they did, they never exposed them to the public. They were both termed hard masters, James far more than William; and yet it is said employees stayed by them year after year. There are many stories told of James about a system of fines he used with employees, but so far as one could learn, the help continued to pay and seemed to like it. If a waiter came into the dining room with his shoes not polished—a fine; if one was late, even a minute—a fine.

Another characteristic of James was a pet dog. He kept a colored valet for the beast, fed it porterhouse steaks and woe to the man or woman who was not kind to the pup. Cups were the worst enemy of James Swartz, and had a telling effect upon him during the last years of his life.

Scores of people of Michigan will bear me out when I say that in the Cadillac Hotel one could get the best meal at a given price when the Swartz Bros. were there in all Detroit—a 75c noonday meal that was the talk of all the U. S. The evening meal at \$1 was a perfection and an epicurean delight.

They conducted a most remarkable hotel and met with remarkable financial success. The hotel later became a great center for travelers with lines for display, the same rooms being among the best in the country. If ever a hotel enjoyed a satisfied and happy patronage, the Cadillac was that one. No deaf ear was ever turned by either of the brothers for the comfort of their guests. They made people pay, but they gave a wonderful run for the money.

This partnership continued until about 1911, when James was called to the Great Beyond. Mrs. Swartz followed to the Beyond soon after. William later sold out to a newly formed operating company, made up of Detroit people, and the beginning of the end commenced right there, of which I will touch upon in another article.

I could write pages of the wonder-

fully conducted Cadillac, which would, if taken heed of by many a younger man in the hotel business to-day, stand him well in hand.

But what is the use? William Swartz is enjoying life to-day, part of his time spent in Detroit, balance of time with a sister in New York State and traveling, both foreign and in this country. He is entitled to the best this world can give him. He played the game on the level as a hotel proprietor and as a citizen.

I knew him well and I hope I am numbered among his friends who admired his hotel ability. Long may he live.
Reno G. Hoag.

Chicago's Position on Water Larceny Indefensible.

Grandville, April 13—The spoilation of the lakes by Chicago still continues.

The lakes-to-the-gulf waterway sponsored by that city is a mere camouflage to blind people to the necessity of a St. Lawrence waterway to the Atlantic. Those who advocate an all-American canal for ocean shipping appeal to the patriotism of our people as against foreign connections of any sort, forgetting that manifest destiny will eventually bring the whole of North America within the United States.

For more than a hundred years this country and Canada have lived in harmony and the day of warfare between the Canucks and Yankees is never likely to take place. The stars and stripes have been round the world, making friends rather than enemies. Canada and Mexico will eventually come under that banner, and then the world in arms could not make a dent in the armor of Uncle Sam.

A lakes-to-the-gulf waterway for large boats will come in time, but this is not the hour for its consideration, with Chicago depressing the waters of the Great Lakes to gratify her local desire to run the world to suit her own pompous self.

We like Chicago. Her "I will" has made its mark in this world of ours and she is an ideal American city, save only for her torrid ambition and the fact that she has more criminals to the square rod than any other city under the shine of the sun.

It is not the wish of the country at large to build up Chicago at the expense of the outlying country. States along the Great Lakes have rights which even this windy mammoth of the prairies is bound to respect.

Of what use can that city be to her neighbors when, by her selfish appropriation of water from the lakes, she disorganizes the shipping of a hundred towns by lowering the levels of harbors for hundreds of miles bordering on the inland seas and thus interferes with the business and prosperity of sister ports, both in this country and Canada. Even the climatic condition of the Northwest states is changing because of this draining of our lakes, both small and great. Even wells are going dry in various parts of the lake states because of Chicago's greediness.

Must we submit to this robbery? In all good faith I ask that question. The Tribune, which is conceded to be the world's greatest humbug, gives out no word of hope for the Great Lakes towns. It is Chicago or nothing with that sheet, which might be called a degenerate son of a worthy sire, since it has become so emaciated intellectually since the days of Joe Medill as to be hardly recognizable.

The Windy City is making its name good by laboring early and late, by word of mouth, for the ruin of every lake port, except its own, from Milwaukee to Buffalo.

It is doubtful if even the Government engineers set to look after the interests of the public have fully understood the grave conditions which

this Chicago diversion of water from Lake Michigan is inflicting on the states bordering the Great Lakes.

The writer has confidential assurances from one of the best civil engineers that some bad blunders have been made and that the stability of lake navigation is more direly threatened than has heretofore been imagined.

It is possible that an investigation, now going on under cover, may reveal a condition of things that will prove of a startling nature. The greed of one big city must not be permitted to work ruin to the Great Lakes navigation companies and the destruction of many ports on both sides of Lakes Michigan and Huron.

The St. Lawrence waterway project has seemed to hinge on this water diversion by Chicago. We need the ocean canal for foreign shipping, and need it badly, although even that is of far less importance than the preservation of lake levels that our lake ports may continue to prosper.

Water and air are the two principal needs of life. We cannot get along without both. Chicago would deprive us of water, which means stagnation and death to every lake port in Michigan. We cannot permit this wicked destruction of nature's bounties, and the sooner forces are set in motion to counteract the destruction of our harbors the better for everybody.

It is now definitely known that the diversion of lake water at Chicago has settled the surface of the lakes several feet. It is a severe commentary on the good sense of our people that we have suffered so long in silent submission.

The time for silence is past. The time for action has come. Mere talk will not suffice. There is no jury in America that would not bring in a verdict of guilty were Chicago to be placed on trial for this mammoth water steal. Although so many of her own criminals have escaped punishment the people of those states af-

fect by this water steal have resolved to put a stop to any further misappropriation of the Great Lake waters.

Of what good would be an ocean-to-lakes canal, whether within the borders of the United States or by way of the St. Lawrence river, if our lake ports were too shallow because of Chicago's diversion of water, to float the incoming Atlantic ships?

One supplements the other.

The diversion of our lake water must stop; the St. Lawrence river canal will eventually be built, and renewed prosperity come to the towns and cities bordering on the lakes. We serve warning on Chicago and trust she won't make us use the rod wielded by an indignant people.

Old Timer.

About eight out of every million Englishmen commit a murder in England each year. Yet last year, in the United States, 150 Englishmen indulged themselves in this crime. Dr. Ben Reitman, director of the "Hobo College" of Chicago, is in London trying to find an answer to this riddle. He is not the first to question the sphinx nor is he likely to be the last. He asks his question straight-out: "Why do Englishmen, who behave themselves at home, become criminals when they emigrate to America?" However this question may be answered, one thing seems fairly clear: That it is not entirely the so-called British character that gives England her lower murder rate. If this is so, there may be hope even for America; for changing environment is admittedly an easier matter than changing character.



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