

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, APRIL 21, 1926

Number 2222

APR 27 '26 ER

## THE MAN WHO IS AFRAID

I've paid close heed to the ways of men,  
I've observed what the world calls luck,  
I have silently marveled, now and then,  
At the potent power of pluck;  
And this is a bit of truth I hail,  
A sentence that's worth one's heed;  
The man who is always afraid he'll fail  
Dosen't stand much show to succeed!

Roy Greene



## MYSELF

I have to live with myself, and so  
I want to be fit for myself to know  
I want to be able, as days go by,  
Always to look myself straight in the eye  
I don't want to stand with the setting sun,  
And hate myself for the things I've done

Beckwith

Public Reference Library.  
Library St

# SPRING FEVER

With the first signs of spring comes the feeling of torpor and sluggishness. In the old days this condition was called "Spring Fever." It was at such times that Grandmother prescribed her favorite remedies — sulphur and molasses and herb tea. These tonics were judiciously administered to the entire family, the silent reluctance of the older members and the vociferous protests of the youngsters being alike disregarded.

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

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



Stanolax (Heavy), a pure water white mineral oil of heavy body, accomplishes its results entirely by mechanical means — lubrication. Stanolax (Heavy) does not cause gripping or straining, and because of its heavy body seepage is minimized.

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

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

**Standard Oil Company**  
**[Indiana]**

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



# MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, APRIL 21, 1926

Number 2222

## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

Canadian subscription, \$4.04 per year,  
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;  
issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.

## IN THE REALM OF RASCALITY.

### Cheats and Frauds Which Merchants Should Avoid.

H. E. Helm, who is alleged to have fleeced Kent, Ingham and Livingston county dairymen out of \$1,400 a year ago, has met his downfall at Waterloo, Ia. He now is serving a seven-year sentence at hard labor in the Iowa state prison for defrauding an Iowa farmer. When he completes his prison term in Iowa, Helm will find a bench warrant waiting for him to bring him into Michigan. H. E. Dennison, of East Lansing, field agent of the American Jersey Cattle Club, obtained the warrant as a result of having cashed one of Helm's worthless checks for \$60. A Grand Rapids farmer cashed another check for \$600. According to James G. Hays, field agent of the Michigan Holstein Breeders' Association, who was first to broadcast a description of the swindler Helm is wanted in several states for bad check deals. Helm represented himself in Michigan to be a cattle buyer from Tennessee. Just before the banks closed he usually made it a point to get a check cashed to pay for the cattle, getting some prosperous farmer to indorse the check as a means of "identification." Fourteen hundred dollars worth of these endorsed checks were returned to Michigan marked "no funds in bank" and the endorsers were held accountable.

"The Book of Health," published by the "National Health Service" and distributed by such itinerant lectures as Harry Balkin, bears on its fly leaf an address at the Munsey Building, Washington, D. C., as well as a New York City address. Neither this concern nor its personnel is known to the management of the Munsey Building. The spurious Washington address and references by the lecturers and in the text to the United States Public

Health Service tend to create the impression that the "National Health Service" is official, or is connected with the United States Government, which is untrue. The principal in this "National Health Service" seems to be one Leonard Keene Hirschberg, whose career has not been confined to the practice of medicine. In May, 1923, he was convicted and sentenced to imprisonment in a Federal penitentiary, following charges of using the mails in furtherance of a scheme to defraud in a large blind pool scheme. "The Book of Health," which contains some harmless health advice, also includes a quantity of arrant absurdity.

A cease and desist order recently issued by the Federal Trade Commission against David J. Goldsmith of Philadelphia, furnishes a fresh reminder that the consumer has a right to expect accurate information, when such information is given or implied, concerning the geographical origin of any product. Goldsmith, trading as the Hagen Import Company of Pennsylvania, labeled a product of domestic origin, "Imported Bavarian Style Old Time Malt Extract" and employed in his literature the picture of a steamship and the phrase "European Office, Munich, Germany." The common law furnishes abundant precedent for the Commission's action in this case. Whether the product be malt, or olive oil, or macaroni, or gown, or cosmetics, or works of art, the seller may not lawfully lead the buyer to believe a domestic article to be of foreign origin, whether such belief be induced by direct misrepresentations, or indirectly by the use of pictures, foreign addresses, foreign labels, and the like. The same precedents have been followed by the courts in cases brought under the provisions of the Federal Food and Drugs Act. Report instances of deception to the Better Business Bureaus.

Robert P. Matches and L. H. Coursen, who did business at Kansas City and San Antonio as Coursen-Matches, "Oil Operators," and were the powers behind the C. & M. Aldemas Lease Pool and the Aldemas Townsite Lease Pool, Mexican oil promotions, came into the Federal Court at San Antonio on March 9, 1926, entered pleas of guilty to using the mails to defraud and each paid the \$1,500 fine levied by the court. Hundreds of small investors were defrauded of their savings by Coursen and Matches. Their scheme comprised the sale of oil leases which they had never acquired. They flooded the country with thousands of faked circulars and "hurry-up" letters. Matches, dominant spirit of the Coursen-Matches concern, has a record which should serve as a warning to investors. He was one of the prin-

cipals in the colossal Emerson Motors fraud a few years back. He was convicted in New York City for his connection with that bubble in May, 1920, and sentenced to three years at the Atlanta Penitentiary for conspiracy and using the mails to defraud. His sentence was commuted, however, and he got his freedom in August, 1923. In the prosecution against the Revere Oil Co., at Fort Worth, Texas, he was also fined \$500 following a plea of guilty to using the mails to defraud.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, April 20—Grand Rapids Council are laying plans and preparing to make a very creditable showing at the Grand Council meeting to be held in Lansing on June 3, 4 and 5. The committee, consisting of Maj. Walter N. Burgess, Philip F. Crowley and Homer R. Bradfield, are in charge of the arrangements for the uniforms and equipment to be used in the parade. The Council is planning on for at least 200 men in line in the parade, which is always pulled off on the Saturday morning following the official meeting.

The Salesmen's Club of Grand Rapids held another of their regular meetings on Saturday, April 17. Miss Maude Fealey, of the Regent stock company, was present and enlivened the occasion by a snappy little sketch. The address of the day was given by Hon. Edwin F. Sweet, former Assistant Secretary of Commerce and the newly elected member of the City Commission of Grand Rapids. Mr. Sweet very ably discussed some of the municipal problems confronting this city. He referred to the opposition that was encountered when the idea of making the different parks, public places, playgrounds, cemeteries, etc., pay for the city water used by these places. He stated that as a result of this movement the city had effected a saving of approximately 60 per cent.; that now the budget covering the expense of maintaining these places includes an allowance for the water. He referred to the fact that our present city charter requires the Street Railway Co. to pay for and maintain the pavement not only between the rails, but also the space on the outside of the outside rails and that in his judgment this was an unfair proposition; that in the days of the old horse drawn cars the street railway horses wore out the pavement and the company would be expected to maintain the same, but in these days the wear and tear of the pavement between the rails did not come as the result of the operation of the cars, but from the fact that vehicles travel on that part of the pavement as much as on any part of the street. He also made the point that the taxpayer who rides the street cars is paying for this pavement under our present system. Inasmuch as the street railway company is working on the plan of service at cost, he suggested the charter should be changed so that the company would be exempt from this unjust tax. He cited many more interesting features in connection with the subject and his address was not only enjoyed, but thoroughly appreciated by everyone present. This Club, under the able management of ex-President John B. Olney, is really contributive not only to the knowledge and welfare of its members and guests,

but the city as a whole and is worthy of attention and support. The Club also pulled off the first of a series of parties and entertainments which it proposes to give for its members and friends. This was given in the English room at the Rowe Hotel Saturday evening with about 150 people present. They say that a pleasant time was enjoyed by all, stating it very mildly. Everyone voted it a complete success and the expression was unanimous that these parties should be continued.

Gerald J. Gay, Western Michigan representative for the Corn Products Refining Co., was the sweet singer and choir leader at the Muskegon convention of retail grocers last week and did much to enliven the proceedings of the regular meetings and the two banquets. He pulled off a stunt at one of the banquets which was watched with breathless attention. Disguised as a vegetable peddler he invaded the banquet hall and proceeded to sell his wares from a large basket. A policeman was called to remove him from the scene, but after a spirited discussion and controversy it was finally decided to permit him to remain in consideration of his entertaining the audience with several musical selections.

### Death of Billy Baier.

Detroit, April 20—William H. Baier, one of the most widely known Detroiters in Masonic circles, died Sunday afternoon in his home, 3036 Fourteenth avenue, after an illness of three weeks. He was 74 years old.

Mr. Baier was born in Detroit, attended the public schools, and for many years traveled in Michigan, being very prominent in the Michigan Commercial Travelers Association and the Michigan Knights of the Grip. The funeral services were conducted this afternoon in the temple by Detroit Commandery No. 1, Knights Templar, of which Mr. Baier had been a member since September, 1898. A short time later the final honors were conducted by Palestine Blue Lodge at the mausoleum in Evergreen cemetery.

Mr. Baier will be remembered as captain general of the Moslem Temple patrol of the Shrine, which on May 30, 1918, held the greatest Shrine ceremony ever staged in the world, to raise funds for war charities in Detroit and Michigan. He was a member of Palestine lodge No. 357, F. & A. M.; King Cyrus Chapter, No. 133; Monroe Council, No. 1, R. & S. M.; Scottish Rite, Michigan Sovereign Consistory, and captain general emeritus of Moslem Temple.

### Worden Buys Kent Storage Co. Grocery Stock.

The Michigan Trust Co., as receivers for the Worden Grocery Co., has purchased the grocery division of the Kent Storage Co.

The Worden Grocer Co., under the management of W. A. Gilleland, succeeded in consummating this deal today.

This is one of the largest wholesale grocery transactions put through in Michigan for several years.

Ada—T. M. Lampart has purchased the Ward grocery stock and is conducting it as an individual undertaking apart from the Ward enterprises.



## BEST AND LARGEST.

## Muskegon Convention Eclipsed All Preceding Meetings.

The twenty-eighth annual convention of the Retail Grocers and General Merchants Association was held in Muskegon, April 13 to 15. It was in every way the most successful convention held in years, both in attendance and information imparted. The registration of delegates was ably handled by S. M. Mangleson. There was a total of two hundred and thirty-one delegates and guests registered. At the opening session we were assured of a hearty welcome by B. G. Oosterbaan and Vice-President Bailey gave an appropriate response. Mr. Oosterbaan pointed out the serious purpose of the meeting and reminded us that this was no frolic and that we as merchants should be educators. President Christensen was introduced by Hans Johnson. The President's annual report was read. He congratulated the organization on the strong position it held with its members, our jobber friends and with the Michigan Tradesman. He aptly said that we should as an organization watch the traffic laws, but that the individual merchant must do the driving.

Next in order was the Secretary's report which showed the organization to be in a flourishing condition. He reported that there seemed to be a great appreciation of our Association. He had a word of encouragement for those manufacturers and jobbers who were consistently supporting the independent merchants of the State.

Treasurer F. H. Albrecht reported the following:

Balance on hand April 20,  
1925 ----- \$ 806.10  
Cash received since said date-- 2545.78  
  
Total Cash ----- \$3351.88  
Cash paid out ----- 2064.45

Balance on hand----\$1287.43

This report was referred to the Auditing Committee.

J. E. Pease, of Kalamazoo, gave a short talk on the subject of "Collective Advertising." He told of their great success in Kalamazoo. He said it had put the Kalamazoo boys on their feet, causing them to be more prosperous and better able to pay their bills. It seemed to be the general opinion of the speakers that collective advertising was the most successful means of promoting good fellowship among the merchants. In the discussion that followed, different towns, including Holland, Traverse City, and Muskegon, reported great success with collective advertising and said that they were getting excellent co-operation from their jobbers.

Jacob Ball, of the food department of Michigan, spoke a few words at the convention and assured us that the State department is not trying to spy on us or act as a police department, but that rather the work is constructive and educational. Among other things, he said that the State department was working to compel packers of canned foods to mark each can as to quality.

President Christensen appointed the following committees:

Credentials—G. Vander Hooning, Grand Rapids; Guy Huyler, Ludington; M. Van Dussen, Grand Rapids.

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

Rules and Order—D. L. Davis, Ypsilanti; Mr. Warner, Holland; J. Boelkins, Muskegon.

Nominating—John A. Lake, Petoskey; G. C. Kopietz, Lansing; C. C. Kuer, Muskegon.

Auditing—H. Hansen, Grand Rapids; J. E. Pease, Kalamazoo; B. Gulliver, Detroit.

The following cities made reports:

Grand Rapids, by Mr. Hansen, reported splendid success with their recent food show and a good live organization. Traverse City by Mr. Quigley that their city had stressed co-operative buying more than advertising. Saginaw, reported by Mr. Loeffler, that they were talking service more than prices. Lansing, reported by Mr. Van Antwerp, splendid success with their credit bureau. This closed the afternoon session.

In the evening we enjoyed a wonderful banquet at the Occidental Hotel given by W. R. Roach and Co. Our host, Mr. Roach, was absent on the account of illness and the Secretary was instructed to convey to him our hearty appreciation of his splendid hospitality. Ben Nott, who spoke for Mr. Roach, assured us that his company would continue to pack only the highest quality of canned goods. Lon Sears, in an interesting talk, said that we were to replace ignorance with knowledge and should strive to promote intelligent competition. He said that inefficiency in business falls upon the public. Frank Quinn, of the Grand Rapids Merchants Service Bureau, told about the wonderful possibilities of the Michigan resort property. Attorney Turner, of Muskegon, made a comparison of Michigan and the Southern resort states, showing that Michigan produces much more wealth than Florida and California combined.

Kolkowski and his orchestra entertained us with lively music and the three hundred who sat down to this banquet proclaimed it one of the finest ever.

Wednesday morning different committee reports were given. Mr. Peck, of the Mills Mutual Agency, gave an interesting talk on fire prevention.

The first speaker was J. C. Beukema, who gave a splendid address on the subject "The Future of the Grocery Business." Mr. Beukema's talk was well received. The next speaker was I. M. Hoagland, representing Armour & Co., of Chicago, who spoke on "Operation of Meat Markets." He said that the meat business calls for the highest judgment and the first qualification is knowledge of the business. That, and the necessary capital to conduct it, are absolutely essential to a meat business. John Affeldt, Jr., led the discussion on this topic.

At noon the visiting ladies were the guests of the Fleischmann Co. at a luncheon at the Muskegon Hotel.



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

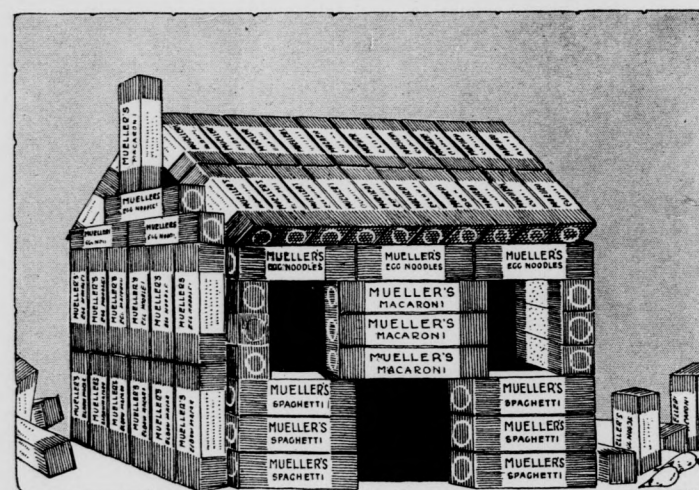
Grocers have heard that order millions of times. Consistent and intensive sales work throughout the country has made ALL-BRAN a national staple.

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

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

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

*Kellogg's*  
**ALL-BRAN**



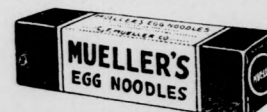
*This is the house that ...  
Jack Built.*

## MAKE SALES

Use your Mueller's stock to build this house in your window, or on your counter, and you will be repaid by a worthwhile increase in your sales.

**MUELLER'S MACARONI, SPAGHETTI  
EGG NOODLES and ELBOW MACARONI**

**THE C. F. MUELLER COMPANY**



**Since 1867**

**JERSEY CITY, N.J.**



Balance of the proceedings will be in the next week's Tradesman.

Paul Gezon, Sec'y.

#### Those in Attendance.

Chas. G. Christensen, Saginaw.  
Paul Gezon, Grand Rapids.  
Glen E. DeNise, Muskegon.  
C. E. Lobdell, Muskegon.  
E. Hesse, Muskegon.  
S. M. Mangleson, Muskegon.  
F. A. Vogel, Detroit.  
Keur & Newmyer, Muskegon.  
I. Douma, Grand Rapids.  
John Affeldt, Jr., Lansing.  
O. H. Bailey, Lansing.  
Frank Preuss, Lansing.  
Elmer E. VanAntwerp, Lansing.  
G. C. Kopietz, Lansing.  
K. E. Beurman, Lansing.  
F. H. Albrecht and Wife, Detroit.  
Basil Gulliver and Wife, Detroit.  
Charles F. Shreve and Wife, Detroit.  
Carl G. Burger and Wife, Detroit.  
John Lubbers and Daughter, East Saugatuck.

Herman Hanson, Grand Rapids.  
Gerrit Vander Hooning, Grand Rapids.  
Matt Heyns, Grand Rapids.  
B. E. Doolittle, Grand Rapids.  
Louis F. Loetz, Sturgis.  
Leonard Van Dussen, Grand Rapids.  
John Stuit, Grand Rapids.  
A. G. VandenBerge, Grand Rapids.  
John W. Boonstra, Muskegon.  
J. C. Quigley, Traverse City.  
Leo G. Colman, Traverse City.  
Giroux & Hodson, Muskegon.  
Fred R. Smith, Grand Rapids.  
Lee S. Conklin, Grand Rapids.  
R. A. Otton, Grand Rapids.  
D. L. Davies, Ypsilanti.  
C. E. Pottruff, Grand Rapids.  
J. E. Pease, Kalamazoo.  
W. J. De Vetti, Kalamazoo.  
Don Williams, Wadsworth, Ohio.  
L. Smith, Curtice, Ohio.  
Geo. Vanderlaan, M. B. Co.  
M. F. Carlson, Muskegon.  
A. J. Faunce and Wife, Harbor Springs.  
Orrin L. Wilson, Shelby.  
R. G. Brown, Muskegon.  
E. J. Fitzsimmons, Muskegon.  
W. A. Pierson, Muskegon.  
Dick Miles, Holland.  
T. D. Warner, Holland.  
C. D. Jongh, Holland.  
Ben Steffen, Holland.  
Wm. Keillor, Muskegon.  
John Bouman, Muskegon.  
J. Mulder, Fremont.  
Chas. H. Boelkins, Muskegon.  
J. E. Marvin, Muskegon.  
F. H. Kuhlrow, Bay City.  
W. H. Leffter, Saginaw.  
H. A. Swartz, Bay City.  
J. G. Bradley, Bay City.  
B. C. Nott, Grand Rapids.  
L. A. Sears, Grand Rapids.  
E. A. Stowe, Grand Rapids.  
Mrs. Stowe, Grand Rapids.  
J. Hasper, Muskegon.  
John M. R. Schaefer, Merrill.  
C. E. Trahan, Merrill.  
A. E. Crosby, Merrill.  
J. A. Borgman, Grand Rapids.  
Archie V. Lindberg, Grand Rapids.  
A. Botting, Grand Rapids.  
M. Van der Ploeg, Grand Rapids.  
Bert L. Curtis, Cadillac.  
J. D. Widgren, Cadillac.  
R. E. Gane, Grand Rapids.  
E. W. Deiss, Detroit.  
W. H. Gardner, Pentwater.  
Martin Vermaire, Grand Rapids.  
M. C. Goossen, Lansing.  
L. W. Van Dusen, Lansing.  
C. M. Schmidke, Lansing.  
J. F. Tatman, Clare.  
Lee Lillie, Coopersville.  
Glenn S. McCarthy, Grand Rapids.  
John F. Waite, Flint.  
Ralph F. Zacharias, Flint.  
Simon V. Vander Ploeg, Grand Rapids.  
C. W. Den Herder, Grand Rapids.  
J. M. De Vries, Grand Rapids.  
V. E. Pullman, Tustin.  
W. S. Reck, Lansing.  
Geo. Darchner, Lansing.  
Wm. H. Patmore, Lansing.  
Paul Schmidt, Lansing.  
F. W. Peck, Lansing.  
James Rossell and Wife, Lansing.  
J. A. Mohrhardt and Wife, Grand Rapids.  
A. L. Leonard and Wife, Benton Harbor.  
Olsen Bros. and Wives, Muskegon.  
David Gibbs and Wife, Ludington.  
Guy Hawley and Wife, Ludington.  
I. M. Hoagland, Chicago.  
John A. Lake, Petoskey.  
Arthur Nordine, Ludington.  
H. C. Nielson, Ludington.  
J. M. Sniogowski, Ludington.  
Jos. M. Sellner, Ludington.  
A. V. W. Carpenter, Ludington.  
Howard Peterson, Muskegon.  
Sternberg Bros., Muskegon.  
C. Jesson.  
John Vanderzyl.  
Willis Mulder, Muskegon.  
Ned. Martin, Muskegon.  
Washburn-Crosby Co., Minneapolis, Minn.  
Oscar A. Peterson, Muskegon.  
E. W. Jones, Flint.  
V. A. Miklas, Manistee.  
Arthur Cox, Grand Rapids.  
Norval J. Cox, Grand Rapids.  
W. J. Getz, Muskegon.  
Jacob C. Vander Ploeg, Grand Rapids.  
Niel De Young, Grand Rapids.

John Dick, Muskegon.  
Walter Karum, Muskegon.  
Hans Johnson, Muskegon.  
Hulka Bros., Muskegon.  
Andrew Drewes and Wife, Muskegon.  
Frank S. Kaminski, Grand Rapids.  
Frank Lewandowski, Grand Rapids.  
Gerrit Hasper, Jr., Muskegon.  
Ole Peterson, Muskegon.  
Paquin Bros., Muskegon.  
W. R. Van Auker, Big Rapids.  
A. H. Goltz, Big Rapids.  
Elmer Abrahamson, Ludington.  
Clarence Abrahamson, Ludington.  
Ed Dawar, Ludington.  
John Gawan, Ludington.  
Anid Carlson, Ludington.  
G. A. Parsons, Ludington.  
L. B. Lyon, Ludington.  
Joseph Pape, Ludington.  
F. E. Osborn, Midland.  
Gerstacker & Johnson, Midland.  
H. J. Cooper, Midland.  
John Huizenga, Muskegon.  
George Hollick, Ludington.  
G. J. Lubbers, East Saugatuck.  
E. A. Pearson, Muskegon.  
M. Van Dussen and Wife, Grand Rapids.  
E. Van Dussen and Wife, Grand Rapids.  
Bareman & Wagener, Zeeland.  
J. C. Sprout, Grand Rapids.  
Leo. Gundeman and Wife, Ludington.  
A. E. Webb, Grand Rapids.  
J. C. Rickles, Ludington.  
Henry Oudsema, Muskegon.  
R. Perry, Muskegon.  
Edw. Dutch & Co., Muskegon.  
Thomas Sikkenga, Muskegon.  
John W. Anderson and Wife, Ludington.  
J. S. Vanderveen, Grand Rapids.  
Lloyd Hansen, Muskegon.  
Robert N. Johnson, Muskegon.  
John V. Hulst, Holland.  
Chris Reidsma, Holland.  
R. A. Schaddelee, Holland.  
Garret Dyke, Holland.  
Etterman Bros., Muskegon.  
A. L. Hessel, Muskegon.  
C. R. Carlson, Muskegon Heights.  
M. J. Scally, Grand Rapids.  
Axel Anderson, Muskegon.  
Harry Monroe, Muskegon.  
E. F. Hulbert, Muskegon.  
Kardux Grocery, Holland.  
W. J. Blackburn, Muskegon.  
Albert A. Schroeder, Ludington.  
Roy Kinsey, Fruitport.  
Paul Hillman, Muskegon.  
H. Poirier, Muskegon.  
J. H. Bennett and Wife, Casnovia.  
Hiram Kunis, Grand Haven.  
G. B. H. Hall, Kalamazoo.  
Mrs. H. Latch and Miss Latch, Muskegon.  
D. P. Berghuis, Muskegon.  
William Sikkenga, Muskegon.  
Wm. J. Baker and Wife, Grand Haven.  
H. V. Bolt and Wife, Grand Haven.  
Robert O'Brien and Wife, Pentwater.  
J. O. Berglund, Muskegon.  
John Kolkema, Muskegon.  
L. Peterman, Muskegon.  
Mrs. Ethel Fulbert, Ludington.  
Mrs. Elizabeth Schmock, Ludington.  
Vanderstelt Bros., Muskegon.  
A. J. Hartsema, Muskegon.  
C. A. Voigt, Grand Rapids.  
B. C. Sexton, Grand Rapids.  
G. L. Klomp, Muskegon.  
John Diephouse, Grand Haven.  
Garret Nietring, Grand Haven.  
Henry Poel, Grand Haven.  
L. Lindland, Muskegon.  
Howard Hansen, Ludington.  
Arthur Pape, Ludington.  
Francis Barber, Ludington.  
R. E. Richardson, Ludington.  
Joe Clausen, Ludington.  
Chas. Fisher, Grand Haven.  
Allen Jones, Muskegon.  
Mrs. Ida M. Meese, Muskegon.  
A. M. Cattill, Grand Rapids.  
G. Verberg, Grand Rapids.  
F. L. Ryan, Grand Rapids.  
Burggraf Co., Grand Rapids.  
Abel Holtrop, Ferrysburg.  
Tom Ruiter, Grand Haven.  
H. Jorgensen, Muskegon.  
S. Keilar, Muskegon.  
C. Van Hemeet, Grand Haven.  
Pikaart Dept. Store, Fremont.  
Schinteman & Jacques, Fremont.  
Q. Grocer Co., Muskegon.  
E. Heethuis & Sons, Muskegon.  
C. C. Plant, Muskegon.

#### Fa'urity.

I have a house on the spur of a hill,  
Away from the turmoil, quiet and still.

There I sit when the day is done,  
And think of you by the setting sun.

And think of the things you used to say,  
When here we sat at the close of day.

And when I am dead, and all is still  
Within the house on the spur of the hill;  
And when no more will the setting sun  
Tell my eyes that the day is done;  
And I no more sit at the close of day,  
And think of the things you used to say;  
Then my house on the spur of the hill  
Will really and truly be quiet and still!

A leader must go about. He must ask questions. He must respect the opinions of others, but that is all. He must always make up his own mind. He must be independent.

# Don't Say Bread

— Say

# HOLSUM

## WORDEN GROCER COMPANY

### THE PROMPT SHIPPERS

### YOU SAFELY CAN RECOMMEND

# Quaker Canned Peas

Cheaper because they are Better

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

They're Quality at a Price

## WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

## MOVEMENTS OF MERCHANTS.

St. Louis—Elma Lettlick succeeds Fox & Co. in the grocery business.

Gaines—Herb Frutcheys succeeds the Swartz Creek Grain Co. in business.

St. Johns—Witt & Witt have engaged in the boot and shoe business.

Coopersville—Neal Dornbos succeeds Mohr Bros. in the grocery business.

Dowagiac—The Judd Lumber Co., Inc., succeeds M. Judd & Son in business.

Munith—Shuart, Inc., succeeds C. C. Shuart in the lumber and builder's supplies business.

Muskegon—The Edwards Quality Shoe Co. has engaged in business at 241 Western avenue.

Lansing—Ude Blakslee succeeds F. Barrett in the grocery and meat business at 1701 West St. Joe street.

Detroit—James R. Gordon, Inc., 136 West Lafayette boulevard, has changed its name to the Lafayette Tailors, Inc.

Port Huron—The Cawood Sales Co., 320 Grand River avenue, has increased its capital stock from \$80,000 to \$160,000.

Detroit—The Sable Furniture Co., 409 West Jefferson avenue, has increased its capital stock from \$25,000 to \$50,000.

Three Rivers—L. J. Castner has sold his grocery stock and meat market to J. Leo McDonald, who has taken possession.

Grand Rapids—Roy E. Cheney succeeds Paul W. McCrum in the grocery and confectionery business at 555 Michigan street.

Detroit—Abraham Cohen, 7726 Fort street, West, boots, shoes, etc., is offering to compromise with his creditors at 25 per cent.

St. Johns—Parr's Pharmacy and the H. F. Millman drug store will both be equipped with modern soda fountains in the near future.

Union City—Frank Whiting, who recently sold the stock and store building of the Whiting Drug Co. has purchased it and is again in trade.

Detroit—The Pack-Wolin Shop, Inc., 1434 Washington boulevard, women's wearing apparel, has increased its capital stock from \$100,000 to \$200,000.

Lansing—The Industrial Bank of Lansing has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in cash.

Detroit—The Ray Fuel Co., 2508 Book building, has been incorporated with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in cash.

Remus—N. D. Torberson, who has conducted a drug store ever since he graduated from Ferris Institute, where he studied pharmacy, died at his home, Feb. 14, aged 43 years.

Detroit—The Bay Sand & Gravel Co., 2508 Book building, has been incorporated with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in cash.

Sturgis—E. E. Taylor, mayor of Kalamazoo, has purchased a tract of land in Sturgis on which a two-story,

thoroughly modern, brick cold storage plant is to be constructed in the near future.

Detroit—The Automotive Pattern Co., 19 West Woodbridge street, has been incorporated with an authorized capital stock of \$24,000, \$18,000 of which has been subscribed and paid in property.

Sturgis—The Taylor Produce Co., of Kalamazoo, which has conducted a branch plant here for several years, will erect a two-story and basement brick building for its own use as soon as the plans can be drawn.

Detroit—The Columbia Coal Co., with business offices at 2313 Dime Bank building, has been incorporated with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in cash.

Detroit—The Industrial Leather Merchants, Inc., 148 East Woodbridge street, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed, \$800 paid in cash and \$800 in property.

Onaway—Gumm's Department Store has merged its business into a stock company under the style of Gumm's Stores, Inc., with an authorized capital stock of \$8,000, all of which has been subscribed and paid in property.

Jackson—I. N. DeLamater, wholesale and retail dealer in coal, coke, builders' materials, etc., has merged his business into a stock company under the style of the I. N. DeLamater Co., 224 South South Mechanic street.

Detroit—The Star Coal Co., Mt. Elliott and Six Mile Road, has been incorporated to conduct a wholesale and retail fuel business, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in cash.

Detroit—The Witt Lumber & Building Co., 14580 Gratiot avenue, has been incorporated to deal in builders' supplies, lumber, fuel, etc., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in property.

Detroit—Cantor's, Inc., 14131 East Jefferson avenue, has been incorporated to deal in wearing apparel with an authorized capital stock of \$35,000, of which amount \$11,010 has been subscribed and paid in, \$10 in cash and \$11,000 in property.

St. Joseph—The St. Joseph Motor Supply Co., 223 Main street, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed, \$70 paid in cash and \$10,930 in property.

Detroit—The West Detroit Coal & Supply Co., 11565 Oakwood boulevard, has been incorporated to deal in fuel, building materials and supplies, oils, gasoline, etc., with an authorized capital stock of \$25,000, of which amount \$8,000 has been subscribed and paid in cash.

Detroit—The Thermocrete Insulating Co., 431 Howard street, has been incorporated to deal in thermocrete patent insulator, with an authorized capital stock of \$20,000, of which amount \$7,500 has been subscribed

and paid in, \$4,000 in cash and \$3,500 in property.

Detroit—The Detroit Eastern Electric Co., Inc., 10738 East Jefferson avenue, has been incorporated to sell all kinds of electrical apparatus at wholesale and retail, with an authorized capital stock of \$40,000, all of which has been subscribed and \$27,000 paid in cash.

Kalamazoo—Eckhart's Cash Market, one of a chain of seven similar stores in as many Michigan cities, has opened for business in the old city hall building on South Burdick street. The company will handle meats, fresh water and sea fish, fruits, vegetables and delicatessen foods.

Detroit—The Detroit Oil Products Co., 1623 North Grand boulevard, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed and paid in, \$31,750 in cash and \$19,250 in property.

Detroit—The Ward Electric Refrigerator Co., 1912 Buhl building, has been incorporated with an authorized capital stock of 45,000 shares at \$23.50 per share, 15,000 shares class A no par value and 30,000 shares class B no par value, of which amount \$1,175 has been subscribed and paid in cash.

Adrian—The Electric Auto-Line Co., of Toledo, announces plans for increased production in its Adrian branch, known to the Auto-Life organization as Plant No. 4. The capacity of the Adrian plant will be practically doubled, which is in addition to a 150 per cent. increase in force and production since Jan. 1. August Rosenhahn, manager, expects to employ at least 100 by May 1 and to increase the number by June 1. The production in the Adrian plant consists entirely of armatures, the castings and tooled steel parts of which comes from the foundries operated by the company. The Adrian plant is an assembly unit.

Newaygo—Louis I. Thompson has retired from the firm of Thompson Bros. & Co. to engage in the summer hotel business at Oakland Beach, Hess Lake. He has purchased the H. R. Stone property and will conduct it under the style of the Mary-Lou Inn. The grocery stock is now owned by William G. Thompson, his wife, Anna C., and son, Walter G., and will be conducted under the style of the Thompson Grocery. The business was established by Stephen D. Thompson shortly after the war and is probably the oldest mercantile business in Newaygo county. The founder of the house passed away in 1914, since which time the business has been conducted by the two sons.

Allegan—The Grange Store Co-Operative Association is this week celebrating its fiftieth anniversary. The store was founded by Albert Stegeman in 1876 in a small way, but previous to that Mr. Stegeman had been conducting a small business on a second floor on Locust street, where the Grange Store was started as a protest against alleged high prices and the mistaken belief by farmers (fomented by Grange

agitators) that they were being discriminated against. Mr. Stegeman at first did not furnish wrapping paper or bags, but the patrons of the store came with baskets, pans and sacks to carry their purchases home. Merchandise was sold only to members at first and that, too, at a pretended profit of only 4 per cent. Later others had the privilege of buying goods upon the payment of \$5 per year and finally all barriers to trade were thrown down. Mr. Stegeman achieved a comfortable fortune from the commissions on purchases handed him by wholesale houses and moved to California, where he died. He was succeeded as manager by the late Martin V. B. McAlpine. Under Mr. Alpine's management the business was extended and to-day it is a regular department store. Edward Horan, Sr., is the present manager and he is ably assisted by his two sons, George and Edward, Jr.

## Manufacturing Matters.

Grand Rapids—The Consolidated Cabinet Corporation, 329 Front avenue, has increased its capital stock from \$50,000 to \$110,000.

Muskegon—The Chase-Hackley Piano Co., has increased its capital stock from \$220,000 to \$220,000 and 50,000 shares no-par value.

Plymouth—The Diamond Sash & Door Co. has been incorporated with an authorized capital stock of \$32,000, of which amount \$17,000 has been subscribed and paid in cash.

Kalamazoo—The Parke Corporation, 1007 Walbridge street, manufacturer of soap, has changed its name to Renard, Inc., and increased its capital stock from \$15,000 to \$50,000.

Hastings—The P. C. Manufacturing Co., farm tools, has increased its capital stock from \$50,000 preferred and 14,000 shares no par value to \$100,000 preferred 30,500 shares no par value.

Detroit—The DeVilbiss Manufacturing Co., 4614 Woodward avenue, manufacturer of scales, has changed its name to the DeVilbiss Co. and increased its capital stock from \$2,000,000 to \$5,000,000.

Detroit—The F. J. Donahue Varnish Co. is remodeling and enlarging by 50 per cent. its plant for the manufacture of black baking Japans. Production on the new enlarged basis is expected to begin about April 20.

Detroit—The Detroit Appliance Manufacturing Corporation, 3733 Beaufait avenue, has been incorporated with an authorized capital stock of \$50,000, of which amount \$18,000 has been subscribed and \$3,000 paid in cash.

Detroit—The Superior Pattern & Manufacturing Co., 2114 East Woodbridge street, has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and paid in, \$7,500 in cash and \$52,500 in property.

Ferndale—The DeCelles Bronze Co., 22823 Woodward avenue, has been incorporated to manufacture and deal in memorial bronze, etc., for cemeteries, with an authorized capital stock of \$50,000 preferred and 10,000 shares at \$2.50 per share, of which amount \$25,000 and 2,000 shares has been subscribed and \$25,000 paid in cash.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.90c and beet at 5.80c.

Tea—The market is still quiet on account of the fact that all buyers are buying for immediate wants only. The undertone of the market has not softened any on account of the light demand. Ceylon teas are active and strong, with primary markets showing an upward tendency. India teas are steady to firm. Japan and Formosas are quiet, at unchanged prices.

Coffee—The market for Rio and Santos coffee, green and in a large way, has had an uneventful week, with a tendency towards weakness. The difference in prices of Rio and Santos, green and in a large way, however, is not materially different from the prices a week ago. Possibly the market is a slight shade lower. Milds show no change for the week. The consumptive demand for roasted coffee is about normal. The jobbing market for roasted coffee is thoroughly steady and unchanged.

Canned Vegetables—Spot vegetables have a good deal to do with the neglect of the same commodities to be packed in 1926. It is still a buyers' market in the major vegetables with tomatoes the most uncertain of the trio. Peas and corn are easy to find at the buyers' ideas of value. There is daily business in carloads and smaller blocks, chiefly for the ordinary and nearby outlets. Some packers have withdrawn from the market and expect to carry their merchandise rather than pack new goods.

Canned Fruits—Fruits are firm throughout the California list. Pineapple is in sufficient supply for jobbing needs.

Dried Fruits—The most popular size of California prunes, 40-50s, have been the first of the medium counts to show improvement in tone, value and position, and during the past week were more difficult to pick up than in several months. Either they are held off of the market for advances or they have been reduced in volume to a minimum. The whole California assortment has been priced at a point where there is buying interest and the shorts have begun to take real interest in offerings. There has been no big business, speculative or otherwise, but there has been more of a demand for spot stocks while the trade is ready to make firm bids for Coast stocks for prompt shipment. Goods at the source are harder to buy than those in New York, since packers are holding above a parity with the spot. A corresponding improvement in Northwestern prunes was registered last week. Spot raisins look more attractive than at any time so far this year and are bringing higher prices than in previous weeks. The change has occurred in both bulk and packages and so closely have stocks been cleaned up that a shortage would not be surprising before shipments can be received from the Coast. Chain stores, bakers and the regular dried fruit trade have been buying here and in California. Package Thompsons, particularly the pre-

ferred brand, have moved upward and those who were out of the market are now trading more freely in all positions. Peaches and apricots retain all of their strength. Both are in light supply and buyers have to substitute since they cannot find adequate stocks of the better grades. As time goes on these are being more and more taken off of the list, not to be restored until new crop comes in.

Canned Fish—Considerable complaint is made of the effect of substitution practiced by some salmon holders of palming off chum salmon for pinks or off grades of reds for the genuine pack at prices which are out of line with good merchantable articles. Nevertheless, real pinks are firmer on the spot.

Salt Fish—There is a fair demand reported for mackerel, largely on account of the low prices. The movement is not large, and has not very much vim. Prices show no particular change for the week. The catch of shore mackerel this season will be considerably larger than last year.

Beans and Peas—The demand for all varieties of dried beans is still very dull. Red and white kidney beans and California limas are all about 25 cents lower for the week. Dried peas are in the same condition.

Cheese—The market has shown considerable weakness during the past week. The demand is very quiet and without incident.

Nuts—Nuts in the shell are in hand-to-mouth demand. Brazils, the only new crop available, are considered as too speculative for fall and other outlets and are being taken for nearby needs as they are required. Postings differ as to the size of the crop and as to the percentage likely to come to this country. Other nuts are kept at a minimum, since holders do not want to have large blocks to carry over into the fall since crop prospects are favorable and indicate a liberal production. There is some irregularity in walnut and filbert values, although almonds rule steady, even though they are quiet. Shelled almonds are unsettled at the recent lower levels. Bordeaux walnut meats are firmer and little or nothing can be had below 43c, with frequent predictions of advances in the near future.

Provisions—The primary provision markets during the week have shown no particular feature. Hog products are firm on account of the scarcity of hogs. In the primary markets lard has strengthened considerably, although in Eastern markets the jobbing price has shown no particular change. Beef products have been quiet during the week, without change.

Rice—While a strong undertone exists in domestic rice the turnover is not heavy since distributors are buying for nearby requirements and in small or moderate sized parcels. There is a general scarcity of all grades due to recent light purchases and steady liquidation. Primary markets are developing more strength as the smaller mills sell out, leaving the carryover concentrated. Planting has been held up by wet weather and the outlook for the

next crop is not promising. Foreign rice offerings have narrowed following a broader demand from export channels.

Syrup and Molasses—Molasses is slowing off as to demand. Business is moving every day, at steady prices. There is no feature to the market. The principal demand is for the high grades. Sugar syrup shows a rather curtailed production and steady prices. Compound syrup is quiet and unchanged.

### 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—50c for large bunch of California.

Bananas—6½¢@7c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.15
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	9.00
Brown Swede	-----	6.50
Cranberry Beans	-----	7.75

Beets—New from Texas, \$2.25 per bu.

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

Butter—The market has been almost continuously weak since the last report. There are plenty of receipts and general pressure to sell. As a result the prices of fine creamery dropped about 1c, with other grades correspondingly lower. Holders sell fresh packed at 37c and prints at 39c. They pay 25c for packing stock.

Cabbage—\$5 per crate for new from Texas.

Carrots—New from Texas, \$2.50 per bu.

Cauliflower—California, \$3.75 per crate of 9 to 14 heads.

Celery—California washed jumbo, 80c.

Chalotts—\$1 per doz.

Cocoanuts—\$1 per doz.

Cucumbers—\$2.25 per doz. for hot house stock from Illinois and Indiana.

Eggs—The season of greatest production is here and the market has for this reason showed some weakness during the week. There were a few slight declines, then a small fractional advance or two. Prices for eggs are ruling on a comparatively low level. Under grades are neglected and not wanted. Local dealers pay 27c for strictly fresh and hold candled at 29c.

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	-----	19c

Onions—Spanish, \$2.50 per crate of 50s and 72s; Michigan, \$4 per 100 lb. sack.

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

126	-----	\$6.25
150	-----	6.75
176	-----	7.25
200	-----	7.50
216	-----	7.50
252	-----	7.50
288	-----	7.00
344	-----	6.50

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

Floridas are in ample supply on the following basis:

126	-----	\$6.00
150	-----	6.25
176	-----	6.50
200	-----	6.50
250	-----	6.50

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

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

Potatoes—Buyers are paying \$2.50 @2.75 per bushel. Deliveries from growers are very light.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	30c
Light fowls	-----	26c
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—\$1.75 per bu. for Texas.

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

Tangerines—\$4.50 per box of any size.

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

Veal Calves—Wilson & Co. pay as follows:

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

### Interest Guaranteed Bonds.

Ramsey, Gordon & Co. make their initial bow to Tradesman readers this week by advertising bonds of the Glenside Subdivision, located in the suburbs of Muskegon and Muskegon Heights. The bonds bear 7 per cent. interest and the interest is guaranteed by the Muskegon Trust Co.

Mt. Clemens—The Kelso Co., 6553 Woodward avenue, has been incorporated to manufacture auto accessories, novelties, toys, etc., with an authorized capital stock of \$100,000, of which amount \$84,633 has been subscribed, \$5,077.27 paid in in cash and \$79,555.73 in property.

Kalamazoo—J. J. Murray has purchased the stock holdings of the late W. E. McGuire in the Kalamazoo Label Co. New officers of the company are J. J. Murray, president and treasurer; Mary Murray, vice-president, and George O. Frie, secretary.



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 9.—In the matter of Cornelius Shriver, Bankrupt No. 2899, the funds for the first meeting have been received and such meeting has been called for April 22.

In the matter of Leo M. Esch, Bankrupt No. 2901, the funds for the first meeting have been received and such meeting has been called for April 22.

In the matter of Zeida M. Phelps, Kenneth Bartholomew and Tri-City Baking Co., Bankrupt No. 2902, the first meeting of creditors has been called for April 22.

In the matter of Edward J. Taylor, Bankrupt No. 2865, the funds for the first meeting have been received and such meeting has been called for April 22.

In the matter of Fred J. Conant, Bankrupt No. 2883, the funds for the first meeting have been received and such meeting has been called for April 22.

In the matter of Joseph J. Costello, Bankrupt No. 2879, the first meeting of creditors has been called for April 22.

April 19. We have to-day received the schedules, order of reference and adjudication in the matter of Albert Koning, Bankrupt No. 2900. The matter has been referred to Charles E. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of an electrician's helper. The schedules show assets of \$400, of which \$150 is claimed as exempt, with liabilities of \$4,492. 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:

Jordan & Jordan, Grand Rapids	\$ 60.00
Robert S. Tubbs, Grand Rapids	75.00
Poley Clothing Co., Rock Rapids, Iowa	15.00
H. Lobbers, Steen, Minn.	50.00
Van Den Streek, Hartger, Rock Rapids, Iowa	85.00
Rhode Oil Co., Rock Rapids, Iowa	42.00
First Nat. Bank, Rock Rapids, Ia.	15.00
Harrison & Shade, Rock Rapids, Ia.	900.00
Smith Garage, Rock Rapids, Iowa	100.00
Randolph, Carl, Hills, Minn.	85.00
John Bunning, Doon, Iowa	45.00
Grain Belt Ins. Co., Des Moines, Ia.	49.50
Clauson, Calus, Lester, Iowa	12.00
Sioux Falls Grocery Co., Sioux Falls, S. D.	250.00
Dollieslager, Gerrit, Sioux Falls, Ia.	50.00
L. V. Chamberlain, Lester, Iowa	49.00
Nagle Hardware Co., Rock Rapids, Iowa	2.00
Sioux Falls Clinic, Sioux Falls, S.D.	30.00
Edmond, Londergen Co., Steen, Minn.	160.00
Farmers State Bank, Steen, Minn.	700.00
Citizens Savings Bank, Lester, Ia.	1,900.00
Dr. G. G. Gotton, Sioux Falls, S.D.	300.00
Herman J. Koolker, Hills, Minn.	7.50
Farms Store, Lester, Iowa	10.00
H. A. Wich, Lester, Iowa	5.00
B. D. Webber, Lester, Iowa	125.00
Dr. Corcoran, Rock Rapids, Iowa	219.50
Hugo Ross, Rock Rapids, Iowa	10.00
Charles Gall, Lester, Iowa	5.00
Dr. Bostel, Rock Rapids, Iowa	4.50
Farmers Store, Steen, Minn.	65.00
Dr. North Estate, Rock Rapids, Ia.	15.00
Albert Koning, Grand Rapids	20.00
G. J. Schuller, Steen, Minn.	219.00

In the matter of Charles A. Olumner, Bankrupt No. 2875, the trustee has reported the receipt of an offer from James H. Fox, of Grand Rapids, for all of the stock in trade and fixtures of this estate. The offer is in the sum of \$750. The date fixed for sale is April 23. The property is located at Vicksburg, and consists of shoes, groceries, clothing and attendant fixtures. The amount of the appraised valuation of such property is \$1,560.26. All interested should be present at such time. The sale will be held at the office of the referee, in Grand Rapids.

In the matter of G. Leslie Runner, Bankrupt No. 2862 the trustee reported the receipt of an offer in the sum of \$3,000 for all of the stock in trade and fixtures in this estate. The offer is received from C. F. Schuster, of Oscego. The property is that of a general dry goods and clothing store at Shelby, and appraised at the sum of \$4,796.53. The date fixed for sale is April 26. The sale will be held at the office of the referee, in Grand Rapids. All interested should be present at the time and place above set forth.

April 12. On this day was held the first meeting of creditors in the matter of Henry H. Bancroft, Bankrupt No. 2896. The bankrupt was present in person and by attorney W. F. Umphrey. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Marie E. Cochran, Bankrupt No. 2893. The bankrupt was present in person and by attorney Willard G. Turner, Jr. Creditors were not present in person, but represented by Corwin & Norcross. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and re-

turned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Earl J. De Mink, Bankrupt No. 2897. The bankrupt was present in person and by attorney Glenn R. Faling. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Stephen A. Eddy, Bankrupt No. 2877. The bankrupt was present in person and by attorney Roy H. Hagerman. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date.

In the matter of J. A. McPherson, Bankrupt No. 2878, the trustee has filed his return showing no assets over exemptions and the matter has been closed and returned to the district court as a case without assets.

April 13. On this day was held the first meeting of creditors in the matter of Albert A. Mouw, Bankrupt No. 2891. The bankrupt was present in person and by attorney Dorr Kuizema. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined by the referee, without a reporter. C. C. Woolridge was appointed trustee, and his bond placed at \$100. The trustee was directed to abandon the scheduled assets and close the case upon such return. The meeting then adjourned no date.

On this day also was held the first meeting of creditors in the matter of Ella Mouw, Bankrupt No. 2892. The bankrupt was present in person and by attorney Dorr Kuizema. No claims were proved and allowed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was named trustee and his bond placed at \$100. The trustee was directed to abandon the scheduled property and close the estate as a case without assets upon such return. The first meeting then adjourned without date.

April 13. On this day was held the first meeting of creditors in the matter of Raleigh O. De Weerd, Bankrupt No. 2895. The bankrupt was present in person and by attorney Francis L. Williams. Creditors were present in person and by attorneys Travis, Merrick, Warner & Johnson and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Howard L. Boggs was elected trustee, and his bond placed at \$500. The first meeting then adjourned to April 14.

April 14. We have to-day received the schedules, order of reference and adjudication in the matter of Orville S. Hobby, Bankrupt No. 2910. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedules show assets of \$150, of which the full interest is claimed as exempt, with liabilities of \$1,058.31. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Harrison Basket Co., Muskegon	\$180.31
Shelby Ice Co., Shelby	60.00
Frank Norton, Shelby	20.00
E. White, Shelby	20.00
Shelby & New Era Farmers Co-operative Co., Shelby	10.00
Shelby Flour Mill, Shelby	20.00
Arthur Barnum, Shelby	60.00
O. L. Wilson, Shelby	30.00
Kelly & Spellman, Shelby	50.00
D. W. Roth, Shelby	50.00
E. Claves, Shelby	125.00
Fred Schmieding, Shelby	17.00
John Rohrer, Ludington	20.00
J. Bennett, Ludington	40.00
E. Drake, Ludington	18.00
Chan Tripp, Ludington	100.00
Hyde & Purdy, Hart	3.50
Hart Courier, Hart	15.00
Shelby Herald, Shelby	12.00
Clyde Gillan, Shelby	117.00
Charles Atuatee, Shelby	13.00
Dr. Griffin, Shelby	13.00
Dr. Reetz, Shelby	20.00
Roy Moore, Shelby	unknown
Miller Plumber, Muskegon	10.00
Wilson Furn. Co., Muskegon	35.00

April 13. (Delayed). On this day was held the first meeting of creditors in the matter of Harry Ravitch, Bankrupt No. 2888. The bankrupt was present in person and by attorney Charles H. Kavanagh. No creditors were present in person, but represented by Rolland E. Barr, attorney. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter in attendance. Darwin E. Sutherland was named trustee, and his bond placed at \$1,500. The first meeting of creditors then adjourned without date.

In the matter of John Councilman, Bankrupt No. 2885, the funds for the first meeting have been received and such meeting has been called for April 27.

## SUGAR—

the cheapest food we eat

A ton of coal, at ten dollars, that is 50% slate and ash is twenty-dollar coal. A ton, at fifteen, that is all heat and energy costs less and produces more.

We eat for three things—tissue building, waste repair and energy—and the greatest of these is energy.

No single cell of the human body can live an instant without fuel. Sugar is 100% pure fuel, no waste, clinkers, slag or slate. It is the most readily assimilated and quickly utilized food known. The human system absorbs it immediately. Fatigue vanishes. Endurance hardens. The body glows with warmth.

**American Sugar Refining Company**

"Sweeten it with Domino"

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



No. 1112

## This McCray Freezer Case

maintains a remarkably low temperature, eliminating loss through spoilage; costs less to operate than ordinary cases; enables attractive display and convenient service. May be had in lengths of 10, 12, 14 feet.

There is a McCray for your needs—styles and sizes for every purpose. Write for catalog.

McCray Refrigerator Sales Corporation  
639 Lake St. Kendallville, Ind.

Salesrooms in all Principal Cities

Detroit Salesroom—36 E. Elizabeth St.

Grand Rapids Salesroom—20 W. Fulton St.

Kalamazoo Salesroom, 324 W. Main St.

"Look for the McCray Nameplate"





### City Workers Who Buy Farms Seldom Succeed.

Written for the Tradesman.

City workers with rosy views of farm life should beware of real estate dealers who want to sell them farms. For a number of years this section of country has been repeatedly combed by realtors from near and far in quest of small farms for sale. Until recently it has been the rule to find farms which the owners really wanted to sell, and to obtain the minimum selling price. A different method has now been adopted, but that is another story.

Whether through the efforts of these agents entirely or partly we know not, several farms have to our knowledge been bought by city men. Some have remained a year; others longer; but three years is usually the extent of their sojourn in the country. Then they return to their former occupations, and perhaps another city man is the occupant and alleged owner. Unless with the aid of a real estate dealer or by their own efforts another inexperienced dreamer of farm life has been roped in. We believe these men go back having lost all or a large part of their investment in a farm.

Innumerable city workers long for a life in the open; for they sense the need of more fresh air and sunshine than their occupation permits. Insurmountable obstacles prevent most of them from an attempt to change their occupations. But the unwise are often influenced by what they consider their superior business sense. First, they discover that a comfortable house with water, shade, garden spot and playground in any city or large manufacturing or school town would cost as much or more than equally desirable residence in the country with hen house, barn, orchard, small fruits and twenty to sixty acres of land thrown in. What a bargain! And so they put every dollar of their savings into a first payment, so that interest on the balance will be lessened, and have left no capital to begin equipment or to pay living expenses until they have produce to sell.

Two men I have known never moved onto the farm purchases. They could not live without their usual wages, and out of that they attempted to pay interest, taxes and insurance and made no attempt at upkeep of buildings and fences. Sometimes a nearby farmer put in a crop and the owner's share partly paid farm expenses. Again the place was rented for a low rate and tenants left with the last few months rental unpaid. Their house stood empty and fields uncultivated. We know the minimum number of hundreds of dollars which each of these men lost, although they admitted they had lost up into the thousands.

Some men accept the plausible view that the amount of money they now pay each month for house rent in town could be applied as payments on their farm, so that in the course of ten or twelve years they would have a home paid for and a farm to provide a living. But they fail to consider that they cannot live on the farm and continue their present occupation with-

out much expenditure of time and cost of car fare or maintenance of an auto. At some seasons of the year it would be a small matter to drive even forty miles to their work; again it would be difficult, even impossible, to drive five miles, night and morning.

Every uncropped acre of land is an expense for interest and taxes which must be deducted from earnings, or it adds to a liability which must be squared sometimes.

The city worker should dismiss as an idle dream that he can obtain \$500 an acre from strawberries without much labor and expense; that \$2,000 a year can easily be made off a watermelon patch or that the barn basement will yield handsome returns by raising mushrooms.

Farm experience could be purchased at far less expense if the city worker would rent a house or a small farm, move onto it, use his savings to make a start, work for farmers a part of the time for good wages while his poultry, fruit or other ventures were developing. Before he had lost every dollar of his savings he might be able to decide whether he could succeed on a farm or whether he must return to the city.

E. E. Whitney.

### Short Skirts Hit "Boot" Hose.

The continuance of the vogue for short skirts is having a noticeable effect on the demand for "boot" hose. It is especially marked in rayon goods, which, because of the attractive prices at which they can be sold over the counter, have a wide distribution. It is said in the trade that hose made with less than a 20-inch "boot" are now dragging badly, and a case was cited in which one 17-inch "boot" number had lately been reduced from \$2.50 a dozen to \$1.95 without jobbing buyers making much effort to get them. As these goods are in the gray, to be dyed any colors the buyer may specify, it is apparent that their failure to sell at the original figure was not due to the colors being wrong. Twenty inch "boot" hose are having a fair demand, but the best call is for the 22-inch numbers. Even the latter have not been in overwhelming demand of late, as is shown by the cut that was recently made in standard goods of this type from \$3.35 a dozen to \$3.15.

### The Price.

A very pretty little girl of seven, carrying a small doll, entered a dry goods store the other day and said, "I want some cloth to make my dolly a dress."

"How much is it?" she asked when the merchant handed her the package.

"Just one kiss," he replied.

"All right," she said, "Grandma said she would pay you when she came in to-morrow."

### Use of Milk Chocolate.

Consumption of milk chocolate has increased tremendously in the United States during the last five years.

More than 290,000,000 pounds of whole milk were used in manufacturing this product last year compared with 40,000,000 pounds in 1921. The quantity used in 1924 was 194,000,000 pounds.

## What has made it America's largest selling high grade coffee?

The merchant who handles Maxwell House Coffee knows from his increasing sales why it is the largest selling high grade coffee in America today.

The most extensive advertising campaign ever put behind any coffee is carrying the Maxwell House message into every community every week of the year. Double-page spreads and full pages in colors in five great national magazines, big newspaper space in leading cities, and giant posters in 1,900 cities and towns, are helping to get new coffee business for merchants who tie in with this campaign.

Once Maxwell House Coffee is tried, its rich, mellow flavor brings the customer back for more. It

has pleased more people than any other coffee ever offered for sale. And that means that it has helped more dealers build coffee business than any other brand.

The demand for Maxwell House Coffee is nation-wide and requires the operation of six modern plants from New York to Los Angeles.

You can benefit from this big advertising campaign and established demand if you make Maxwell House Coffee your leader. Your coffee business will increase along with the national increase in Maxwell House sales.

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

FREE—Attractive display material for your windows and counters will be supplied gladly without charge. Simply write Advertising Department, Cheek-Neal Coffee Co., Second Avenue and Fortieth Street, Brooklyn, N. Y.

### ALSO MAXWELL HOUSE TEA



"Good to the Last drop"

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

## Who Endorses Nucoa?

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

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

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

**MOTHERS** the country over.

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

**THE BEST FOODS, Inc.**

New York

Chicago

San Francisco

## COTTON AND COTTON GOODS.

Taking the course of quotations on cotton during the past week, the trend was apparently downward. Even the figures of consumption by domestic mills during last month, made public the other day, which showed increased use of the staple, did not help matters. But the showing made was a very good one. As compared with March, 1925, the increase in consumption was over 51,000 bales of lint cotton and nearly 2,000 bales of lint-ers. The number of spindles in operation during the two months, however, was about the same. It is recognized that the great drawback to an advance in cotton prices is the comparatively small amount of the exports, which is particularly potent because of the great quantity of cotton available. On the basis of two-thirds of the year's consumption it is estimated that the world's carryover into the next cotton year will be at least 10,000,000 bales, which is a large overhang. Nor is the outlook, so far as the next crop is concerned, reassuring to those who are looking for higher prices. It seems to be agreed that there will be again a large acreage planted, though some of it will be rather belated because of untoward weather conditions. Less is heard, also, about the possible ravages of the boll weevil. Though the data available on the new crop are merely conjecture at this time, more interest than usual seems to be centered in weather and soil conditions. A second large crop of 16,000,000 bales or over would depress prices amazingly and the reductions would be shown before the present crop could be disposed of. This is a circumstance made much use of by buyers of cotton goods, who keep holding off their purchases in the hope of getting lower prices. Gray goods, especially printcloths, have been coming down in price in consequence, and there seems to be easing on certain finished goods as well. But business in all kinds of cotton goods continues to be dull as a result of the persistent cold weather. This is shown not only in fabrics but also in knit underwear, which remains dormant.

## PIECEMEAL BUYING.

In most of the discussions that have been evoked by the hand-to-mouth buying policy stress has been placed on the plight of the producer. This is markedly true in the case of textile fabrics. It would appear, however, that there is another factor by whom the burden of the policy in vogue is also severely felt, and that is the converter or finisher of cotton goods. The grievance he has given utterance to at a joint meeting here, the other day, of the National Association of Finishers of Cotton Fabrics and the Converters' Association. The speaker was M. J. Warner, President of the last-named body. In certain branches of the converting business, he said, an interval of five months elapses between the time when contracts for a fabric are placed and when it is delivered. Of old, the jobber used to take his merchandise in November and carry it until February, when he would receive his orders from the retailer, who would indicate the fabrics in favor for

the coming season. This information would be given by the jobber to the converter, who would prepare additional supplies of such goods. The initial order of a big mail order house would be for 40 per cent. of the goods required and the producer would pledge himself to furnish the other 60 per cent. if needed. Now that same house orders 10 per cent., or less, of its requirements. If the business is accepted the converter must supply the remainder of the goods that may be needed, and in order to do so must prepare for it in advance. If goods are not taken and pile up on the converter's hands, the latter is at the mercy of buyers who can fix their own terms. It results in business being more or less of a gamble. Conceding the correctness of all this, the way out of the difficulty is not made apparent. How is the buying policy to be changed, or by whom?

## HAS ITS SAFETY LIMITS.

There is a chance that an expression recently coined in England may find its way to use in this country because of its fitness in describing succinctly a method of doing business which has become quite widespread here. It arose in this way: A speaker on economic conditions in the United Kingdom, in calling attention to certain hazardous trade practices, said that one of the dangers was in doing business on the "O P M" plan. By this he said he meant operating with other people's money. This had reference not only to the usual credit methods, but was more especially directed to the increasing amount of buying on the installment plan. There is no criticism of this plan when payments are contracted to be made for the purchase or equipment of a home, provided always such payments are restricted to amounts commensurate with the income and fair prospects of the one making them. It is a different matter, however, when it comes to the buying of luxuries or needless articles or of such as are likely to be used up and rendered worthless before the end of the installment period. Some recognition of the danger back of the installment purchases is voiced at different times by bankers and credit men who have been pointing out the widespread disaster likely to follow should there be a serious setback to business or industry. The matter has also been taken up by trade bodies, which are establishing more rigid rules governing contracts of the kind. Among the more recent of these organizations to take such action is the Retail Furniture Association of California. Perhaps, one of these days, even the automobile dealers will find the need of putting some check on purchases of their wares. The "O P M" has its safety limits.

## WOOLS AND WOOLENS.

No public wool sales of any special consequence took place during the past week. The next one of note will be the auction at London next week. Private sales in this country, as well as abroad, are comparatively trivial. There is not much disposition to buy wool while prices appear to be as unsettled as they are. Domestic mills,

in view of the dullness of business, are under no urge to buy the raw material. Imports have begun to lessen in volume. In the goods market the bulk of the buying of fabrics for fall is yet to take place. The next three or four weeks will indicate how large the volume is to be. A large number of the manufacturers of men's clothing opened their fall lines formally last week, and representatives of practically all of them are on the road soliciting orders. As responses come in, indicating the kind and quantity of goods desired by the retailers, the manufacturers will put in their orders to the mills. There is still a disposition to delay on the part of the retail clothiers, who feel they have yet a fair margin of time before committing themselves on goods to be sold six months or so hence. Within a week or so the last of the manufacturers catering to the women's wear trade will have their fabrics on the market. A notable opening last Thursday was that of the Forstmann & Huffman Co., on sports and travel weaves. They are offering several novelties. Their other lines are yet to be shown. These, it is said, will not include the so-called Bolivia cloths which this concern was the first to place on the market.

## THE DRY GOODS TRADE.

Prosaic as it may seem, the principal factor affecting mercantile business during the past week—and, for that matter, since the beginning of the calendar Spring—has been the persistence of cold weather. In men's garb it has influenced all wearables from underwear to overcoats, while in women's garments it has held up purchases of what would be regarded as seasonal ones. A few days of continuous moderate temperatures would produce a quick change and hasten the buying usually incident to this period of the year. There is no way of hastening this result, and so there is some anxiety on the part of those who have been producing goods that ought to be selling. Not yet, however, is there any disposition to cut prices or start clearance sales, because quite a little time still remains before really hot weather is likely to set in. Retailers are waiting for consumers to act, and while doing so, are backward with their orders on producers or wholesalers. Way back on the line are the primary markets which are in waiting for the buying impulses to come their way. Nobody appears to be willing to take much of a chance, more especially because there persists an impression that any change in prices is more likely to be a reduction than an advance. It looks as though it was a state of mind that needs changing rather than any alteration in general conditions, which, according to the best reports, are mostly favorable.

## CANNED FOODS MARKET.

The new pack situation has been definitely settled in some respects at least; there will be a curtailed production as a result of a decision by canners to keep down their packs supplemented by weather conditions which are exciting a potent influence in that direction; the attitude of buyers has

not changed as to contracting the vegetables, also a tendency to curtail operations while canners are giving distributors every assurance that the reduced production will also be marked by improved quality.

Futures are, therefore, assuming more definite form as production and quality have been two of the three essentials demanded by distributors. The third has been price and that has not been as clearly defined as the two considerations just mentioned. Packers do not see how they can do better than the prices already named and there has been no shading even though in the case of asparagus, buyers tried everything possible to break the market. The buying trade has not changed its attitude toward futures, but that does not mean that the market is not more favorable than it was. It is shaping itself toward actual business.

## GET THE VETO AXE READY.

The Corn Belt farm relief bill has been approved by the Senate Agricultural Committee. It is a weird measure with a weird history. The thing is the 1926 version of price-fixing and is so much warmed-over McNary-Haugerism. The first idea was to relieve the corn-grower by named a twelve-member farm board, salary \$10,000 yearly, with expenses, and a farm advisory board of sixty at \$25 per diem and expenses. There is a proposed Federal "loan" of \$250,000,000 for all these gentry to handle. The "loan" is to be repaid from "equalization charges." At first these were to be levied against corn. Then somebody remembered that 85 per cent. of all corn grown is fed on the farm.

So the charge is now to be levied against hogs, cattle and wheat. At present nobody has a clear idea of when, how and where said charges are to be levied. This bill may or may not pass the Senate. It will hardly pass the House, and should it get out of Congress it ought to be welcomed by a blow from the veto axe squarely between the eyes.

## DUPED BY DURANT.

The Tradesman was soundly berated by the friends of Mr. Durant because it refused to accept the high-powered advertising inaugurated by that gentleman in the exploitation of Durant motor stock at \$30 to \$70 per share. The Tradesman accepted the criticism in good part, because it believed that time would vindicate the position it assumed on that occasion.

Durant stock is now selling around \$6 per share and 200,000 stockholders are eating the bread of bitterness because they placed too much faith in the inflated promises uttered by the high priced stock salesmen whom Durant sent to nearly every section of the country.

One of the greatest disappointments connected with the exploitation is the fiasco connected with the Star car, which it was promised would put the Ford car in the background. The sales of Star cars the first quarter of 1926 were only 31,695.



## OUT AROUND.

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

The annual convention of the Retail Grocers and General Merchants Association happened, as usual, at a bad time for me, because Tuesday and Wednesday are busy days, preparing and supervising the last forms of the Tradesman each week. However, I managed to be with my friends Tuesday and Wednesday afternoons, greatly to my pleasure and satisfaction. I was gratified to note the increasing interest in the organization each year, as shown by the re-appearance of many new members who appear bent on doing their part to make the work of the Association effective and far reaching. It has been a hard struggle to keep the organization up to the high standard set for it by such men as John A. Lake, James F. Tatman and D. L. Davis, but the more recent officers have caught the spirit of progress and followed the gleam to a successful issue.

Ex-President Christensen has handled the exacting duties of the executive office of the organization with great skill and effectiveness and has thereby created a hearty good will which will be a great asset to the new incumbent of the office. He could not have done this so completely and effectively if he had not had the hearty co-operation of one of the most efficient servants the Association has ever had in the person of Secretary Gezon, who has labored incessantly to keep the organization and all it stands for up to a high water mark. The affection the members have for Mr. Gezon because of his faithful service to the Association will find expression any time he says the word in his election to the presidency, but so long as he is willing to remain as Secretary he will be held in high esteem and receive the hearty co-operation of all who realize what he has done and is doing for the organization and appreciate the necessity of having so capable a man in the Secretary's office.

The fine Italian hand of John A. Lake is seen in the care with which the minor officers of the organization are selected with reference to their capability as executive officers later on. Mr. Lake has come to be regarded as almost a permanent chairman of the committee entrusted with the work of selecting the officers each year and the success of the Association along this line of late years is due largely to the high ideals he has pursued in presenting candidates who will acquit themselves well and render valiant service to the organization in any capacity they may be called upon to occupy.

Now that the grocers have finally "found themselves," so far as association work is concerned, and have become well grounded in both the rudiments and possibilities of organized effort, I look forward to a steady and substantial improvement in their Association, both numerically and in point of accomplishment.

Muskegon again proved herself to be an ideal host in all that the term implies. The double banquet feature, inaugurated in Grand Rapids two years

ago and repeated at Muskegon last year and again this year, does not appear to detract from the interest in the meeting, but rather serves to add to the attendance and augment the importance of the gathering in the estimation of all who attend.

The selection of Flint as the next place of meeting involves immediate action on the part of the retail grocers of that city in the organization of a local association to take up the work of furnishing proper arrangements for the meeting, including the entertainment features. E. A. Stowe.

### M 13 and U. S. Highway No. 131. Written for the Tradesman.

The Federal Highway Department has announced the 1926 program for U. S. aid to our State highways and one part is for M 13 near Traverse City. The expectation is to make a connection between M 13 and M 11.

The point selected for leaving M 13 is at the turn three miles West of Fife Lake, but the point for union with M 11 is still a matter of discussion with some prospect of that point being near "5 mile corner," East of Traverse City, where M 11 turns to the North.

I urge the adoption of a direct route North through Williamsburg to merge with M 11 at Elk Rapids. This would run at a distance halfway between Traverse City and Kalkaska—towns that are about twenty-four miles apart.

Under present conditions the roads as gravelled make necessary a long run of nearly an extra twenty-four miles from the Williamsburg neighborhood when a person is going South. A road South from Williamsburg would be of great help to all the region West and South of Elk Lake and all traffic to the North—and in addition it would make accessible a tract of State land South of Williamsburg. This is an area of nearly 4,000 acres which was mainly pine land.

There is a strip of hardwood at the South where the Boardman river flows over the tract for nearly a mile and also a fringe of hardwood at the North end.

There are seven lakes girt round by wooded hills and many groups and groves of thrifty pine.

The natural resources now existing and the possibilities of development through reforestation make this a very desirable project, sure to give results very useful for expansion of the recreational resources of the Grand Traverse region.

In the use and upbuilding of our State's natural resources such a tract as this is of great importance and we should do everything possible to make the most of it. We are working now on the project of making it possible for the Forestry Department of the U. of M. to take over the management and development of this tract.

For demonstration work in forest building that Forestry Department has need of 2,700 acres or more of typical pine land and this tract surely seems to fit into their requirements.

With the developments now going on in the spread of reforestation ideas such a tract under their trained control will be of great benefit to all

Michigan and the possibility of making it accessible by means of this new road should weigh heavily in favor of establishing U. S. No. 131 on the direct route North to Elk Rapids.

Here at the full tide of American Forest Week let us take stock of its full meaning.

There is a vital need of more growing forests and for Michigan that points to pine forests because of their nature—the quality of white and Norway pine timber—their heavy yield, ease of management and their picturesque and recreational value which will be a large item in the benefits to flow from the growing forests.

Has American Forest Week an abiding interest that leads us on to do and dare for the battle toward more of human progress?

Can we pause and carefully consider how we can make the work effective throughout the year?

Do we, the people, want forestry work encouraged and can we take time to consider the location of a new highway—and by placing that highway on the most direct route thus make accessible, make more demonstrative and more directly appealing the trained forestry work in charge of our University?

Has the vital need of new forest growth an appeal that will move us to take a logical course in placing that highway on a direct route and seeing to it that forest demonstration work has a chosen place on "Main Street" as befits the great value of such work in changing and developing the many unused areas that we know are waiting?

The revitalizing of the forest growth on all the "back forties" is a necessary problem that can be rightly solved to the everlasting well being of our commonwealth.

As one of the steps towards sure progress, educational work in forest building is of prime importance and we should at all times treat it as such.

American Forest Week marks the beginning of the year's work and we can well take stock of our future needs and stamp a letter to the combined U. S. and State Highway Boards of Control asking that the interests of all human beings be given due consideration and that U. S. Highway No. 131 be placed on the logical and direct North and South route as a just recognition of the great value and vital necessity of forest demonstration work.

Frederick Wheeler.

### More About Old Time Local Merchants.

The Cody Hotel covers the lot formerly owned and occupied as a residence and office of Dr. Alonzo Platt, one of the pioneer practitioners of medicine in Grand Rapids. It was a low, wide spreading structure built of stone, wide long verandas on two of its four sides. Dr. Platt was highly esteemed. He was the father of a charming, beautiful daughter, who gave her heart and hand to Don. M. Dickinson, a lawyer and politician of Detroit. Don departed this life a score of years ago; his wife spends her summers at a beautiful estate on Grosse Isle and in the winters at an apartment in Detroit. Dr. Platt and

his estimable wife passed out of life and their home was made adaptable for business purposes. A meat market, a grocery and repair shop and kindred conveniences occupied the building a decade or more. Finally the property was sold to the late Darwin D. Cody, who erected a hotel thereon, and named it the Warwick. Later he discarded that name and gave it his own.

John M. Zinser was a prosperous merchandiser of foods on West Bridge street many years ago.

Frank J. Dettenthaler was a chef at Sweet's Hotel during the years of N. C. Johnson's management. When Johnson sold out about 1893 and moved to Piqua, Ohio, Dettenthaler engaged in the sale of foods, specializing in fish, oysters, lobsters and like products from the ocean. One summer he spent a few weeks in Southern California and became enraptured with the country. Returning to Grand Rapids he closed out his business, purchased a grove in California and engaged in the precarious occupation of a grower of citrus fruits. A few years experience in that field of cultivation served to awaken Mr. Dettenthaler to the fact that many suffer losses and that few acquire wealth in the production of fruit in the golden state. Mr. Dettenthaler moved to Los Angeles and again engaged in the sale of merchandise.

Tom\* and Jim Sargeant, twin brothers, were as nearly alike as two peas in a pod. Their physical appearances were identical; they dressed exactly alike and they seemed to be almost inseparable. Tom was the pioneer, collector and distributor of ice; Jim presided over a bar on one of the most popular of the steamboats that plied the lower reaches of Grand River. One summer day, while the crew of Jim's boat was engaged in unloading and reloading the craft at Grand Haven, Jim strolled up Washington street and met an individual whom he did not admire nor esteem very highly. A few unsavory words were exchanged and Jim shook something more dangerous than his long red beard in the face of the man he despised. Blows were struck and Jim was awarded the victory by the on-lookers. Jim returned to Grand Rapids, while his opponent, deeply humiliated; procured a warrant for Jim's arrest. An officer arrived in Grand Rapids a day or two later, arrested Tom, took him to Grand Haven and locked him up, where he remained an hour or two, or until bail could be procured. At the trial, which was called for a later day, Tom proved an alibi. By threatening to file a suit for damages sustained by himself in the affair, action against Jim was abandoned and the twins enjoyed the notoriety resulting from the incident.

Arthur Scott White.

### Versatile Clerk.

Proprietor—You know how to serve customers?

Applicant—Yes, sir, I can serve 'em either way.

Proprietor—What do you mean—either way?

Applicant—So's they'll come back, or so's they won't.



## SHOE MARKET

### Keeping Up a Community Shoe Store.

Keeping up a community shoe store or the fate of the individual storekeeper—To my mind this is one and the same subject, and as I believe that the backbone of our dealer organization is made up of individual storekeepers, this subject should be very close to their hearts.

As I look back over the few years that I have been active in the shoe business, say the last twenty years, it is almost unbelievable what changes have occurred. In downtown proper in our city the stores of the individual shopkeepers are becoming fewer and fewer each year, until now I believe I can count them on the fingers of one hand. So it is in the outlying or community districts or in the smaller towns that the individual store keeper still holds sway.

To keep up in a community store means those things such as an attractive store, well lighted, cleanly kept, attractive windows, uniform color cartons which are things that we all believe in and need not be dwelt upon to any extent. There is only one thing that I believe worth mentioning and that may save some one of you a few dollars and many hours of labor. If you have any difficulty getting the right shade carton from your manufacturers or now and then perhaps get shoes in that are not packed in the right color carton, just go to your hardware store and buy the proper shade of murexco and mix it with boiling water and paint over the fronts of the cartons. It is a very quick and inexpensive way of having uniform colored cartons.

I should just like to have a heart to heart talk about some things that have helped us in our store to meet conditions as they are. About fifteen years ago we decided to take out of our business each week a certain amount of money and put it in a savings account and I believe this is the best thing that we ever did. Week after week and year after year this amount was taken out. Even in the spring and fall when our bills were the heaviest we would go to the bank and borrow money, rather than forget to put this amount in our savings account. It may seem foolish to pay six per cent. and get only four, but it made better merchants of us and at the end of the year our profits were in the bank instead of on the shelves. I believe it is pretty good business to have a rather close checking account. We always endeavor to get our stock low at two periods of the year, say the latter part of January or during February and then in July or August. For our store, I would rather at these two periods have five thousand dollars in the bank than ten thousand additional stock.

I believe that the average individual storekeeper holds on to his stock much longer than is good for him and when he takes inventory he is not honest enough with himself to take these goods at the prices he honestly knows they will bring. Just recently I had occasion to go over a stock and

there were about 700 pairs of women's high shoes that were still figured on the inventory at from five to seven dollars a pair. Had that merchant taken his loss year by year or better still had he made a special effort to dispose of these several years ago, it would not have been such a shock to him when he was told they were not worth a nickel a pair. Get the slow ones out quick and the quicker the better.

This last summer I believe we had one of the most successful clean-up sales that we ever had. We took all our odd pairs and short lines and put them together and priced them at \$3.85, \$4.85, and \$5.85 and for each pair a salesperson sold he was given he sold during the month he was given \$5 additional and I want to say that we handed out quite a few five dollar bills, but it was good business. Some men object to the P. M. system but for us it has meant a good thing and I really believe that the salespeople should be paid for their efforts in trying to keep your stock clean.

In spite of the rapid growth of the chain store I still believe there is room and hope for the family shoe store. But I believe we must all show our customers that we are giving them an unusual service, a service that the chain store cannot give them. I believe that we should stick around our stores as much as possible. I don't mean that we should wait on all the trade, but so that when people come into your store they will know that you are on the job and that you are overseeing things in the proper manner. You cannot run a shoe store from the golf links. "Them days" are gone forever.

Do you get the names and addresses of all your customers? Do you mark down the sizes they wear? Have you a card index for them? Do you notify them in a personal sort of a way when you have anything special? Do you have a little toy for the kiddies when they come in? You may think this is not worth while, but from experience I can assure you that it pleases the parents as well as the kiddies.

George Ludebuehl.

### Men's Shoe Sales Get Good Start.

Following one of the best Spring seasons experienced in the higher-grade lines of men's shoes for many years, makers of this merchandise report an excellent start of retail buying of Fall lines. Increases in Spring business amounting to from 35 to 50 per cent., in pairs, over that of last year are told of by prominent houses in this end of the trade, and early indications are that these gains will be duplicated on Fall shoes. In the new lines quite a few Blucher models in oxfords are shown, in both custom and brogue effects. Fancy wing tips are also seen on several of the new custom and brogue styles. The leading shades for the new season are medium tan and black. A steady trend of demand toward the better qualities of men's footwear is reported, and it is said to be reflected in a growing call for bench-grade shoes.

Mexico is acting rather ominously towards America.

### Prohibition Not All Bad.

Prohibition has not been a wholly unmixed calamity to the great Anheuser-Busch brewery plant, according to news that the company had just started its sixteenth new enterprise in the old plant that stood at a loss of about \$25,000,000 when Mr. Volstead et al put it out of business six years ago. The new product is to be yeast, ten tons a day.

The company has been well satisfied with the business done in the various commodities in which it has embarked, the sales for the past year having been about \$8,500,000. These commodities include the manufacture of truck bodies, soft drinks, ice cream boxes, corn sugar, corn syrup, corn oil, malt syrup, cattle feed, ice and alcohol. With the advent of prohibition, the 7,000 employees of the company were practically demobilized, but 1,800 are now employed in the new industries that have been started, and the yeast plant will require about 150 more.

Brewing of near-beer represents only 40 per cent. of the corporation's present business and the new lines installed are constantly growing. P. A. Huber, vice-president, states, while strange to say, they are all practicable by using the old existing plant through ingenious adaptation.

### Handled Only One Kind of Trap.

The customer coughed loudly to signify his impatience. He finally attracted the shopkeeper's attention.

"I want a mouse-trap," he said rather sharply. "A good one, and

please be quick for I want to catch a train."

The shopkeeper eyed him coldly.

"I regret sir," he said, "that my mouse-traps are not guaranteed to catch trains."

### Prepare For the Inevitable.

"Miss Smith," said the proprietor of an ambitious village store to one of his assistants, "do you know anything about the new minister who is coming to the town next week?"

"Yes," said the girl. "He is a tall, good-looking man, about 28 years old, and he isn't married."

"Is that so?" said the proprietor. "Well, you may put all the new hats in the front window right away."

## "MILEAGE"

Means

Good Shoe Laces

Good Rubber Heels

Good Heel-Grippers

MILEAGE

**BEN KRAUSE**  
Company

GRAND RAPIDS, MICHIGAN

## Michigan Shoe Dealers

Mutual Fire Insurance Company

LANSING, MICHIGAN

**PROMPT ADJUSTMENTS**

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

"The Dundee"  
Leads in  
Sales



Style 946 in tan  
Style 947 in black

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



## You Can't Fool All the People All the Time.

Written for the Tradesman.

The circular of a neighborhood grocer I described and criticised a few weeks ago for being a mere list of "things and prices" I now know to have been also a deception.

Among other things listed at attractive prices was large Ivory soap. I know a housewife who sent a liberal order in response to that circular. She also sent her check. Among other things, she ordered ten cakes of Ivory. Her order was delivered, short the Ivory. The delivery boy returned her money, saying they were "all out of large Ivory."

The woman's husband rang up the grocer and had a "time" to get across the idea that this was not the way to do business. Ivory soap is staple everywhere. It is one of the easiest things for any grocer to replace. Therefore, even supposing the stock ran out in the rush, the right thing to do was to back order this item and send later.

But the grocer added: "And besides, we never allow more than four cakes to any customer." "There is no such statement in your circular. You have placed no limit on quantity there." "No, I guess not, but we never had a customer kick when we told her we only allowed four." "Well, here is a customer who ordered and paid for ten and she wants 'em!" The husband would have got the goods, too. He is in touch with the Better Business Bureau of his town and that grocer would have made good—or consequences might have been embarrassing. But the wife was so good natured that she compromised with the grocer next day—though she had to walk to his store to get adjustment.

I have before me another circular dropped on my doorstep last week. Again there are many things listed at prices 'way below regular. But I happen to know that no order will ever go to that grocer again from that same housewife. Not only is she through, but she knows why she is through. It is because she has and can have no further confidence in any of that grocer's advertising. His circulars hereafter are like a small pox sign, "Keep Away!"

So we see that grocers are like farmers. Farmers are favorably referred to as "honest." Some who deal with certain farmers know they will lose their eye teeth if they are not watchful. So it were well for every man to see that his own garments are kept pure and white. Then maybe he will not find the going so hard.

While trickery is not the characteristic of all farmers—not by a big majority—honesty, scrupulous integrity is not universal among individual grocers. Neither is deception common among chain grocers. What?

Incidentally, I note that Ivory again is quoted in this latest circular. There is no limit placed on it. I am waiting for news that this advertiser is brought up short in his deceptive practices.

Cavalli, Cloverdale, California, uses a reproducing machine rather well. Last month's circular begins with a play on the phone-for-food idea, showing a telephone exchange girl at work.

She's fetching, friendly, smiling, even though she does not look as young as perhaps she once was. The idea is put into words thus, "I'm always plugging for you."

That ends it, however. Nothing further is said. That is a mistake. Less space should be taken with the picture and a straight talk about Cavalli's phone service should be included.

The other three pages are chatty, good humored talks. I incline to the opinion that twice or thrice the actual goods might be described, with prices—not cut or special prices at all. Aside from that shortcoming, the circular is exceptionally good and I am sure Cavalli enjoys a profitable trade.

But in business, beware of humor—real or alleged.

Henry May & Co., Honolulu, use advertising as near right as any grocer I know of. For this is a high grade, full service store. The finest goods are carried. New things are sought for throughout the world. The clientele demands the best in merchandise and service—and gets both at May's. And May knows enough about good business to advertise what he has to offer, regardless of price.

For example, having sent across to Philadelphia for the Syrian and Greek honey from the London packers, he advertises it at regular price of \$1.50 for a pound jar. Pause a minute and think of that: a dollar and a half for a single pound jar of honey. May carries that plan clear through his business, never hesitating for a minute to quote prices in keeping with the grade of goods listed.

But May knows something else—that is, that no business can hold its own, grow and develop as it should, without pumping new blood into its clientele all the time. Hence, May is always doing something to keep folks interested and to attract new customers.

Every month May issues a folder which he sends out under the new one and a half cent postage, and he puts into it something interesting. It is not always the same old thing. Readers open it for the novelty they know will greet them from the inside.

May has a parking station. He wants consumers of Honolulu to know all about it. So in November his circular begins with a long item about "Our Parking Station Contest." From this it appears that he offered a set of prizes to those who might guess nearest to the number of cars parked in his "station" during the preceding month. Six premiums were awarded, ranging from \$7.50 worth of May's groceries down to a single pound can of coffee. Then, having listed the names and addresses of the winners, he rings in this chat:

"Starting Nov. 1 the number of cars parked at our station has been growing steadily. The holiday season is fast approaching and you will be coming down town more frequently. Where are you going to park your car? What better place than May's (entrance on Bishop street)? Walk around town and do your shopping comfortably, then deposit your packages in the machine and arrive home without a headache. Oh, yes, in the

evening the park is thrown open to our friends, free of charge. Leave your machine there while at the Young cafe or Hawaii theater, save your battery and fenders. There are two strong electric lights installed at the entrance and exit. Try once and you will form the habit."

That is properly paragraphed. I run it all together to save space. May evidently makes money out of his station, makes advertising, makes good will among his private customers and by mentioning Young and the Hawaiian theater, undoubtedly throws a nice bouquet at his heavy weight patrons. All this is good stuff—profitable, trade-building. It is also within the reach of every wakeful business man.

May quotes specials when he gets them. I had a postal card of these lately, but lost it, so cannot quote it exactly. But mainly what May does is suggest what he has, reminding folks of the thousand things to be found at May's which they will enjoy.

Beginning the Lenten circular with a spiel on Phone-for-Food—simply a reminder of such service—he goes on thus:

"Lent commences Wednesday, Feb. 17, and lasts forty days. We have a wide variety of fish suitable for the season and take pleasure in drawing your attention to the following:" and

he proceeds to quote forty-seven kinds, packages, varieties of fish goods from Abalone to Tuna. These are quoted at regular prices—don't miss that point.

Then he reminds his customers that "your parking ticket is good for 25c in merchandise in our establishment, if presented the same day it is issued," and he lists twenty-seven items which sell at 25c each which customers may include in their regular selections. All these are fine items. All will make good. Each will satisfy. Each will thus build business for May.

As I say, this is the right idea in advertising. Also anybody who knows his stock and has the slightest imagination can do as well as May.

Paul Findlay.

### 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

## Do You Have Calls for RED STAR FLOUR?

An easily available Kansas hard wheat flour with remarkable trade building qualities. Customers stick to Red Star—it's made that way—and it isn't a "shelf-warmer." Large or small, the demand for Red Star grows steadily, stimulated by advertising and the quality of the flour itself. Red Star repeats.

### Michigan Jobbing Distributors of Red Star Flour:

National Grocery Company,  
Traverse City Branch  
Cadillac Branch  
Owosso Branch  
Grand Rapids Branch

Clark & McCaren Company, Bad Axe  
C. H. Kimball, Port Huron  
Kenny Bros., Mt. Pleasant  
Boehms Feed Store, Benton Harbor

## FINANCIAL

### Alternating Periods of Boom and Depression.

Government reports usually are dry documents but in the annual statement of the Federal Reserve Board published last week may be found a wealth of interesting information on matters that affect business and banking.

To the Federal Reserve authorities the most notable fact of the present trade situation is that our executives have steadfastly refused to allow inflation at a time when business was running at high speed. The board takes the opportunity to say that seldom in the history of American business "has so large a growth in industrial activity occurred without giving rise to marked speculative tendencies."

In further elaboration of this point the board goes on to show that heretofore a sustained demand for commodities has resulted "in the development of sellers' markets, a growth of forward orders, a rise in commodity prices, and an accumulation of inventories." While the board does not refer to any period 1920 and 1921 will be recalled as years during which bitter losses were suffered on account of a precipitous decline in commodity values after the inflation wave collapsed and left dealers loaded with goods for which they had paid high prices.

So faithfully have dealers held to a hand-to-mouth policy during the last year, however, that large inventories are not now hanging over the market. That is why business has been able in the face of a gradually declining commodity market to make profits. Industry and trade owe their prosperity to the large volume of sales that they have been able to complete and not to wide margins of profit.

None of the authorities of the Federal Reserve Board would want to predict the future of business in the present cycle but in the report appears a statement of general trends that, indirectly at least, should be pleasing to those that fear depression. It is as follows:

"A factor of increasing importance in its influence upon the course of business has been the greater efforts of business concerns to adjust their programs of production to the current changes in the demand for their products. The number of unknown factors continues to be large and the changes from time to time in the mood and temper of the business community are such that industrial activity cannot be expected to pursue an entirely regular course, but to the extent that those engaged in various lines of industry undertake to adjust their own activities more closely to the general course of business, the alternating periods of boom and depression will become less pronounced."

Paul Willard Garrett.

[Copyrighted, 1926.]

### Inflow of Goods and Gold Swells Adverse Trade Balance.

For the third consecutive month merchandise imports into this country have exceeded exports and many persons will draw the inference that our 1926 trade is turning badly against us.

That more goods are coming into our ports this year than have been shipped out is plain enough to those who follow the trade returns. In January we had an excess of \$20,000,000 imports over exports, in February the excess was \$36,000,000 and now we learn that in March it was \$70,000,000. Certainly the 1926 trend to date indicates an increasing volume of imports but the condition is not one at which to take alarm for beneath all is a movement that in the end is destined to benefit industry as a whole.

Without discussing for the moment the question whether our trade position is about to change permanently to an excess of merchandise imports it may be well to say that such a reversal is not indicated by returns yet at hand. Almost invariably our imports rise in the early months of any calendar year as raw materials are brought in and exports fall after the autumn crop shipments.

It so happens that imports in March of this year were abnormally swelled by a heavy inflow of rubber at higher prices and this item alone accounts for more than half of the total increase in imports that month. Similarly, the March decline in exports may be traced primarily to the shrinkage in cotton shipments and the reduced price of the commodity. A peculiar set of circumstances surrounded both the inward rubber movement and the outward cotton and grain movement.

As the season of year for shipment of our cotton and grain approaches, exports will rise and since at that period we do not ordinarily import so heavily of raw materials, exports doubtless will again offset imports by a good margin.

While a large importation of certain goods increases competition for particular industries here, the greater part of our imports consist, it must be remembered, of raw materials that our manufacturers need in making finished materials.

Now that we are a creditor nation, furthermore, we must welcome efforts of our debtors to settle their obligations here and this they now are endeavoring to do by the shipment of goods and gold. So far this year we have received roughly \$125,000,000 more in goods than we have shipped away and \$77,000,000 more in gold imports than we have exported of the metal. Our stock of gold is now larger than it has ever been and, since we already have over half of the world's entire supply, we cannot expect nor should we want all obligations to be settled here through shipments of gold. A part of the settlement must necessarily be made through shipments to us of merchandise.

Persons who understand the conditions accept these occasional large import movements as natural and, on the whole, desirable.

Paul Willard Garrett.

[Copyrighted, 1926.]

Why are the men who say that women are delusions and snares always snared by delusions?

A certain woman who has been divorced nine times says that nine times out of ten marriage is a failure.

## Always on Guard

\$4.00  
Per Year  
and  
Upward  
Secures  
Safety  
For Your  
Jewelry,  
Valuables



AND PRIVATE PAPERS IN YOUR OWN compartment of our Safety Deposit vaults, conveniently located just off the lobby, on the first floor of our building.

The loss, from any cause, of only one legal paper, keep-sake or jewel, might mean more to you than the cost of our Safety Deposit Vault protection for a lifetime.

We offer this protection against Fire, Theft, Burglary and Carelessness for as low as \$4.00 per year. Why not have it, from now on?

### THE MICHIGAN TRUST COMPANY

GRAND RAPIDS, MICHIGAN

*The first Trust Company in Michigan*

## THE CITY NATIONAL BANK OF LANSING, MICH.

*Our Collection and Bill of Lading Service is satisfactory  
Capital, Surplus and Undivided Profits over \$750,000  
"OLDEST BANK IN LANSING"*

## SHORT TIME MICHIGAN BONDS

Price Par and Interest Netting Five Percent

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

*If interested wire or write us*

### VANDERSALL & COMPANY

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



**Smart Gains in Demands For Current.**

An uncommonly cheerful ray of light on the question whether the early 1926 decline in stocks started as a reflex of poor business has been found by one of the industries whose securities suffered most in the market.

Utility securities were among those to drop first and furthest when the break came but the authorities of the power and light industry have been quick to show that at bottom business for the industry is better than ever for this season of year. In the first three months of 1926 gross revenues of the industry rose 12 per cent. over the same period in 1925 and electrical output at the central stations increased more than 11 per cent., about 1,500,000 new customers have been added since a year ago.

An authority on the underlying position of the electric power and light industry was asked to answer the question: Is there reason to fear any serious setback in the electrical industry such as some persons have predicted on the basis of the recent downturn in utility stocks?

"There is every reason for optimism regarding the immediate and more distant future of the electric light and power industry," came the reply.

"It has so well balanced its load between lighting and power that it is estimated the industry could temporarily lose 97 per cent. of the industrial power load and still meet its interest and dividend requirements.

"It would take a major industrial disturbance to disturb severely the financial operations of the industry."

These observations strengthen the arguments of those who contend that the action of the stock market in past weeks cannot be accepted as a barometer of business conditions and that, in point of fact, trade continues active and sound.

What makes these conclusions interesting is that the power load of the electrical industry is an excellent reflector of general activity throughout the country. That the power and light industry itself is in a sound position is, of course, pleasing information but not so significant as what the recent output figures reflect of the general situation.

When the great manufacturing plants want to quicken their pace they turn in more electrical energy and when business dies down they reduce their loads so that changes in plant activities are immediately reflected in the variations of the general electrical load. We get similar readings from changes in car loadings and pig iron production, but that data is not available until weeks after the event.

Paul Willard Garrett.

[Copyrighted, 1926.]

**Downward Trend in Commodity Price Boon To Market.**

Not the least interesting feature of the markets is that bond prices have remained strong notwithstanding the weakness in stocks. Usually drastic liquidation of stocks invites selling within the bond group at least for a time but in the present instance bonds have held persistently to their highest

levels since April, 1917, the month, incidentally, that we entered the war.

Theoretically it may be argued that a decline in stocks should bring an improvement in the bond market but in practice we know that stockholders at the beginning of a market recession often unload good issues to protect the weak members of their list. That bonds this year have held firmly to their best position in nine years in the face of a declining stock market is a matter of remark.

Not much has been said of late about it but the declining trend of commodity prices is one of the things which has helped bonds.

In the long run falling commodity prices are looked upon by stockholders as an influence unfavorable to business since, as they reckon, declining prices tend to reduce the margin of profit available for distribution to the owners of a company.

But the bondholder is limited in the return available to him and, whether a company is prosperous or not, he will receive only his stipulated amount in interest. So long as the company is solvent the bondholder will receive so many dollars annually as service on funds invested.

Since the average investor wants to use these dollars to purchase food, clothing and shelter, however, the amount received will buy when commodity prices are low than when such prices are high. With commodity prices declining as they now are, for example, and the dollar proportionately increasing in purchasing power, bonds become more desirable as investments and bond prices rise.

That is one reason why fixed interest-bearing obligations have behaved so well in the market this year and why students of the bond movement always keep one eye on the course of commodities in their effort to predict future trends in bonds.

Another and more obvious explanation for the strength of the gilt-edged issues is, of course, the abundance of easy money available and the general expectation that funds will remain relatively cheap for a period.

Paul Willard Garrett.

[Copyrighted, 1926.]

**More Optimism in Hosiery Trade.**

So far as that branch of the knit goods industry making the better grades of women's full-fashioned hosiery is concerned, there is an increasing feeling of optimism regarding the immediate future. For a while, just before Easter, there were signs of a slowing up of the movement of this merchandise for the first time in several months. Buyers have now apparently recovered from the temporary slump in consumer purchasing, however, and again are placing orders. Most of them are small, though, and it is expected that this condition will prevail for the next few weeks. One of the interesting things about the current demand is the increasing call for white hose from those parts of the country where warm weather is just felt. Not much call for hose of this hue is looked for from buyers nearer this market for three or four weeks yet.

# Life Insurance Sells Itself

Due to the general record of life insurance companies in paying claims promptly, they have attained one of the highest ranks in the public estimation.

Life insurance is recognized by our whole nation as an important part of our commercial, industrial and social life.

This is true because it creates estates for widows and orphans and is therefore, indispensable as a present day need.

We recommend life insurance, but favor no particular insurance company.

## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

**Main Office**

Cor. MONROE and IONIA

**Branches**

Grandville Ave. and B St.  
West Leonard and Alpine  
Leonard and Turner  
Grandville and Cordelia St.  
Mornoe Ave. near Michigan  
Madison Square and Hall  
E. Fulton and Diamond  
Wealthy and Lake Drive  
Bridge, Lexington and  
Stocking  
Bridge and Mt. Vernon  
Division and Franklin  
Eastern and Franklin  
Division and Burton

The Bank  
Where you feel  
at Home

**THE TELLER'S WINDOW**

Our service to you does not end there. Personal attention and interest in your transactions is yours, as a matter of course, at this bank.

We want you to feel free to consult the officers of this bank on any and all matters of importance to you.

"The Bank where you feel at home"

# Grand Rapids Savings Bank

**OFFICERS**

WILLIAM ALDEN SMITH, Chairman of the Board  
CHARLES W. GARFIELD, Chairman Ex. Com.  
GILBERT L. DAANE, President  
ARTHUR M. GODWIN, Vice Pres.  
EARLE D. ALBERTSON, Vice Pres. and Cashier  
EARL C. JOHNSON, Vice President  
ORRIN B. DAVENPORT, Asst. Cashier  
HARRY J. FROSTER, Asst. Cashier  
H. FRED OLTMAN, Asst. Cashier  
TONY NOORDEWIER, Asst. Cashier

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

### Solve All Problems Along Common Sense Lines.

Grandville, April 20—In our early school days there were certain problems to be solved which taxed the brains of the pupils to the utmost—mathematical problems and others which the youthful brain puzzled over—oft times wondering what it was all for.

In later years we hear of political problems, war problems, peace problems, and even problems of everyday life which ought to be as open as the day. One of the most mooted problems just now, barring prohibition, is as to what shall we do with the farmer?

Practically speaking, there is no more important citizen in this republic than the tiller of the soil. That his interests should be made an especial deal with the politicians isn't so plain, however.

At one time, not so long ago, the exodus from the farm cityward was plainly of an alarming nature and our wisest statesmen began to fear that our great commercial cities would soon be wanting for bread. Time slipped away as it always does and partly solved the problem of living.

Our own State is providentially blessed with a wideawake lot of farmers, who can see through a millstone as far as the keenest of political manipulators, and they are fast solving many perplexing problems which have worried our public officials. Farming is not what it was in the early settlement of the country, and those who came West to Michigan were of an admirable stock, from New England and the Empire State mostly.

The laws of the new State were, in a great measure, fashioned after those of old New York. Towns and villages were given names such as those from the land of their nativity, and no more progressive lot of men and women ever entered upon the settlement of a new land than those who came to Michigan in its infancy.

A belief in the old colonial idea that man is entitled to life, liberty and the pursuit of happiness held place in the hearts and brains of the territorial settlers of this State, and the children of these hardy sons of hardy sires are not in danger of suddenly becoming pariahs in their own chosen land. The foundation of much that is worth while in our social life comes from the farmers, and when a new song is written to take the place of that bald imitation of Maryland, my Maryland with the name of Michigan substituted, we shall have one of the grandest epics in history to our credit.

An Illinoisian once asked Stephen A. Douglas where he hailed from. His reply was "From New Hampshire, the grandest state in the Union to emigrate from." This will never be said of Michigan, for most people who come here soon become so attached to the place they are ready to sound its praises from the housetops. California and Florida may do well for winter homes, but as an allround country of homes no state can compare with Michigan, the summer playground of a Nation.

No doubt the farmer from whatever state he hails takes a certain delight in pestering the politicians with demands about what is to become of the farmer. It is said that out West, in Iowa and the Dakotas, and farther in the Central West, there is just now a certain amount of discontent which has a tendency to start goose pimples down the back of the political office seeker, but that there is any great need for Government interference is open to doubt.

In Michigan the trend is really back to the farm and it will not be long before a few good crops will serve notice that farmerdom is again in the saddle ready to do business.

In the farming business, as well as in all other enterprises which require good common sense, there has been

some bad bumps, but such is always the aftermath of such wars as the one we last passed through. The complaint that we are paying too much for what we buy ends up with the fact that wages have been increased sufficiently to meet the extra prices.

Turn back to the days subsequent to the civil war and what do we find? I was in a store at that time and have account books in which prices of goods and products for the table are recorded as well as wages. During that period, in which we prospered so greatly, a national party was organized for the purpose of preventing specie resumption and for a continuation of irredeemable greenback currency.

Wages were not above \$40 per month, oft times much less, while everything necessary for living was even higher in price than it is to-day.

What would the housewife say to paying 25c per pound for brown sugar, white A sugar being still higher. Kerosene oil 80c per gallon; tea, \$2 for a very ordinary brand. Coming to dress goods, we had common print cloth such as was the every day wear of women 50c per yard; unbleached factory, 75c per yard and so on down the list. We must admit that the farmer fared well with flour at \$20 per barrel; mess pork, \$40; while the hired girl must be number one to earn a wage of \$3 per week.

I also have on hand several teachers' contracts which might interest the school instructors of the present day. A first-class teacher, man or woman, was paid \$5 per week and boarded round. A print dress was good enough for the school mistress, the patterns for a dress being ten yards, rather more than present requirements.

The problems of the Michigan farmer are rapidly solving themselves. There is no occasion for alarm over the outlook. As for Congress making a specialty of farm requirements, that is absolutely unnecessary and all such schemes (political ones) will die in their inception. Old Timer.

### Slow Cure For Crime.

Crime commissions may catalogue crimes but they cannot eliminate them. One term seems to cover all the secondary causes of crime. That term is human badness. Criminality is a product of the human mind. It has a spiritual and not a material origin. It manifests itself in many kinds of overt acts, but they all spring from the same cause. The germ of criminality must be sought where it is, namely, in the human heart and will. Its habitat is the inner and not the outer man. Reformers have vainly tried to find it in economic conditions, in industrial opportunity, in financial advantage, and find, as Emerson says, that they have only medicated the symptoms. Evidently, crime cannot be checked by the means that have so far been tried. There is no short cut to the elimination of crime. The sure but slow procedure is the injunction of Solomon, "Train up a child in the way he should go and when he is old he will not depart from it." There is no other way and this one has never been tried. Human nature is opposed to this plan; the practices of society are against it; conventional philanthropy blocks its progress; the whole legal structure, both by what it does and by what it leaves undone, helps to swell the rising tide of crime. The human mind is the objective in efforts to make a better world, the right kind of education, begun in early life and continued to its end is the potent means to be employed. A. C. Hill.

### Investment Securities

## E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
Michigan Trust Building, Grand Rapids

Boston  
Denver

New York  
San Francisco

Chicago  
Los Angeles

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

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

## YOUR BANK and YOU

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

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

**The OLD NATIONAL BANK**  
GRAND RAPIDS

## Kent State Bank

"The Home for Savings"

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



### "Sell" the People Fire-Resistive Construction.

It must be clear, of course, to anybody familiar with the broad outlines of the subject of fire-resistive construction that no universal rule exists, or ever can exist, for building safety into an edifice. After all, the erection of defenses against the flames is a retail, not a wholesale, business. Every structure presents its individual hazards, interior and exterior, which demand specific treatment, and this is true of all occupancies. It holds in the case of a fifty-story skyscraper inspired by a Babylonian zikkurat, or of a modern factory of serrated profile, or of an apartment house patterned upon an English cloister—all these types of construction, and the innumerable others, afford scarcely one problem in fire protection that is completely identical.

To attempt, therefore, to fit a single specification, or a group of them, to this wide structural variety would be absurd. Lincoln, it may be recalled, once was asked how long he thought a man's legs should be. In reply the Great Emancipator observed drily, "Long enough to reach the ground." Similarly, in all buildings pretending to be fire-resistive enough protection is required to make them—fire-safe, no more and no less.

Granting, then, the utter impossibility of removing hazards in a thousand different structures by applying indiscriminately the self-same code, it is nevertheless distinctly worth the effort to introduce to the American public the chief features of protection which modern science has evolved. When such terms as "wired-glass" and "metal window frames" and "fire doors and shutters," "automatic sprinklers" and "fire towers" and "fire-retardant roofing," "interior alarms" and "stand-pipes" and the rest of the nomenclature of fire prevention and protection cease to be esoteric and become part and parcel of the vocabulary of "the man in the street" (who spends after all, a deal of his life-time under roof), no slight step will have been taken in the direction of structural fire-safety. From merely knowing, at first, the meaning of these words, the public soon will begin to recognize the objects they designate and, recognizing them, will proceed in time consciously to look for them—and will note their absence. Then indeed will the fire-resistive building become fire-safe, and not in name or in fond hope only, but in solid, demonstrable fact.

In this undertaking, that of familiarizing people with the features of building construction designed to safeguard them, the daily newspapers can play, if they will, a leading part. With 15,000 lives and a half billion dollars in property laid as tribute each year at the feet of the Fire Demon, and with much of this combined loss occurring where safety was planned, perhaps, but where it failed of execution, the press of America can perform a task which in its humanitarian aspect is dwarfed by no other.

### Are You Preventing Fires This Way?

A well-known fire insurance agent offers retail merchants the following suggestions for preventing fires:

1. Is stock neatly arranged?
2. Are wide aisles maintained affording means of successfully fighting a fire?
3. Are windows and doors free from obstructions?
4. Are stairways open and clear of boxes and miscellaneous storage?
5. Do fire doors, shutters, etc., operate perfectly?
6. Are elevator pits and other out of the way places clean and free from oil soaked papers and rubbish?
7. 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.

### Here Mine Host Is Prudent.

Although the Hotel Ardmore, of Ardmore, California, is a fire-resistive structure, its management is not therefore blind to the possibility that blazes may develop in furnishings or contents. Accordingly it has placarded prominently throughout the building the following warnings:

Our guests can rest easy; we practice fire prevention.

We increase your comfort by making our hotel safe against fire.

You are as safe from fire in our hotel as from swearing in church.

We ask all our guests to practice fire-prevention in their rooms.

Place your matches, cigar and cigarette stubs in ash-tray.

Do not smoke in bed; you know the danger.

Do not fall asleep holding a lighted cigar you may never wake up.

Fire prevention makes our top floor as safe as the first.

We remove the causes of fire—consequently can have none.

While our guest you remain in a safe atmosphere of fire prevention.

No precaution against fire is too small to overlook.

Practice fire prevention and eliminate the world's greatest danger.

They who allow fire hazards are not good company.

If you allow fire hazards you retard progress.

Fire prevention brings us extra comfort.

### American Forest Week—April 18-24.

President Coolidge has proclaimed again this year an American Forest Week, designating April 18-24, inclusive, as the period. During that time an effort will be made to focus public attention upon forest conservation problems which fall naturally into three main divisions—prudent use, reforestation, and fire protection. It is hoped by the National committee in charge of arrangements, which is headed by ex-Governor Lowden of Illinois, that the momentum acquired through previous observances will carry this year's program to a greater success than ever before.

The country could stand less Senatorial gab.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

## SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY  
FREMONT, MICHIGAN

### REPRESENTING

Retail Hardware Mutual	Central Manufacturers' Mutual
Hardware Dealers Mutual	Ohio Underwriters Mutual
Minnesota Implement Mutual	Ohio Hardware Mutual
National Implement Mutual	The Finnish Mutual
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

WILLIAM A. WATTS  
President



RANSOM E. OLDS  
Chairman of Board

Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.

GREEN & MORRISON—Michigan State Agents

## 100% PROTECTION

Net Cost 70% of Stock Co. Premiums

OUR RECORD FOR 16 YEARS

## The Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan



## RETAIL SALESMANSHIP.

## How It Can Be Intensified in Volume.\*

I do not come before you to-day to tell you anything about how to run your business. I realize I am talking to a body of intelligent business men. The fact that you are here to-day proves you are interested not only in the success of your own business but you are also interested in the welfare of your brother merchants. I admit that I am not a young man any longer. I am also proud to admit I spent twenty-two years of my life behind the counter and so this afternoon I am going to set down my grip, put on a white apron, feel that I am a retail merchant once more and give you some of my ideas in regard to selling in a retail store. All I can hope to do to-day is to try to sell you the idea that all the knowledge we have about merchandising can be organized, pigeon-holed, classified in a definite form.

Salesmanship is the blood of your business. What is salesmanship? Define it around a pod of peas, salesmanship is the power to persuade people to purchase at a profit that which is for sale, or here is a better one, we will add a few peas to the pod, salesmanship is the power to persuade people to pleasantly purchase at a profit, and here is the biggest pod of peas I have ever seen—salesmanship is the power to persuade people to pleasantly purchase preserved peaches, pears, plums, prunes, pineapple and peanuts at a profit. There is science in salesmanship, whether we recognize it or not, and what is science? Science is organized knowledge, it is classified common sense.

Sales can be forced at times by energetic publicity and intensive salesmanship.

There are two kinds of store employees. There is the salesman type who sells goods and there is the clerk type who allows the customer to buy. The latter is in no sense a salesman. He merely shows the goods, wraps them up and makes change. The salesman is industrious and ambitious. The clerk is lazy and merely puts in his time. What they accomplish has a direct effect on your net profits. Do you know what each one is doing toward making your store successful?

Stimulate your salesman to put a kick in their work. They must be enthused. It says in the Good Book, "The wicked flee when no man pursueth." But I say they make better time when some one is after them. You say, Mr. Merchant, you cannot reduce your overhead. All right. Then train your salesmen to sell more goods and thereby reduce your percentage of overhead expense. I believe every merchant should be very frank with his salesmen and show them the percentage of overhead on their sales. Let them know that not only your success in business but theirs depend on selling results. A fine store with well arranged goods and beautiful windows are necessary, but the only way your bank balance can be increased is by

\*Paper read at annual convention Retail Grocers and General Merchants Association by Glen E. De Nise, of Muskegon.

the profit on your sales, and while your men may be good stock keepers, after all the main reason you are in business is to sell goods. I hope there are a great many clerks present at this session and that they may realize what an important part they play in their employer's success.

First of all, I take it for granted you have a clean, up-to-date store; that you have the confidence of your trade. You must also have the confidence of your salesman. There is only one way to get it and that is to merit it.

When a salesman is selling for a house which is four square to the world in every phase of its dealings and has goods which are right the salesman will have the needed confidence. Now comes the matter of training men to sell your goods.

Organize your sales force. Instruct them in regard to the quality of your goods. Train them how to suggest and sell new goods and goods which are not selling well. Cut canned goods, so they may know just what to promise a customer. Hold meetings at least twice a month, serve a luncheon to them. There is just as much difference between a ready-made salesman and a tailor-made one as there is between a ready-made suit and a hand made one. Salesmen must not only know what to do and how to do it but why they do it.

In the great world war men were trained for months before they were allowed to go in the battle front. So, men, you must train your salesmen constantly and carefully. Every merchant should be the salesmanager in his place of business. A merchant must be a salesman himself in order to properly instruct his help. I believe a merchant should not only read the trade papers, but induce his salesmen to do the same.

Now we will suppose we have the clerks properly trained, store arranged properly and attractive window displays, we are now ready to talk sales, by this time I mean increased sales. I am going to try and prove to you that it is possible to increase your volume of business with regular customers. Let us go at this in a systematic way.

1. The amount of your sales yearly or monthly.
2. The number of customers waited on during that period.
3. The number of customers that each clerk waited on.
4. The amount of each clerk's sales.

Get the average sales, divide the salesman's salary by the number of sales and you will find the cost of the salesman for each customer.

John waits on 30,000 customers a year, sells \$15,000 worth of merchandise, gets a salary of \$1,560 a year. His average sale would be 50c. His cost per customer 5 1/2c.

Bill sells 10,000 customers, \$5,500 worth of merchandise, gets \$1,040 per year. Cost per customer would be 10 2/5c, average sale 55c.

This shows that John is below the average in amount of sales, but has a lower cost per customer. If John can increase his average sales he will be the most profitable salesman. Suppose these two salesmen were to increase their average sale 10c, it would mean

an increase in yearly business of \$4,000. This is worth considering.

Now how are we to get this increase in average sales. Increasing the amount of the average sale does not mean getting more customers or in raising prices, but it means selling the customer more than he intended to purchase.

If it is possible for you to keep each clerk's sales, why not pay them a commission on all sales above a certain amount. You will find your salesmen will begin to feel they are partners in your business.

The baby science of all sciences is the science of salesmanship. The principles are all the same, we are simply beginning to wake up to recognition of how to harmonize with and make effective the principles.

Now I have tried to plainly sell to you some of my ideas in selling. Let us take a few concrete examples and see what can be done. For example, during the winter months let us try to increase our business on oranges and grape fruit by window display. Make your display large enough to create an impression. Make a display of house cleaning utensils, including every item used for cleaning you carry in stock. Sell the lady a clothes line she did not ask for.

How many lady customers, when they call up, ask this question, what have you got new or different? Have some two or three items on your mind to sell her as soon as she quits giving you an order. Place a pad near your telephone so you can see it while she is talking to you. Remember extracts and flavorings go with powdered sugar, syrup with pancake flour, paper napkins and table cloth with picnic goods and crackers with the can of soup.

Do you find at this time of the year you are long on lima beans, kidney beans, spinach, pickled beets, succotash and also that you are getting short on canned corn and peas? Try a combination sale, say a six can order and a twelve can order. People like a variety, but often forget to order these goods.

Take an item in your store that you are overloaded on. Let the clerks keep a record of the number of packages they sell every day for a week, get competition among your clerks and see which one possesses real selling ability. Offer a prize to the best salesman. Do not wait for customers to ask for certain items. Suggest them. Always know the class of goods which are selling in every season and see that you get your share of the business before the other fellow wakes up.

Combination offers of breakfast foods, soups, coffee and tea, toilet paper, brooms, picnic baskets and school supplies will sell if you have a complete line and display them well. Now let me impress on you the possibilities of increasing your volume by quantity selling.

In the last analysis there can be only three things for a salesman to know and one to do. We sometime marvel at the gigantic brains of such men as Chas. M. Schwab, Pierpont Morgan or any of the great men who handle large deals. These men have affected

the sales of great railroad systems running into millions and millions of dollars and we are impressed with the fact that salesmanship is a very complicated proposition. Did you ever go to a newsstand to buy a newspaper and the man in charge sold you a bag of peanuts? The same principles in selling apply. There were only three elements in the sale of the bag of peanuts. Just the same as the three elements that entered into the sale of the railroads. First, there was the party who negotiated the transaction. We call him the salesman. Second, there must be the one with whom the sale is negotiated. We call him the prospect until he is sold and then he becomes the purchaser and if he continues to buy he is then a customer. Third, there must be something over which the party of the first part and the party of the second part negotiate, we call this the goods or it may be personal service. It may be an idea. Now we may have a good salesman and a good prospect, also the best of goods and still no sale. These are the three items of which the sale is made. The sale is the result of bringing together in harmonious relationship the salesman, the prospect and the goods. So you see there are only three things to know in order to become a salesman. One must know himself. We call this personality. He must know the great book of human nature in order that he may tactfully rub the hair the right way. Third, he must know the goods and know how to present them in a clear logical and forceful manner. Salesmanship is making the other fellow think as you do. Two men are walking down the street. One wants to walk on one side, the other man wants to walk on the other. Finally, one man persuades the other to walk on his side. In other words he sold him the idea his side was the best.

I would make a price on a half box of oranges. I would quote clothespins by the 100 and so many for a quarter on toilet paper. You can sell them a case. Sell them crackers by the box. Don't let any other merchant sell your customers the goods you carry in stock. Always know just what you are going to offer a customer before she gives you the last item. Selling commences only when order taking stops. These ideas are not theories, but absolute facts.

Now, gentlemen, I hope I have in my humble way given you some ideas that you can take home and use. They are all within the reach of every retailer in this room. Try them out, not only one week, but every week in the year and I will guarantee you your cash register will ring merrily, your customers will become more generous, your smile brighter, your wife happier, your bank balance larger and you will forget there is such a thing as chain stores. And you will attend the next convention with a six cylinder car.

When a man jumps at conclusions he doesn't always light where he expected to.

Money brings happiness to some men because of the interest they derive therefrom.



\$250,000

# Glenside Subdivision

## Muskegon Utilities Company

### 7% First and Refunding Mortgage Bonds

Dated December 15, 1925

Denomination \$1000

Due December 15, 1935

Interest (GUARANTEED BY THE MUSKEGON TRUST COMPANY) payable semi-annually June 15 and December 15 without deduction of Normal Federal Income Tax up to 2%. Bonds callable at 103½ on any interest date on or after December 15th, 1928, upon 25 days' prior notice. Registerable as to principal. Principal and interest payable at

**MUSKEGON TRUST COMPANY, MUSKEGON, MICHIGAN, OR  
FIRST NATIONAL BANK IN DETROIT**

**PROPERTY:** Glenside Subdivision occupies a beautiful tract of undulating woodland located in the immediate outskirts of the City of Muskegon and Muskegon Heights, Michigan, furnishing an ideal setting for the many fine homes that now grace it. Splendid wide paved thoroughfares, winding residential streets and artistic lighting give it a park-like character. Electricity, water, sewers and every modern convenience give the residents therein all the advantages of a modern city. It is zoned with reference to its topography and such restrictions are imposed as will best adapt its various units to the purposes contemplated in its comprehensive planning.

**SECURITY:** These bonds are secured by a trust deed on 232 acres of land and improvements with a liquidating value of \$521,893.49 as certified by the Muskegon Trust Company, Trustee. This value will be increased to the extent of \$51,275.00 now being expended for additional improvements. As additional security, \$125,000 of monthly maturing sale contracts are deposited with the trustee, the proceeds of which can be applied only to the retirement of these bonds and the interest thereon. Thus the security pledged for the payment of the bonds totals \$698,168.45, the equivalent of about \$2,800 for each \$1,000 bond.

**BONDS IN ESCROW:** \$150,000 of these bonds are escrowed with the trustee to provide for the redemption by conversion, purchase or call of \$130,000 underlying bonds on or before June 30th, 1926. Thereafter the bonds of this issue will automatically be secured by a Closed Mortgage upon all the property and a legal investment for Michigan Savings Banks and Insurance Companies.

**SINKING FUND:** Under the terms of the trust deed securing these bonds 75% of the sale price of all parcels and lots thereunder shall be deposited with the trustee as a sinking fund for the retirement of the bonds by purchase or call. No releases of the pledged property shall be executed by the trustee until a sufficient portion of the value thereof shall have been deposited in the sinking fund. The trustee is the custodian of the property and is charged solely with the collection of all income and its distribution to the end that the interests of the bondholders shall be effectively safeguarded at all times.

**INTEREST GUARANTEE:** The Muskegon Trust Company, by endorsement on each bond, unconditionally guarantees the prompt payment of all interest coupons when and as they severally become due during the life of the trust deed.

**PURPOSE OF ISSUE:** The bonds are issued for the purpose of retiring \$130,000 of First Mortgage 7% Bonds now outstanding and to provide the company with additional working capital for the further development of its public works.

Muskegon and Muskegon Heights, which flank Glenside on three sides, have increased in population from 27,000 to 70,000 during the past 15 years. Their growth at all times has been consistent with their industrial expansion along conservative and diversified lines. These progressive cities possess such natural advantages as to have attracted to them the location of such industries as the Continental Motors Corporation, Brunswick-Balke-Collender Company, the Central Paper Company, the Shaw Electric Company, the Alaska Refrigerator Company, the Stewart-Hartshorn Company and many others of importance.

The Semet-Solvay Company, the Hickman-Williams Company and the Miami Metals Company have chosen Muskegon as the seat of a huge metallurgical development that will add materially to the growth and stability of this favored locality. The United States Government is beginning the rehabilitation and enlargement of Muskegon Harbor at an estimated cost of \$2,000,000, of which \$500,000 is now available. An Industrial Foundation with a fund of \$400,000 has been a vital factor in the industrial development of Muskegon and accounts in a large measure for the diversity and soundness of its many manufactories. Excellent transportation facilities are furnished by the Pere Marquette Railway, the Pennsylvania System, the Grand Trunk Railway, the Muskegon Railway and Navigation Company and a belt line supplying individual tracks to all important industrial plants. The Goodrich Transit Company maintain daily boat service to Chicago, Milwaukee and other lake ports.

The legality of this issue has been approved by Messrs. Canfield, Paddock and Stone of Detroit. Legal for Michigan Savings Banks and Insurance Companies upon the release of the underlying mortgage on or before June 30th, 1926.

**Price Par and Accrued Interest**

## RAMSEY, GORDON & COMPANY

**Second Floor, Ford Building  
DETROIT**

All statements contained in this circular are based upon information and statistics obtained from sources which we consider reliable. While these statements are not guaranteed by us they are the data upon which we have made our purchase.

## DRY GOODS

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

### Floor Coverings Sales Uneven.

Reports emanating from the floor coverings trade in regard to the volume of business taken on Fall rugs and carpets by those houses which have priced them do not altogether agree, but the best evidence is that, except in some cases where especially attractive prices have been made, sales have not been any too large this week. With the biggest factor in the trade busy selling goods at auction and holding off its Fall quotations until early next week, there is considerable uncertainty on the part of buyers as to just what prices should be. This applies chiefly to axminsters, velvets and tapestries, in which the Smith Company is the dominant factor in the trade. Most of the new business done so far by the other manufacturers has been on well-known branded rugs that appear to be priced right no matter what the Smith Company may do on its competing lines. During the course of the week a great volume of discontinued patterns and other "distress" merchandise have been let out at attractive prices.

### Smocks Not Hurting Dress Sales.

The question of whether the wearing of smocks by so many employed girls during business hours will ultimately lessen the sale of dresses apparently does not give manufacturers of the latter garments much concern. While it is admitted that the use of smocks saves quite a little wear on dresses, the feeling is that the aggregate resultant monetary saving will result in larger dress sales, rather than smaller ones. This opinion is based on the belief that girls who use smocks will soon realize that these garments will permit them to wear less expensive dresses to work during the greater part of the year. This, it is predicted, will either bring about a larger sale of cheap dresses or will result in more buying of better-grade garments than heretofore. The latter part of this prediction is based on the belief that many girls, being enabled by the use of smocks to wear cheaper dresses to business will put the resultant savings into "quality" garments for wear out of office hours.

### Not Too Late For Scarfs.

While the weather has so far militated so strongly against the wearing of suits by women that the sale of fur scarfs has been materially hampered, manufacturers of them have by no means given up the hope of doing a good business. It is realized that the volume of these goods that now may be disposed of at wholesale, due to the rather general lack of consumer demand which has worked against the receipt of important duplicate orders, may not be as large as if the weather had been favorable. However, there are as yet few, if any, indications of the pessimism that leads to price slashing. In some quarters there is a ten-

dency to look for such a gradual warming up of the weather that the season for scarfs will be prolonged considerably. If this should turn out to be the case, much of the business lost earlier in the season would probably be made up. Fox scarfs, especially "silvers" in the higher-priced goods, are especially well thought of.

### Not Much Change in Underwear.

So far as men's underwear is concerned, there has not been a great deal of change in the knit goods market this week. The call for nainsook "athletic" goods has kept up well, especially in the striped novelties and solid color effects, and the belief is expressed in some quarters that the increasing demand for such merchandise is the principal factor in the current dullness of lightweight ribbed underwear and "bals." In other parts of the market, however, the lack of movement of the latter goods is attributed almost entirely to the continued lack of warm weather. Heavy-weight underwear for Fall delivery continues neglected for the most part. Rumors are current that some manufacturers, in an endeavor fully to cover production during the April-June quarter, are shading prices quietly, but it is impossible to substantiate them.

### Fall Colors For Children's Wear

Seven basic colors for Fall lines of infants', children's and juniors' hats and coats have been selected by a committee of the United Infants', Children's and Junior Wear League of America. They are taken from the Botany color cards, and include tan, 360; green, 203; Monterey, 455; French blue, 37; pheasant, 269; coxcomb (red), 90; and bluebird, 464. These shades, according to a statement issued yesterday by the league, will apply to broadcloths, silks, ribbons and velvets, thus making it easier for manufacturers of hats and coats to match their products. It is pointed out by the statement that, while the shades chosen will not prevent members from using others if they prefer, they represent a basic group that assures color harmony in the industry. They were selected after several meetings of the committee.

### Silk Underwear Duplicates.

Although the peak of the Spring buying season has passed manufacturers of women's silk underwear are receiving a good volume of duplicate business on their most popular "numbers." They are chiefly the ones embodying the so-called high colors. Lace-trimmed garments are being duplicated a bit more freely than those of the strictly tailored type, according to information received by the United Underwear League of America. Prints are coming into greater prominence in both underwear and negligee lines. They are shown in two-piece sets of step-ins and vests, and also in cotton voile negligees. This voile is of very fine texture and is not unlike georgette crepe in its softness. Ruffles mark the more "summery" negligees, while fringe is distinctive in the trimmings of some of the more elaborate models.

### Preparing For Bridal Season.

Some of the stores are making early preparations for the "wedding season" next month and in June. Merchandise is being sought, particularly for window displays at the moment, in which bridal gowns and attire for the bridesmaids are stressed. The trend in these garments is toward the so-called robe de style and period styles. In the former, for example, are gowns having a taffeta bodice and a long and full skirt fashioned of rows of tulle ruffles to match the tulle of the bridal veil. White satin is used in the period style garments, the material being much embroidered with blister and smaller pearls. Tulle makes the yoke and hem of the dress. Taffetas are much favored in the bridesmaids' gowns, with rose and light blue stressed.

### Reordering of Women's Gloves.

While there has been hesitancy in the retail turnover of women's gloves for the same causes that have led to delayed buying of other items of women's apparel, re-orders during the past week or so have been substantial, according to wholesalers here. Silk gloves have led in the consumer interest, it was said, with some manufacturers having so much prompt business to handle that they cannot make all deliveries as retailers request them. Fabric gloves have shared substantially in the orders placed, while there is also interest shown in those of kid. The short novelty cuff glove dominates in all of the merchandise, with medium and light shades of gray highly favored.

### Offer Novel Belts For Women.

Several novelties have lately been brought out by manufacturers of women's belts. One of the most interesting is a belt that widens at the front, where it fastens with a row of buttons set over clasps to suggest the popular vestee. This belt comes in combinations of colored leather, such as yellow and white, and in white with stripes of patent leather. Other novelties include belts with a small pocket at the side and sets comprising two kid pockets to match the belt. These pockets are supplied ready to stitch on, and carry a flap under which the belt is slipped. Sets of buckles fastening at the side and front lacings are other belt features that have recently been presented.

### Outlook For Sports Clothing.

Wholesalers of men's sports clothing and Summer clothing anticipated a good season directly ahead. The real selling period at retail has not opened as yet but, with retail stocks light, a small carryover of such merchandise from last year, and greater numbers of men wearing sports attire every season, prospects are considered very good. The four-piece golf suit, in particular, is expected to do well with golfers and automobilists. Flannel trousers and entire suits of flannel are believed to be destined for much popularity.

### Handbag Demand Continues Good.

Reorders for women's handbags continue to reach wholesalers in good volume. The demand is divided between leather and silk merchandise, with the

former having somewhat the greater call at present. Both the pouch and flat styles are wanted, although most of the later season business is expected to be placed in the small pouch style. Combinations of silk and leather are being shown in some of the newer bags offered, the silk being mainly moire, which gives an effective contrast to the light colored leathers that are favored.

### Leather and Silk Handbags.

Both leather and silk are featured in the new offerings of handbags for immediate and later season sale. The vogue of reptile leathers in footwear has caused handbags in matching leathers to be brought out in both pouch and envelope styles. There are also combination bags of soft leather and moire, the former giving a contrasting effect. The general reordering of this merchandise by retailers has been held back by the weather, leading to the expectation that much seasonal business will yet reach the wholesalers.

### Ribbon Trade Is Quiet.

The ribbon trade is in the midst of a quiet period at the moment. Much Spring business is still expected, however, with showings of Fall lines being delayed to the end of the month or possibly later. The demand for ribbons from the millinery trade has been one of the bright spots, many hats being made of belting ribbons. Brocaded merchandise up to five-inch widths has taken well. Most of the orders, however, continue to be for the narrow goods, in which satins, moires and velvets dominate.

### Rayon Slips in Great Request.

Rayon princess slips continue to be active selling items in women's undergarments. Most of the models have either flounces or shadow-proof hems. In higher-priced merchandise lace-trimmed slips of crepe de chine and radium are being reordered. There is a fair demand for petticoats, wholesalers report, but the bulk of consumers are favoring slips, as these are more conducive to the slim straight-line effect and do not bulge at the waist.

Don't think that bright men spend all their time reflecting.

The only kind of fruit Noah had in the ark was preserved pairs.

For Quality, Price and Style

## Weiner Cap Company

Grand Rapids, Michigan



TRIM AND TASTY

Ask Your Jobber

CRESCENT GARTER CO.  
515 Broadway, New York City



### Right of Merchant Buying Business Under Written Contract.

As a general proposition of law, where a going business is sold under a written contract such contract will be presumed to contain all the terms of the agreement.

It follows, that if the contract does not in any way restrain the seller from thereafter competing with his buyer, the latter may encounter great difficulty in preventing such competition if the seller desires to again enter the business.

This is true because, as a general rule, the courts will not receive parol evidence of a prior agreement that has been reduced to writing. And even though the buyer may show that the seller agreed not to again compete in the business, if this was not incorporated in the contract of sale, the courts may decline to hear parol evidence in support of such agreement. The possible danger to the buyer of a business in situations of this kind may be illustrated by the following brief review of a decided case of this kind.

In one case of this kind the plaintiffs contracted to buy a retail business. After some negotiation the parties met and drew up a written contract of sale which they all signed. Under this contract the plaintiffs agreed to pay about \$4,000 for the business, and as they did not pay it all in cash the sellers took a chattel mortgage upon certain fixtures to secure the balance.

Now, at this point it may be noted that the contract did not contain a line in respect to whether or not the sellers were to refrain from establishing a competing business. The contract was fairly entered into, the parties thereto were experienced business men, and every provision of the agreement was read to them before they signed it. All right.

The plaintiffs took possession of the business, and about a year thereafter one of the sellers opened a competing place. The plaintiffs thereupon went to court and sought to have the seller restrained from conducting a competing business. This action was instituted on the ground, that, when the parties were negotiating for the purchase of the business, the sellers had agreed not to compete so long as the buyers conducted the business in the town where it was located.

In reply to this, the sellers denied ever agreeing not to open a competing business, and introduced evidence to show that at the time they refused to sign a contract if it contained such a provision. In addition the sellers pointed to the fact that no such condition appeared in the written contract they had signed, and argued that under the law the buyers did not have the right to introduce parol evidence on the point that would add to the terms of the contract as it was written. In pressing upon this phase of the case the court among other things, said:

"This written instrument, which both parties signed, was the concluding event of their negotiations, sale, and purchase. It was not long, ambiguous, uncertain as to its object nor in complicated language. They heard it read, signed it, and were given a copy. They do not claim they ever mentioned the

oral agreement now urged to or in the presence of the attorney.

"If defendant (seller) orally promised not to again engage in business there as they (plaintiff) contend, and it was to them an inducing consideration for making the purchase, it properly could and should have been embodied in the written agreement. Silence on their part at that time does not open the door to parol evidence."

In conclusion, the court ordered the complaint of the plaintiff dismissed, holding, as outlined in the opinion, that since the written contract of sale did not prevent the sellers from thereafter opening a competing business, the buyers could not prove an alleged parol agreement to this effect that was supposed to have been agreed to before the written agreement was signed. In other words, the buyers would be held to the written contract, and all their rights would be determined under the terms of that instrument.

The foregoing decision furnishes an apt illustration of the application of the law in situations of this kind, and, in the light of the facts and holding of this case, it is obvious that where a going concern is purchased some care should be taken to see that all the terms appear in the contract. And certainly, if there is an agreement that the seller shall not thereafter compete with the buyer, this should be plainly embodied in the instrument. Otherwise, as in the case reviewed, a dispute over this point may result in costly litigation, and, if such a condition does not appear in the written contract, the buyer will not, as a general rule, be permitted to establish it by parol evidence.

Leslie Childs.

### More Land For Pineapples.

The development of an entire island to increase pineapple production in the Territory of Hawaii is announced in a news letter from Honolulu telling of the visit of 160 business men from that city to the Island of Lanai as guests of the Hawaiian Pineapple Company. The letter says that until a few years ago Lanai was considered little more than an unproductive, almost barren island, of little value for anything but a range for sheep and cattle, and adds:

"To-day it is the location of one of the largest single business ventures under the American flag. The pineapple company bought it a short time ago, has made many improvements, and now has 20,000 acres available for raising pineapples. Including the price paid for the island, the company has spent \$3,100,000 in the venture.

"Improvements include the construction of a harbor and dock from which a modern macadamized road leads up the face of the cliff to the fertile plains of the upland. An actual and entirely new town, which, in addition to the residences of employees, include an auditorium and film theater, tennis courts, swimming pool, stores, churches, garages and schools, has been established by the company, and is known as Lanai City. From this city the entire island is 'governed' by the foreman in charge of the project."

Many of the words that burn are taken from an editor's waste basket.

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

## Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone 4212

Citizens 4212

Congress Building

Main 656

### GRAND RAPIDS LABEL CO.

Manufacturers of

GUMMED LABELS OF ALL KINDS

ADDRESS, ADVERTISING, EMBOSSED SEALS, ETC.

Write us for Quotations and Samples

GRAND RAPIDS

MICHIGAN



Decorations losing freshness

KEEP THE COLD, SOOT AND DUST OUT

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

Made and Installed Only by

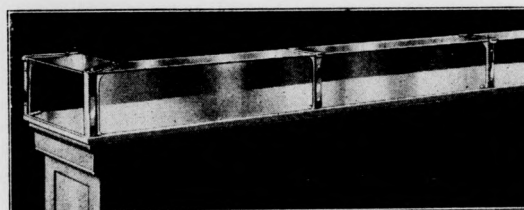
AMERICAN METAL WEATHER STRIP CO.

144 Division Ave., North

Citiz. Telephone 51-916

Grand Rapids, Mich.

## Glass Counter Guards



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

We also build  
SHOW CASES  
and  
STORE  
FIXTURES.

Write for our catalogue.

SAGINAW SHOW CASE COMPANY, Ltd.

SAGINAW, W. S. MICHIGAN

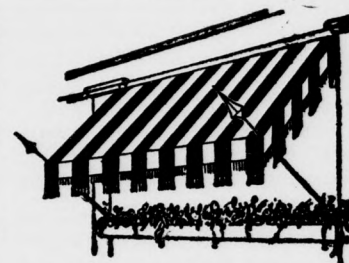
## COYE AWNINGS

give BEAUTY and COMFORT  
to HOME, OFFICE and  
STORE

CHAS. A. COYE, Inc.

Campau Avenue and Loufs Street

GRAND RAPIDS, MICHIGAN



Write or Phone for Estimates and Samples

## Mr. Stowe Says

I am not very friendly to collection concerns, but this one happens to be on the square—one in a thousand.

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

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

Merchants' Creditors Association of U. S.

208-210 McCamley Bldg., Battle Creek, Michigan

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

## RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Orla Bailey, Lansing.  
Vice-Pres.—Hans Johnson, Muskegon.  
Secretary—Paul Gezon, Wyoming Park.  
Treasurer—F. H. Albrecht, Detroit.

### The Clerk Who Develops a Specialty. Written for the Tradesman.

There is a grocery store in Carisford which draws twice the trade in pickling spices and preserving accessories that comes to any other store in the same town. In fact, three, perhaps four times the trade. Yet, in point of stock, Maury's store is not much ahead of any of its competitors. In fixtures and general attractiveness it is decidedly inferior to some of them.

The difference consists solely in the human factor. And the human factor is exemplified, not by the rather slow-going proprietor, but by a pudgy little clerk named Johnson.

A lady comes into Maury's at any time within a month or six weeks of the pickling and preserving season. Johnson approaches her with an awkward, side-wheel motion that makes her smile. He takes her order for soda biscuits and tea, sells her an extra item of bacon or fancy biscuits or muskmelon. Then he says:

"I want you to be sure and call before you do any pickling or preserving this year. I've a prime lot of recipes that I'm sure you'd like to look over. Mrs. Johnson tried 'em, every one. Now remember."

And he says it so impressively that, as a rule, the minute she commences to actually consider her summer's preserving or pickling, that lady thinks of pudgy, side-wheel Johnson.

When peaches commence to grade down from a luxury to a commercial possibility for the average customer, Johnson limbers up a new battery of commercial artillery:

"Buy your peaches early," he says. "Don't take chances. The price may go lower, and it may not. Mrs. Johnson buys as soon as peaches get cheap enough; and then, if the price drops lower, she buys a lot more. So she gets sure and certain peaches—and, if they're cheap, she gets cheap peaches too. And I'll esteem it a special favor Mrs. Brown, if you'll try a little peach marmalade this year. I've three or four first-class recipes—Mrs. Johnson tried every one of them last year, so I can positively recommend them."

When pears are in season, Johnson is on the job:

"I'd like you to try some with preserved ginger," he declares earnestly. "Most people don't know what a variety of preserves they can have with just a little extra effort. You can take pears and preserve them in so many different ways that you'd think you had a couple of dozen kinds of fruit—yet it's all pears. Just use different spices with them. I've a splendid bunch of recipes right here in the drawer—I had the boss make type-written copies for a few of our customers who like a tasty table. And I have some new pickling recipes—you positively must try one or two new pickles this year."

So he travels through the entire season, from end to end. Not guile-

fully—he is in too deadly earnest. He's been with that store for eight years, anyway, starting as an awkward and poorly upholstered youth from a very unfashionable back street, swabbing down the windows. The minute the boss put him behind the counter, Johnson commenced to make pickles and preserves his specialty—not from deep-laid design, but because he took a heart-felt, enthusiastic interest in pickles and preserves. He clips bushels of recipes of all kinds. He made his mother's kitchen, and later his wife's kitchen, a veritable laboratory for the testing on a small scale of all kinds of recipes. He says Mrs. Johnson does it, but that's mere bashfulness—Johnson does 90 per cent. of it himself, and submits the results to Mrs. Johnson for final judgment.

It's a hobby, a specialty, not very expensive, and, in the long run, profitable. People regard Johnson as an authority in his peculiar line. If a woman wants a new recipe for jam or a novel idea in jelly, she straightway hikes to Johnson. If her mustard pickles have fizzled out and taste as flat as Sahara sand, she—locking the stable door after the horse is stolen—calls in Johnson to diagnose the case. "Ah, you soaked them in salt water instead of making a brine for them"—and in a minute a great understanding of what brine really is, and the exact proportions of salt and water to use, dawns upon the woman.

Incidentally, Johnson has introduced a host of new spices and condiments to people who never used them before. He has sold pounds of tumeric and curry and prepared ginger where before his time the store had a hard time selling ounces. He has educated a great number of people to the wisdom of a varied menu of preserves and pickles. This in turn means that Johnson has attracted a lot of additional trade in regular lines to Maury's—for a specialty of any sort always serves to appreciably swell the regular trade.

When a year or two hence his slow-moving boss feels that he can't afford another raise, and Johnson plunges into business for himself, he'll have a reputation in Carisford that will bring him business from the very start.

Victor Lauriston.

### Egg Dealers Indicted.

The Federal Grand Jury has returned an indictment against a firm of local egg receivers, who have been charged with filing fraudulent claims against the Post Office Department to cover excessive claims for damages to egg shipments handled by parcel post. The case will probably be tried some time this month. Other cases are pending but will not be pushed until the present action is disposed of. Postal inspectors have been investigating egg damage claims for several months. The Government claims that the losses filed by the accused were several times greater than those actually sustained.

Why doesn't some clever genius invent a shoestring that will be guaranteed not to break when one is in a hurry.

Sold From Coast to Coast

*Putnam's*

**MALTY MILKIES**

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

**M. J. DARK & SONS**

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

**Seasonable  
Fruits and Vegetables**



## MEAT DEALER

### The Hog Cutting Room.

When the usual pork cuts are seen in the butcher shop the average purchaser gives little thought, as a rule, to where it came from or how it was prepared. It is usual to see it there and the mechanics of the business is not considered seriously, if at all. This is not strange, since relatively few have seen wholesale houses in operation, where meat is cut up and manufactured. Perhaps the hog cutting room of modern equipment is the most interesting from the point of quick operation and general efficiency. We will try to describe such a room as completely at space permits, considering operations taking place in one equipped with moving tablese and automatic conveyors. The hogs to be cut up are hung on trolleys moving on rails high enough from the floor to give a good clearance of the carcass. These carcasses move in a steady stream during the cutting hours and are cut up by a gang of twenty men or so at a rate as high as four hundred an hour. This is accomplished by having butchers placed at convenient places alongside of a moving table which conveys the carcass and cuts from one to another, each man doing a certain part of the whole operation. For instance, one man pushes the hogs from the chill room to the conveyer, another assists in placing the carcass on a block where the shoulder, back and bacon section is removed by a large cleaver; the head being previously removed and the carcass split down the back. Kidneys and leaf lard are removed by special workers, feet are cut off, loins cut out, hams and shoulders shaped, flat ribs and neck bones removed, all by men skilled in the different kinds of work they are assigned to. The primary operation in Metropolitan hog cutting rooms prepares for market the primal parts to be sold fresh, such as loins, shoulders, hams, flat ribs, neck bones, tenderloins, kidneys, leaf lard, etc. After cutting out these parts and shaping them up as required by the trade, considerable amounts of trimmings are left which must be taken care of for sausage making by separating the lean and fat, removing the skin, blood spots, etc. Many other operations are essential to a cutting room and packing house not possible of description here. The impressive features of the whole are the rapidity with which the work is done, the orderly way in which volumes of meat is handled and the cleanly methods employed. In many instances the pork you buy in the shops to-day is from hogs killed yesterday and cut up early to-day.

### Meat For Breakfast.

The impression among men interested in marketing of meat seems to be that the use of meat for breakfast has decreased materially during the past few years. Those who have tried to analyze the situation claim that the girls and young men working in shops or offices arise late after a previous evening of entertainment that ran well into the night and have barely time to grab a cup of coffee with a roll or two and make it do for a breakfast. It is

claimed that this reduces their strength and heads the human race towards de-vitalization. This seems to us a pessimistic view and not consistent with general conditions as they really exist. It is a provincial view and such expressions are colloquial rather than literally accurate. Such a view does not take into consideration the vast numbers of our population who do not live in congested cities, and who do not work in shops and offices. Neither does it give consideration to the fact that those who like meat and who are able to buy as much as they need make up for a hurried and light breakfast with a hearty dinner. In their cases it is a matter of deferred meat consumption rather than reduced meat consumption. The per capita consumption of meat in the United States shows that we are not changing to a vegetarian people, but that since 1917 there has been a decided tendency to eat more meat. As a matter of fact, it is not so much a question of how much meat can be eaten in the United States as how much can be produced profitably to supply the hungry demand. We are listed fourth among meat consumers in the world and first among countries having large populations. There is considerable merit, however, in the contention that city dwellers do not eat much meat for breakfast. This is the meal when nourishing food is essential to the worker. A little thought and preparation in advance would help materially. Some lunch rooms are placing sliced meats between rolls, and this kind of a sandwich is quite popular, the cost being only slightly increased. Chipped beef, frankfurters, cold sliced ham on toast, or sausages are quickly prepared and beneficial. Ten minutes earlier out of bed and a substantial breakfast will tend to brighten complexions and give increased accomplishment in the daily task.

### Oyster Season a Failure.

The 1926 oyster season will be one of failure, according to reports from Maryland. The catch by dredges, whose season has closed, is estimated to be 40 per cent. of last year, or only 200,000 bushels; it would have been far better financially if not an oyster had been caught. The quality is reported to be as poor as the quantity; mussels covered the oysters and many were smothered. It was necessary to shuck a bushel and a half to obtain a gallon. The rule has always been a "gallon to the bushel."

### Switzerland Cheese Exports.

Exports of cheese for the whole of Switzerland show considerable improvement over the exports for 1924, although in quantity they are still far below the 1913 exports according to a report received in the Department of Commerce from Consul Ronald R. Heath. According to the press in Switzerland, the situation of the cheese industry is satisfactory, although far from being really prosperous. Two cheese exporting associations in the Canton of Berne are said to have paid each a dividend of 6 per cent. for 1925.

If a man refuses to see his errors he is playing against himself with loaded dice.

## ROCHESTER IN JUNE

Put that down on your calendar—the N. A. R. G. Convention in Rochester, June 21-24. If you intend going—and you can't miss it—get in touch with your local transportation chairman at once so that proper reservations can be made.

Special rates will prevail from all localities, Transportation Chairman Meyer announces. Your local secretary has complete details. Remember that there's fun as well as profit to be gained from this big convention—let's get ready now.



## FLEISCHMANN'S YEAST The Fleischmann Company SERVICE

## THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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

## EGGS EGGS EGGS

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  
GRAND RAPIDS, MICH.



A good seller  
A splendid repeater

## HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today  
All jobbers

HOLLAND RUSK CO., Inc.  
Holland, Michigan

Bell Main  
236

Phones

Automatic  
4451

WHOLESALE FIELD

## SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Street  
GRAND RAPIDS, MICHIGAN

## HARDWARE

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

### More Suggestions in Regard To Handling Paints.

Written for the Tradesman.

Spring has arrived and hundreds of householders are planning the work they intend to do around their homes. Indeed, in most homes the spring house cleaning is already under way. But the householders as a rule are still undecided whether to paint their houses this year or to postpone the job until 1927.

Many people will be building additions that must be painted. Others are getting out their porch furniture, screen doors, lawn seats, etc., with a view to having them clean and presentable when the time actually comes to use them. Summer kitchens will be overhauled and repainted, interior floors, porch floors, and hundreds of household articles will need paint and varnish.

Spring has been called, and rightly so, the harvest time of the paint department. The extent of the harvest depends greatly on the activity of the hardware dealer. The opportunities afforded the dealer are greater at this time of the year than any other.

It must never be forgotten that the use of paint is only in its beginnings. In the average community, 70 per cent. of the buildings actually need paint; and probably 50 per cent. of them will in the normal course of events, go without paint they need. The average property owner puts off painting until the last possible moment. It is the exceptional property owner who paints as often and as regularly as he should; who has been educated to regard paint as necessary at regular and well-defined intervals for the protection of his property.

When the entire property-owning public is educated to regard paint, not as a luxury to be done without but as a necessity to be systematically provided, then the amount of paint sold will be far greater than it is. Until that happy day arrives, the paint dealer must go on, year after year, with the very essential task of educating his community to the value, importance and necessity of systematic painting.

In this respect he has a very extensive field to cultivate, with every assurance that intelligent and systematic publicity will bring handsome returns; and that these returns will be, not merely immediate, but cumulative.

One aid that is very effective and of which some retailers do not take all the advantage they should is the assistance afforded by the skillfully devised mailing systems of the paint manufacturers. To take advantage of these systems, all that is necessary, as a rule is to provide a carefully compiled list of paint prospects. But while the paint manufacturer will quite often do the entire work of following up these prospects by mail, it is desirable for the dealer to co-operate, and provide at least a portion of the direct-by-mail advertising; and to supple-

ment the appeal of the manufacturer by linking with it a direct appeal from the local paint dealer. A personal letter, outlining the special facilities the store offers for intelligently catering to the needs of the paint prospect, will add immensely to the effectiveness of the follow-up campaign.

Window displays of paint should also be featured at this season of the year. Of course paint is, or should be, an all-the-year-roundline; for when exterior paints are not in demand there are interior specialties that can be profitably featured; and the featuring of these off-season lines will help to keep the paint department before the public between seasons.

But while the paint season proper is under way is the time to make especial use of window displays. Attractive window displays are of great assistance in selling ready mixed paint. Many new customers secure their first impression of a store by the appearance of the store windows. If they are favorably impressed, the chances are that they will become regular callers at the store.

Local newspaper advertising is very effective if properly used and should not be overlooked by the merchant in his spring campaign. But perfunctory newspaper advertising is apt to prove of little value; and the advertisement which is dashed off in a hurry is very likely to prove perfunctory and to lack appeal.

It is quite true that, occasionally, a very effective bit of newspaper advertising may be evolved on the spur of the moment. But these instances are the exceptions that prove the rule. In preparing advertising, it pays to take a little time and to put some thought into the work. You have a limited space into which to crowd an effective message to your public. A first essential in utilizing that space is to look at the subject of painting from the customer's angle. Ask yourself, "What is going to interest the average property owner in painting? What is going to induce him to paint this year when he wants to put off the job until next year?" Ask yourself these and similar questions; then, when you write your advertising, approach the subject of painting—immediate painting—from the customer's angle.

And remember, what you want is action, now. A general dissertation on the importance and value of paint is helpful; but what you want is to induce a lot of people to do their painting in the season of 1926. Even with the utmost possible response, there will be lots of prospects left to work on in 1927.

There are many lines in the paint department that can be demonstrated by the salesman; and demonstration is one of the most convincing methods of advertising. Right here and now, dismiss the idea that to put on a demonstration of any kind you must have an "expert" demonstrator. Most of the paint specialties you sell are applied by the purchasers themselves; and these will be more readily convinced if they see someone they know doing with apparent ease the painting that they, perhaps, hesitate to undertake.

Any intelligent paint salesman can



Write  
for  
Circular

**FOSTER, STEVENS & COMPANY**

Grand Rapids, Michigan

## 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*

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

**GRAND RAPIDS, MICHIGAN**



be an effective demonstrator. A little coaching from the paint traveler, a little practice, a careful study of the selling points of the specialty, and the salesman is fairly well equipped to demonstrate paint. Of course, the more intimately he understands his subject and the class of paint he is using, the more effective his demonstration will be.

Old chairs, stove pipes, buggy wheels, tables, lioleums, and other articles can be re-finished with paint and varnish and placed on exhibition in the store. It is always a good stunt to paint half the article and leave the other half unfinished in order to show the condition of the wood or metal before the paint or varnish was applied. The contrast adds to the effectiveness of the display. Anything displayed in this manner, that shows the results which may be obtained, will be bound to produce sales.

The paint department should be attractively arranged and should present a clean, bright appearance that will make a favorable impression on customers. Sample boards and racks should be placed in a prominent position. It is important that paint sample slats should be perfectly clean as nothing is more distasteful to a paint prospect than to see sample slats that are soiled or dirty. These slats are finished in such a manner that it is easy to keep them perfectly clean.

Flat wall finishes are becoming more and more popular, and it is timely to feature them in the spring house cleaning season, and to demonstrate them in the store. This is a line in which every householder will be interested. Very fine displays can be made by using wall board painted with flat wall finish and used for a background in the window.

The merchant should work for a big sale of sundries and small items. These lines are easy to sell if properly handled. Too many merchants fail to appreciate the possibilities of interior lines and are apt to consider the paint business as consisting of nothing but house paint, barn paint, implement paint and a few similar lines. Practically every surface inside the home is finished with a stain, varnish, paint or enamel; and much more paint of one sort and another is used on the interior than on the exterior. The merchant should always be on the alert for opportunities to supply materials for an entire house job, either on a new home or one that needs re-decorating; and should stress the importance of quality when purchasing paints.

The majority of paint prospects attach great importance to the first cost; and the price consideration consequently weighs very heavily with them. But the ultimate cost is the really important point; and it is good policy for the dealer to keep this before the customer's mind.

Victor Lauriston.

#### Turnover Helps Retailer and Eventually Manufacturer.

Those manufacturers and others who apparently find cause for worry in the "small and often" buying habit which retailers have formed during the

last several years, overlook a very important thing. This is that merchandise is being sold in unprecedented volume. During 1925, the American people bought more commodities than at any previous twelve months in the country's history.

Not only is more merchandise being purchased and consumed, but the retailers are making more money. Turnover is at work. More frequent trips to market, with buying spread out through the year, bring fresher, more attractive and more salable retail stocks. Left-overs are not nearly the problem they were when quantity buying was general.

Some manufacturers, while not denying that this pictures the retail situation, say they themselves have not yet tasted the improved profits. In such cases, it nearly always follows that the manufacturer is trying to conduct his business in the old way—that he has not yet made the readjustments called for by the new dispensation. Some hesitate because they think the condition is only temporary. Others have not yet thought the thing through and do not see clearly the way to proceed.

But, pending the time when the manufacturer will thoroughly find himself, he is not going to be harmed a bit by the improved prosperity of the retailer. If the dealer makes more money, it is inevitable that the benefits shall get around to the producer in time—not a long time, either.

Whether the unit purchases be measured by market baskets or freight cars, the total is what counts. When the total is larger than ever before, merchandisers should feel at least reasonably cheerful while hunting a way into the light and trying to figure what it is all about.

#### The Sale of Tincture of Ginger.

Until June 1, 1926, tincture of ginger double strength, manufactured prior to January 1, 1926, and in the hands of the manufacturer, jobber or retailer on that date, may be sold. This is the meaning of Treasury Decision 3840, approved by the Secretary of the Treasury on March 25, last. Treasury Decision 3788 is amended accordingly. Under the old decision the time for the sale of this article expired April 1, 1926. There were considerable stocks of tincture of ginger, double strength, still on hand of distributors in the closing days of March, and for this reason the Department extended the time for the sale of tincture of ginger. With these stocks still on hand it would not seem that the use of tincture of ginger is being abused in violation of the National Prohibition Act.

#### Hard Job Ahead.

An old lady walked into the Judge's office.

"Are you the Judge of Reprobates?" she enquired.

"I am the Judge of Probate," replied his honor, with a smile.

"Well, that's it, I expect," answered the old lady. "You see," she went on confidentially, "my husband died de-tested and left several little infidels, and I want to be their executioner."

### Sand Lime Brick

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

GRANDE BRICK CO.,  
Grand Rapids.  
SAGINAW BRICK CO.,  
Saginaw.  
JACKSON-LANSING BRICK  
CO., Rives Junction.

**4%**  
**Banking**  
**by**  
**Mail**

*Under both State  
and Federal Supervision*

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

#### Privacy

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

#### Unusual Safety Extra Interest

Send check, draft, money order or cash in registered letter. Either savings account or Certificates of Deposit. You can withdraw money any time. Capital and surplus \$312,500.00. Resources over \$4,700,000.00.

Send for free booklet  
on Banking by Mail

**HOME STATE BANK**  
**FOR SAVINGS** GRAND RAPIDS  
MICHIGAN

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

### GEALE & CO.

8 Ionia Ave., S. W.  
GRAND RAPIDS, MICHIGAN  
Phone Auto. 51518  
MILLWRIGHTS & STEAM  
ENGINEERS.

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

**TAKING  
INVENTORY**

BARLOW BROS. Grand Rapids, Mich.  
Ask about our way.

### I. VAN WESTENBRUGGE

Grand Rapids - Muskegon  
Distributor

## Nucoa

*The Food of the Future*

CHEESE of All Kinds  
ALPHA BUTTER

SAR-A-LEE

BEST FOODS Mayonaise  
Shortning

HONEY—Horse Radish

OTHER SPECIALTIES

Quality-Service-Cooperation

### King Bee

Butter Milk

## Egg Mash

18% Protein

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

*Manufactured by*

**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

### Watson-Higgins Milling Co.

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.



## COMMERCIAL TRAVELER

### News and Gossip About Michigan Hotels.

Muskegon, April 21—Members of the Michigan Hotel Association will be glad to hear of Mr. V. C. Bidenharn, a former manager of Hotel Bancroft, at Saginaw.

He is at present manager of the Crescent Hotel, at Eureka Springs, Arkansas, but expresses the hope to be back with his former colleagues some day.

Mr. and Mrs. Bidenharn were popular with the fraternity as well as with the traveling public, and have the best wishes of their former Michigan associates.

Here is another fairy tale; from a Detroit real estate firm:

"You no doubt have been impressed by the reports of Detroit's wonderful growth. The figures given out do not exaggerate this. At the present time our population is increasing at the rate of 16,000 people per month and in spite of the fact that some good hotel rooms have been added within the past two years, we are still short 2,500 rooms of the number a city the size of Detroit should have."

The correspondent goes on to state that an ideal site has been selected for a 200-room structure, and wants some one (naturally a sucker) to lease it.

His deductions, however, as to the needs of Detroit are slightly at variance with the facts which are that today she has 20,000 hotel rooms which, according to a survey made by practical hotel men, is in excess of Detroit's requirements at least 8,000. And this surplus will be increased to about 11,000 before the year closes.

Besides all this she has an endless number of apartment buildings which show vacancies of from 20 to 60 per cent, and thousands of private dwellings either vacant or for rent.

Walter Hodges, Hotel Burdick, Kalamazoo, opened his cafeteria in connection with the hotel, last week, and it proved an instantaneous success. The old arcade which was considered by some as objectionable, has been converted into a bower of beauty by the installation of furnishings and draperies, making an inviting approach to both cafe and cafeteria.

The Occidental Hotel, at Muskegon, is undergoing constant changes. Recently new carpets have been laid, a new heating plant has been installed, and it now has the most complete refrigerating outfit in the State.

From a financial standpoint the Occidental has finally arrived, and Manager Edward R. Swett, is to be congratulated on the results of his very clever and systematic management. Also his stockholders are happy.

The Occidental was built during the period of excessive construction costs, and completed in time to realize the full effect of industrial depression, but it outlived the storm and henceforth will prove a money maker.

Mr. Swett is one of the few hotel men in Michigan who can show a profit on his feeding operations, and as profits on food can only come from volume of business, you have it all in a nutshell. His food is popular.

An advance proof of the Michigan hotel membership roster, has been sent out to a few members who are delinquent in their payment of dues, and a number who have not recently been enrolled as members. The official roster for 1926 will be sent out within two weeks and will only contain the names of hotels which are in good standing.

The Kansas City Star recently made extensive reference to a class who are now dubbed "Gasoline Gypsies," or the summer tourist who starts off one fine day with a flivver and two gallons of gasoline "on their way to the Lord knows where, depending on the tender mercies of the people along the way to give them a living." It is al-

so suggested that "almost every city in the country, particularly the town or city on a main traveled highway, is facing a serious problem in this gasoline hobo who parks all his worldly possessions in a flivver and sets out—for just anywhere; he is not particular about the destination. All he cares for is to be on the move, to "go from where he is to where he isn't."

Volumes have been written and published about this class of objectionables who are the result of mistaken ideas of municipalities about entertaining the stranger within our gates. It has been shown a hundred times that they are a detriment to any community, and yet every day we read of some village or city who are "digging a pit" by promoting tourists camps, and the worst feature about it all is that the tax payers must eventually foot the bills and the hotel men—who are the greatest sufferers—must pay their full share.

The declaration that there is "nothing new under the sun" is contradicted by the editor who has taken time to find out and write about the "Gasoline Gypsy."

Work is progressing rapidly on the new St. Claire Inn, the 60-room hotel at St. Clair. The foundation is in and steel work being placed, and it is expected to be ready for occupancy some time this summer, possibly July. It is said that Frederick W. Morse is slated for its management.

Mr. and Mrs. W. C. Taggart, of the Hotel Morton, Grand Rapids have a 12-year old hopeful who bears the name of "J. Boyd," after the famous and lamented Pantlind. "Jack" is surely well "brought up" and excels as a pianist and dancer. But he is also interested in literary pursuits as evidence by this poetic effort, given extemporaneously at the school examination the other day. It captured the first prize, and its caption is "Spring."

The snow is gone, the birds are here. This is about the best of the year. Slowly as the sun comes near, Everything seems full of cheer. And when I hear the little birds cheep, I feel like expanding and breathing deep.

Although some days it rains a bit, I know the sun will soon be lit. No more winter sports to play, But summer offers more each day.

Reno Hoag's historical articles on hotels in Michigan, as published in the Tradesman, are along the lines suggested by our old friend John D. Martin, who favored the publication of a book giving historical facts about Michigan hotels and landlords.

Mr. Hoag operates the Lafayette Hotel at Marietta, Ohio. He is well known to the Michigan fraternity, having been a leader in their councils in the past and I would suggest that if anyone possesses knowledge of old-time hotels they would be conferring a great favor on the fraternity at large if they could impart it to Mr. Hoag.

Advertising for tourist trade has been a topic for discussion at every hotel convention since the tourist became an element in business, and many opinions and meritorious ideas have been brought out.

I have been much interested in the statement of a Chicago hotel operator of his experience in advertising with signs.

"One of the things we did was to put up thousands of small wooden signs along the main highways leading to the city. But we found these signs were not successful so we erected 25 signs, 8 feet high and 10 feet long on these scenic highways. These worked better, but an experience of my own led me to believe that even a larger sign would be more effective. I was traveling by automobile to Washington, D. C.—a tourist myself. I did not know where I was going to stop when I got there, but resolved that it would be at the hotel whose sign I first saw displayed. Soon I came to a sign about the size of the one I said we used. For about two



### 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.

### In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

In the Very Heart of the City

Fireproof Construction

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

### 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 :: Michigan

### 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

### Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 172



**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

### HOTEL RICKMAN

KALAMAZOO, MICH.

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

JOHN EHRMAN, Manager



miles my decision was to stay at the hotel which it advertised, but at the end of that distance I saw another sign much larger than the first, much easier to read, giving tangible reasons why travelers should stop there, and bearing the name of a competing hotel. When I got to Washington I stayed at the hotel which had the larger sign. So when I got back I had five signs 10 x 50 feet erected and these seemed to meet our requirements."

The Michigan highway regulations are somewhat erratic as to the erection of signs along the road, in that they must be at least 33 feet from the center of the road itself. This places your sign on private property, the owner of which must be reckoned with.

In many cases advertisers using this method have made a lease for a certain tract of land, favorably situated, for a term of years, for his exclusive use for advertising sign purposes. This method has been quite successful. It gives one the exclusive features, and where an attractive sign is erected it cannot help but prove beneficial.

These wayside signs of a directing character are always appreciated by the tourist which also redounds to the benefit of the advertiser.

Reaching the tourist by accepted advertising methods is something hard to accomplish. You may issue attractive folders, but unless you can place them where they may be acquired readily it is worse than useless to try and distribute them through the mails. Hence the sign, and especially one which is attractive.

The best form of advertising, however, will be to give your patron what he pays for. He will not be slow to show his appreciation and will pass the information along to others. One operator advises me that 75 per cent. of his trade comes to him through this method. He speeds the parting guest in such a manner that it leaves a good taste in his mouth. This man operates a 600 room hotel, but he does not consider it undignified to fraternize with his patrons and make them feel that it is largely due to them that he is successful.

Henry Bohn, in his Hotel World says: "It is no doubt a just criticism of the American business man that he does business with his patron as if he did not expect him to come back again. The hotel clerk says 'come again,' but the tone of his voice and attitude stamp it as a formality and not a heartfelt feeling that the patron has been so well cared for that he will care to come back again. We have quoted E. M. Statler before as saying that it costs all the profit from a patron on his first visit to bring him to the hotel, and the real profit begins with the return visit. That means getting business and building it for the future. Pleasing the patron is building business."

While I am on the subject of advertising I am reminded that the manager of one of the larger Michigan hotels invited me to his office and advised me that he wanted to cater to the commercial trade; that the impression had gained ground that his rates were so high that traveling men could not afford to stop with him, when the contrary was the fact.

I insisted that he could best dissipate this wrong impression by spending more money for advertising in Michigan where it would reach the very class he wanted to reach. His excuse was that his advertising budget allowance had been exhausted. He had been expending his energy to attract royalty, when there were not crowned heads floating around to make any perceptible showing on his register. Two of the most successful hotels in Detroit have assured me, time and again, that their prosperity was, in a large measure, due to the fact that they had made it apparent through Michigan publications that they really desired Michigan business and they are getting it.

Advertising hotels in hotel journals doubtless has its advantages in mak-

ing your neighbor familiar with your hotel, but what about the wished-for patron whom you need to produce the sinews of war, who never sees a hotel publication?

A short time ago a traveler assured me that the reason he did not patronize a certain hotel was because he had heard they charged prohibitive rates, that while it was said they had rooms at certain rates within his range, they never advertised them. I went into the matter and found that this particular hotel, catering to Michigan commercial men, was advertising in a New York hotel journal rooms at a certain reasonable price. Plenty of rooms, to be exact, but that no one seemed to have had the knowledge imparted to him.

Without individualizing I should say I would advertise a Michigan hotel in Michigan publications and try to pick up the business I was looking for.

I have had much to say about the benefits of organization and stated that Association meetings were only incidental to the Michigan hotel organization; that it was never intended that members should participate in junkets to return home and forget what they were there for.

By a peculiar coincidence one mail brings me in two letters of testimonial from two widely separated members of the Michigan Hotel Association.

One of them says: "I am ashamed of not sending in my dues before. It was pure carelessness and poor business on my part. I remember the objections I presented to you when urged to become a member, but I now propose to come clean and acknowledge that in the matter of laundry charges alone I have saved \$80 since the September meeting, just because I attended that meeting and found I was paying 40 per cent. more for my laundry work than did my competitor. I found the same identical laundry was making two rates, and I surely did bring them to time in a jiffy. Hereafter I will be good."

Another: "Here are my dues. Isn't this a slovenly way of doing business? Advice given me by George Fulwell, at the September meeting, as to making coffee, was worth one hundred dollars, inasmuch as for years I had received complaints about my product and yet could never find out what the trouble was. Well, everyone is satisfied now. Come over and try some."

Both of these individuals became affiliated with the Association last year and they attended the September meeting because I specially urged them to do so.

Last year the Michigan Hotel Association, through its successful efforts in squelching adverse hotel regulatory legislation, saved many members the amount of their dues for twenty years ahead. Next year we are going to have more of this legislative interference to contend with. Everybody is always trying to regulate everyone else's affairs and the hotel man is not immune from this tendency to regulate. By organization only can we successfully contend with such interference.

Next week the official roster of the Association for 1926 will be printed and sent to each member in good standing. By this I mean every member who has paid his 1926 dues. If you have not paid by that time you will be very much out of luck, for your name will be left out, and this perpetual advertising reminder, hanging framed in 400 Michigan hotels, will not remind any one of your hotel, as you will not be there. An old member is much more to be desired than a new one, but he will be missing at the feast if he neglects the important duty of "squaring up" his dues. And I don't think one can possibly be so thoughtless as to place himself in a position whereby he allows his former colleagues to fight his own battles in legislative halls. Rather than permit this he should hustle to secure another new member for our ranks.

It ought not to be necessary for the officers of the Association to trouble themselves with the collection of dues. Handling its affairs amounts simply to a labor of love, and loyalty to its affairs ought to be sufficient reason for attending to this duty, especially as all have been properly notified on various occasions.

A tentative program is being arranged for the summer meeting of the Association, to be held some time in June. Members are expected to rendezvous at Bay City on Thursday, visit along the route to Alpena on Friday and spend the night at Grand Lake with our friends, Mr. and Mrs. Bliss Stebbins. And then continue on our way Saturday, possibly stopping at Mackinac Island.

Definite announcement will be made later.

Frank S. Verbeck.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, April 20—The Ferry Co., operating between the two Sault Ste. Maries, has us all guessing. With the river wide open between the two landings and nothing to hinder regular service, they announce that the opening will not take place until next Saturday, while in former years they could not wait until the ice got away, but had to use ice breakers to start operations, which shows that things are not what they used to be.

The rail mill of the Algoma Steel Corporation, on the Canadian side of the river, resumed operations Sunday to fill orders for more than 40,000 rails. Working on a double shift, the plant is employing 2,300 men, with prospects of adding to that number in a short time. This will help to remove some of the wrinkles in the Canadian Soo business men.

The late opening of navigation this year, with the continued cold weather, surely makes the winter seem long and reminds us of the old-time story they tell when a Soote was down visiting in Lower Michigan. A stranger asked him whence he came and being told that he came from the Soo, he was asked what kind of a place the Soo was. "Well," said he, "the Soo is a wonderful place, but it has its drawbacks as well." When asked what they were, he said that "all through July the sleighing was very poor."

There is no use in seeking happiness unless you are happy in the seeking.

The D. S. S. & A. Ry. has resumed the operation of sleeping cars on night trains between here and Mackinaw City and the iron and copper country.

William Oberlie, formerly of Soo Junction, has moved to Strong's, where he has purchased the store and oil station formerly operated by Jerome Redmond. They are making several changes in the building, also enlarging the same. They expect to be ready for business in the near future when the roads open up.

George and Henry Shields expect to leave for Chicago next week, where they will open their new store at 4858 West Erie street and cater to the patrons of the Windy City. They will be missed here, having been in business for many years, but like the village blacksmith, they can look the whole world in the face, for they owe not any man.

Partridge & Shunk, having the Studebaker auto agency here, are enlarging their floor space, having purchased the farm building, adjoining their present building, which will be used as a showroom.

Herbert Ryan, salesman for the Zeigler Candy Co., is recovering from an operation for appendicitis, which took place at Alpena several weeks ago. Herb was stricken on the train while working the trade. He has returned to his home here and expects to be able to return to work during the next week.

Isaac DeYoung, general superintendent of the locks here, has just returned from Cleveland, where he attended

the lake carriers meeting prior to the opening of navigation.

Patience is considered a virtue when it often is merely a case of not knowing what to do. William G. Tapert.

#### Programme For the Pontiac Meeting.

Lansing, April 20—The meeting for Southeastern Michigan has been definitely decided to be held at the Board of Commerce rooms in Pontiac, Monday, May 10. Prof. C. N. Schmalz, of the Bureau of Business Research of the University of Michigan, Harry Hogan, Secretary of the Detroit Board of Commerce, and Business Institute Lecturer Ray Morton Hardy, of Lansing, have promised to be in attendance. While these men will not occupy the entire time of the program, we are very sure that they will bring inspiration and enthusiasm to the occasion.

Former President J. B. Sperry has promised to come and we expect Director G. R. Jackson, of Flint, Vice-President F. E. Mills, of Lansing, and two or three other old standbys who will help to make the meeting a success. President Bullen will, of course, be there. Mark your calendar now for Monday, May 10. More definite arrangements will be made later.

We have recently had a very satisfactory interview with Prof. Carl N. Schmalz, of the Bureau of Business Research at the University of Michigan. Mr. Schmalz will appear on our program at Mackinac Island in July, explaining the work of his Bureau with reference to survey of department and dry goods stores. Mr. Schmalz is interested in the news letters and printed bulletins of our Association and has just been supplied with a complete file.

Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Grand Rapids—Ernest Jensen has sold his grocery stock on Hill Crest to M. Lardie, who will continue the business at the same location.

**\$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 6¼ 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



## DRUGS

Michigan Board of Pharmacy.  
President—J. A. Skinner, Cedar Springs.  
Director—H. H. Hoffman, Lansing.

### Uncle Sam Getting Very Particular.

Washington is beginning to draw a straight line regarding labels appearing on many of the products we sell over the counter and take into our homes.

Not many years ago the Pure Food Department criticised the label on Piso's Cure for Consumption and if we mistake not this was changed to read Piso's Remedy. Another change which is one at the soda fountain, was Hire's Root Beer; this was changed to Hire's. Now we are informed that Doan's Kidney Pills have been changed to read Doan's Pills.

We wonder if Mr. Government will make Cincinnati their next stopping place and take the ivory out of ivory soap; then they might go over into Pennsylvania and take Bitters out of Hostettters.

Since the above was written the following clipped from Merck's Report has come to our attention:

A Chicago lawyer named Rogers made application for registration of the words "Limestone Brand" as a trade-mark for a cathartic medicine. Registration was denied on the ground that the medicine contained limestone. Mr. Rogers assured the Government that it contained no limestone. Then the application was again denied because such a trade-mark was deceptive. Which stirred Mr. Rogers to write a brief containing the following:

"Ivory is a good trade-mark for soap not made of ivory. Gold Dust washing powder is not made of gold. Old Crow whiskey is not distilled from crows. There is no bull in Bull Durham. Royal baking powder is not used exclusively by royalty, nor is Cream baking powder made of cream. Pearl-line contains no pearls, and White Rock is water.

"There is no cream in cream of tar, in cold cream or in chocolate creams, no milk in milk of magnesia, in milk-weed or in the cocoanut. These are all as remote from the cow as the cowslip. There is no grape in the grapefruit or bread in the breadfruit. A pineapple is neither pine nor apple; an alligator pear is neither a pear nor an alligator; and a sugar plum is not plum. Applebutter is not butter. All the butter is taken out of buttermilk, and there is none in butternuts, or in buttercups, and the flies in the dairy are not butterflies."

And as a finishing touch he pointed out that the most diligent and exhaustive researches had failed to find any traces of pork in pig-iron.

### Stains for Wood.

Rich Purple—Boil 2 ounces of fresh logwood, powdered, in 2 pints of rain water until the bulk has lost about 8 ounces by evaporation; then add a little at a time sufficient indigo sulphate to give the shade required.

Yellow—Make a solution of aniline yellow in alcohol of the requisite depth and apply with a soft brush. By first applying a weak mahogany stain and

then following it with an aniline yellow, a fine orange is secured.

Mahogany—First rub the surface of the wood with a solution of nitrous acid, and then apply with a soft brush the following:

Dragon's blood ----- 1 ounce  
Sodium carbonate ---- 6 drachms  
Alcohol ----- 20 ounces

The foregoing should be filtered before use.

Blue—Place the following ingredients in a clean glass jar.

Sulphuric acid ----- 4 ounces  
Indigo (powdered) ---- 1 ounce

And place the jar in an earthenware pan, lest they boil over. When the effervescence has ceased add sufficient of the mixture to clean rain water as will give the requisite shade on a trial slip of wood. Then apply, using a clean bristle brush. The color is much improved by keeping before use.

Green—In order to secure diversity of shades, make two solutions as follows and mix in any proportion desired, remembering that the indigo darkens the tint. The most generally used combination will be 6 parts of (a) to 1 part of (b):

(a) Verdigris ----- 4 ounces  
Vinegar ----- 40 ounces  
(b) Indigo ----- 4 drachms  
Vinegar ----- 20 ounces

Both (a) and (b) will be better if boiled for ten minutes during solution.

### Paste For Paperhangers.

Use a cheap grade of rye or wheat flour, mix thoroughly with cold water to about the consistency of dough, or a little thinner, being careful to remove all lumps; stir in a tablespoonful of powdered alum to a quart of flour, then pour in boiling water, stirring rapidly until the flour is thoroughly cooked. Let this cool before using, and thin with cold water.

### Venetian Paste.

(a) 4 ounces white or fish glue.  
8 fluidounces cold water.  
(b) 2 fluidounces Venice turpentine  
(c) 1 pound rye flour.  
16 fluidounces (1 pt.) cold water  
(d) 64 fluidounces (½ gallon) boiling water.

Soak the 4 ounces of glue in the cold water for 4 hours; dissolve on a water bath (glue pot), and while hot stir in the Venice turpentine. Make up (c) into a batter free from lumps and pour into (d). Stir briskly, and finally add the glue solution. This makes a very strong paste, and it will adhere to a painted surface, owing to the Venice, turpentine in its composition.

### Strong Adhesive Paste.

(a) 4 pounds rye flour.  
½ gallon cold water.  
(b) 1½ gallons boiling water.  
(c) 2 ounces pulverized rosin.

Make (a) into a batter free from lumps; then pour into (b). Boil if necessary, and while hot stir in the pulverized rosin a little at a time. The paste is exceedingly strong, and will stick heavy wall paper on thin leather. If the paste be too thick, thin with a little hot water; never thin paste with cold water.

### List of Successful Candidates at the March Examination.

Registered Assistant Pharmacists.  
Creta M. Blakeley, Flint.  
Arthur E. Buchalter, Detroit.  
Willis H. Buckles, Jackson.  
Howard E. Burchard, Ithaca.  
Lorenzo S. Crane, Fennville.  
Howard E. Curtis, Hale.  
Arthur B. Gilbert, Detroit.  
Glesner S. Hamilton, Battle Creek.  
Jerome A. Hazenberg, Grand Rapids.  
Aldo C. Hulien, St. Charles.  
Samuel D. Kahn, Detroit.  
Norman F. LaFleur, Alpena.  
Erwin J. Lange, Lansing.  
Alfred Livingston, Escanaba.  
Nathan G. Maxman, Detroit.  
Minota Morger, Detroit.  
J. Walter Pierce, Detroit.  
H. E. Quakenbush, Monroe.  
Isadore Stein, Detroit.  
Leo A. Witters, Jr., Kalamazoo.  
Claude R. Bergevin, Muskegon.  
Bertram W. Flood, Sault Ste. Marie.  
Philip Forman, Detroit.  
Earl A. Hillis, Detroit.  
Edgar E. Jones, Detroit.  
Sam Margolis, Detroit.  
Oscar M. Mersman, Detroit.  
Ewald L. Riehl, Detroit.  
Harold Soble, Detroit.  
Herbert H. Stock, Detroit.  
Samuel Thornton, Monroe.  
Arthur S. Vallier, Bay City.  
George Voloadsky, Detroit.

### Registered Pharmacists.

Charles L. Burns, Ionia.  
Ogle A. Kiley, Detroit.  
Darwin E. Sacheroff, Ann Arbor.  
Martin L. Schneyer, Detroit.  
Norman E. Smith, Jackson.  
George E. Snyder, Detroit.  
Julius R. Van Eenam, Zeeland.  
Robert E. Cooper, Detroit.  
Roy E. DeMars, Muskegon.  
Archie P. Goldstein, Detroit.  
Albert Homonoff, Detroit.  
Charles T. McCutcheon, Detroit.  
John A. Martin, St. Johns.  
Harold Meggison, Charlevoix.  
Milton J. Morgan, Detroit.  
Benj. James Palmer, Detroit.  
Wm. F. Sullivan, Detroit.  
Ralph H. Thomas, Detroit.  
Julia Thompson, Detroit.

### Cracked Hands.

Various receipts are given for this, as follows:

Camphor, 60 gr.; boric acid, 30 gr.; lanoline and white vaseline, of each ½ oz.; to make an ointment.

Anoint the hands with glycerin after washing, and while they are still damp. If used without some water it has a drying tendency. Vaseline is no good.

Mix a powdered ball of sal prunel with 2 oz. of vaseline, and rub well in.  
Pomatum for Chapped Lips—Lard, 16 parts; cacao oil, 24 parts; spermaceti, 8 parts; yellow wax, 3 parts; al-canna root, 1 part. The substances are fused for a quarter of an hour at a gentle heat, then strained through a cloth and mixed with oil of lemon, oil of bergamot, of each 1/6 part; oil of bitter almonds, 1/15 parts; when the mass is poured into suitable vessels to cool.


The most trying individuals are those who don't try.

Indulge in only "light" reading and you will remain a lightweight.



5 lb.,  
1 lb.,  
½ lb.,  
¼ lb.,  
Pkgs.

**HARRY MEYER**  
Distributor  
816-20 Logan St.  
Grand Rapids, Michigan



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

**PRINTING**  
Mr. Merchant: Start a "Store News" publication for your customers to stir up business, get our prices—1000 letterheads, 1000 envelopes, printed, \$6.00, better paper at higher price.  
**RUE PUBLISHING CO.**  
Denton, Md.

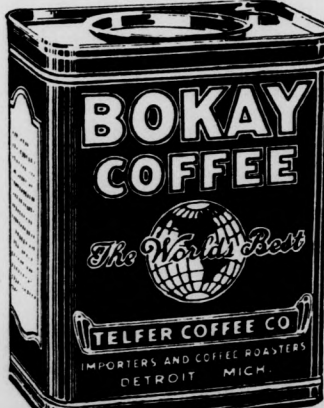
A COMPLETE LINE OF

# Good Brooms

AT ATTRACTIVE PRICES

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

**DELICIOUS**



**BOKAY COFFEE**  
The World's Best  
TELFER COFFEE CO.  
IMPORTERS AND COFFEE ROASTERS  
DETROIT MICH.







# 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

Beef  
Lamb  
Mutton  
Hams  
Pigs Feet

## DECLINED

Lard  
Peanuts

## 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 25  
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, 10 oz. 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 20  
Quaker Puffed Rice 5 60  
Quaker Puffed Wheat 4 30  
Quaker Brfst 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 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  
Wickling 40  
Tudor, 6s, per box 30

## CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 4 75  
Apple Sauce, No. 10 7 75  
Apricots, No. 1 1 75  
Apricots, No. 2 3 00  
Apricots, No. 2 1/2 3 00  
Apricots, No. 10 8 25  
Blackberries, No. 10 10 50  
Blueberries, No. 2 3 00  
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 3 25  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. 8 50  
Pineapple, 1 sl. 1 75  
Pineapple, 3 sl. 2 40  
Papple, 2 br. sl. 2 60  
Papple, 2 1/2, all. 2 80  
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  
Raspb's, Red, No. 10 16 00  
Raspb's, Black, No. 10 14 00  
Rhubarb, No. 10 4 75  
Strawberries, No. 10 12 00

## CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 3 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 50  
Sard's, 1/4 Oil, Ky 6 10  
Sardines, 1/4 Oil, kless 5 25  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/4 2 75  
Salmon, Red Alaska 4 25  
Salmon, Med. Alaska 3 40  
Salmon, Pink Alaska 1 95  
Sardines, Im. 1/4, ea. 10 25  
Sardines, Im. 1/2, ea. 25  
Sardines, Cal. 1 65  
Tuna, 1/2, Albocore 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/4s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

## CANNED MEAT

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

Beef, 3 1/2 oz. Qua. sil. 1 75  
Beef, 5 oz., Qua. sil. 2 35  
Beef, No. 1, B'nut, sil. 4 50  
Beefsteak & Onions, 3 45  
Chili Con Car, 1s 1 35  
Deviled Ham, 1/4s 2 20  
Deviled Ham, 1/4s 3 60  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 5 2 1/2  
Potted Meat, 1/4 Libby 9 2 1/2  
Potted Meat, 1/4 Qua. 9 80  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1/4 1 45  
Vienna Sausage, Qua. 95  
Veal Loaf, Medium 2 65

## Baked Beans

Campbells 1 15  
Quaker, 18 oz. 35  
Freemont, No. 2 1 20  
Snider, No. 1 95  
Snider, No. 2 1 25  
Van Camp, small 85  
Van Camp, Med. 1 15

## CANNED VEGETABLES.

Asparagus.  
No. 1, Green tips 3 75  
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 9 75  
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. 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 1 15  
Okra, No. 2, cut 1 75  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels 26  
Mushrooms, Choice 5 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  
Pimentos, 1/4, each 12 1/4  
Pimentos, 1/2, each 27  
Sw't Potatoes, No. 2 1 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  
Sardines, 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. 2 30  
Snider, 8 oz. 2 30  
Lilly Valley, 8 oz. 2 35  
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 40  
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 75  
Beechnut Spearmint 70  
Doublemint 65  
Peppermint, Wrigleys 65  
Spearmint, Wrigleys 65  
Juicy Fruit 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

## COCOA.

Droste's Dutch, 1 lb. 8 50  
Droste's Dutch, 1/2 lb. 4 50  
Droste's Dutch, 1/4 lb. 2 25  
Droste's Dutch, 5 lb. 60  
Chocolate Apples 4 50  
Pastelles No. 1 12 60  
Pastelles, 1/2 lb. 6 60  
Pains De Cafe 3 00  
Droste's Bars, 1 doz. 2 15  
Delft Pastelles 2 15  
1 lb. Rose Tin Bon 18 00  
Bons 7 02  
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, 1/4s 37  
Baker, Caracas, 1/4s 35

## COCOANUT

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

## CLOTHES LINE.

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



## COFFE ROASTED

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

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

## Telfer Coffee Co. Brand

Bokay 42

## Coffee Extracts

M. Y., per 100 12  
Frank's 50 pkgs. 4 35  
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 80  
Caroline, Tall, 4 doz. 3 40  
Caroline, Baby 3 50

## EVAPORATED MILK

Quaker, Tall, 4 doz. 4 65  
Quaker, Baby, 8 doz. 4 55  
Quaker, Gallon, 1/4 dz. 4 50  
Blue Grass, Tall 45 4 65

## 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

Blue Grass, Baby, 96 4 55  
Blue Grass, No. 10 4 60  
Carnation, Tall, 4 doz. 5 00  
Carnation, Baby, 8 doz. 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  
Webster's 37 50  
Webster Savoy 75 00  
Webster Plaza 95 00  
Webster Belmont 110 00  
Webster St. Reges 125 00  
Starlight Rouse 90 00  
Starlight P-Club 1 35 00  
Tiona 30 00  
Clint Ford 35 00

## CONFECTIONERY

Stick Candy 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, Ass'ted 1 70  
Choc Marshmallow Dp 1 70  
Milk Chocolate A 1 70  
Nibble Sticks 1 85  
Primrose Choc. 1 10  
No. 12, Choc., Light 1 65  
Chocolate Nut Rolls 1 80

## Gum Drops Pails

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

## Lozenges Pails

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

## Hard Goods. Pails

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

## Cough Drops Bxs.

Putnam's 1 85  
Smith Bros. 1 50

## Package Goods

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

## Specialties

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

## UNITED FLAVOR

Imitation Vanilla  
1 ounce, 10 cent, doz. 80  
2 ounce, 15 cent, doz. 1 25  
3 ounce, 25 cent, doz. 2 00  
4 ounce, 30 cent, doz. 2 25  
Jiffy Punch  
3 doz. Carton 2 25  
Assorted flavors.  
FRUIT CANS  
F. O. B. Grand Rapids  
Mason.  
Half pint 7 25  
One pint 7 85  
One quart 8 60  
Half gallon 11 60  
Ideal Glass Top.  
Rubbers.  
Half pint 8 50  
One pint 8 80  
One quart 10 60  
Half gallon 14 75

## DRIED FRUITS

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

## Apricots

Evaporated, Choice 20  
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  
60@70, 25 lb. boxes @10  
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  
Cal. Limas 15  
Brown, Swedish 08  
Red Kidney 13

## 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. 2 00

## Pearl Barley

Chester 4 75  
0000 7 00  
Barley Grits 5 00

## Peas

Scotch, lb. 05 1/2  
Split, lb. yellow 03  
Split



## GELATINE



26 oz., 1 doz. case --- 6 00  
 3 1/4 oz., 4 doz. case --- 3 60  
 One doz. free with 5 cases.  
 Jello-O, 3 doz. --- 2 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 bx --- 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



## Gold Brer Rabbit

No. 10, 6 cans to case --- 5 70  
 No. 5, 12 cans to case --- 5 95  
 No. 2 1/2, 24 cans to cs. --- 6 20  
 No. 1 1/2, 36 cans to cs. --- 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 cs. --- 4 95  
 No. 1 1/2, 36 cans to cs. --- 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 cs. --- 3 50  
 No. 1 1/2, 36 cans to cs. --- 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, mixed --- 25  
 Fancy, mixed --- 28  
 Filberts, Sicily --- 22  
 Filberts, Virginia Raw --- 09 1/2  
 Peanuts, Vir. roasted --- 10 1/2  
 Peanuts, Jumbo, rstd --- 10 1/2  
 Peanuts, Jumbo, rstd --- 11 1/2  
 Pecans, 3 star --- 24  
 Pecans, Jumbo --- 40  
 Pecans, Mammoth --- 50  
 Walnuts, California --- 25  
 Saited Peanuts.  
 Fancy, No. 1 --- 14  
 Jumbo --- 17

## Shelled.

Almonds --- 70  
 Peanuts, Spanish, --- 11 1/2  
 125 lb. baggs --- 32  
 Filberts --- 1 10  
 Pecans --- 1 10  
 Walnuts --- 55

## OLIVES.

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

## PARIS GREEN

1/8 lb. --- 31  
 1 lb. --- 29  
 25 and 55 --- 27

## PEANUT BUTTER



Bel Car-Mo Brand  
 24 1 lb. pails --- 14.1  
 8 oz., 2 doz. in case --- 17.7  
 12 2 lb. pails, 6 in crate --- 20.7  
 14 lb. pails --- 38.4  
 50 lb. tins --- 21.6  
 25 lb. pails --- 39.2  
 PETROLEUM PRODUCTS  
 Iron Barrels  
 Perfection Kerosine --- 14.1  
 Red Crown Gasoline,  
 Tank Wagon --- 17.7  
 Solite Gasoline --- 20.7  
 Gas Machine Gasoline --- 38.4  
 V. M. & P. Naptha --- 21.6  
 Capitol Cylinder --- 39.2  
 Atlantic Red Engine --- 21.2  
 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. --- 9.5  
 Parowax, 40, 1 lb. --- 9.5  
 Parowax, 20, 1 lb. --- 9.7



Semdac, 12 pt. cans --- 2 75  
 Semdac, 12 qt. cans --- 4 60

## PICKLES

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

## Sweet Small

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

## Dill Pickles.

800 Size, 15 gal. --- 10 00

## PIPES.

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

## PLAYING CARDS

Derby, per doz. --- 2 75  
 Bicycle --- 4 75

## POTASH

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

## FRESH MEATS

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

## Cows

Top --- 14  
 Good --- 13  
 Medium --- 12  
 Common --- 10

## Veal.

Top --- 18  
 Good --- 16  
 Medium --- 13

## Lamb.

Spring Lamb --- 24  
 Good --- 24  
 Medium --- 21  
 Poor --- 18

## Mutton.

Good --- 16  
 Medium --- 14  
 Poor --- 12 1/2

## Pork.

Light hogs --- 16  
 Medium hogs --- 16 1/2  
 Heavy hogs --- 15  
 Loin --- 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 tierces --- 13  
 60 lb. tubs --- advance 1/4  
 50 lb. tubs --- advance 1/4  
 20 lb. pails --- advance 1/4  
 10 lb. pails --- advance 1/4  
 5 lb. pails --- advance 1  
 3 lb. pails --- advance 1  
 Compound tierces --- 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  
 sets --- @32  
 California Hams --- @21  
 Picnic Boiled  
 Hams --- 30 @ 32  
 Boiled Hams --- 20 @ 14  
 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 bbl. --- 10 00  
 Kits, 15 lbs. --- 1 75  
 1/4 bbls., 40 lbs. --- 3 50  
 3/8 bbls., 80 lbs. --- 5 00

## Casings

Hogs, per lb. --- @63  
 Beef, pound set --- 20 @ 30  
 Beef, middles, set --- @175  
 Sheep, a skeln. --- 2 00 @ 2 25

## RICE

Fancy Blue Rose --- 09 1/2  
 Fancy Head --- 10 1/2  
 Broken --- 05

## ROLLED OATS

Silver Flake, 12 Fam. --- 2 25  
 Quaker, 18 Regular --- 1 80  
 Quaker, 12s Family --- 2 70  
 Mothers, 12s, M'nun --- 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.  
 Brand  
 18 roll packages --- 2 30  
 36 roll packages --- 4 50  
 36 carton packages --- 5 20  
 18 carton packages --- 2 65

## SALERATUS

Arm and Hammer --- 3 75

## SAL SODA

Granulated, bbls. --- 1 80  
 Granulated, 60 lbs. cs. --- 1 35  
 Granulated, 36 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 --- 14 00  
 Wood boxes, Pure --- 29 1/2  
 Whole Cod --- 11 1/2

## Herring

Mixed, Kegs --- 1 10  
 Mixed, half bbls. --- 9 25  
 Queen, bbls. --- 18 50  
 Milksters, Kegs --- 1 20  
 Milksters, half bbls. --- 10 25  
 Milksters, 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

## Mackerel

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

## White Fish

Med. Fancy, 100 lb. --- 13 00

## SHOE BLACKENING

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

## STOVE POLISH

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

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

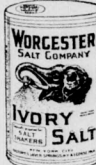
## SALT.

Colonial, 24, 2 lb. --- 98  
 Colonial, Iodized, 24-2 --- 2 40  
 Med. No. 1 Bbls. --- 2 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. --- 4 10  
 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: --- 4 09  
 A-Butter --- 4 09  
 Plain, 50 lb. blks. --- 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. --- 5 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 50  
 Grdma White Na. 10s --- 4 10  
 Rub No More White  
 Naptha, 100 box --- 4 00  
 Rub-No-More, yellow --- 5 00  
 Swift Classic, 100 box --- 7 55  
 20 Mule Borax, 100 bx --- 6 50  
 Wool, 100 box --- 5 75  
 Fairy, 100 box --- 7 85  
 Rap Rose, 100 box --- 11 00  
 Palm Olive, 144 box --- 4 90  
 Lava, 100 box --- 6 35  
 Octagon --- 4 40  
 Pummo, 100 box --- 4 85  
 Sweetheart, 100 box --- 5 70  
 Grandpa Tar, 50 sm. --- 2 00  
 Grandpa Tar, 60 lge. --- 3 45  
 Quaker Hardwater  
 Cocoa, 72s, box --- 2 85  
 Fairbank Tar, 100 bx --- 4 00  
 Trilby Soap, 100, 10c, --- 8 00  
 10 cakes free --- 8 00  
 Williams Barber Bar, 9s 50  
 Williams Mug, per doz. --- 48

## CLEANSERS



30 can cases, \$4.80 per case

## WASHING POWDERS.

Bon Ami Pd, 3 dz. bx --- 3 75  
 Bon Ami Cake, 3 dz. --- 3 25  
 Brillo --- 85  
 Climaline, 4 doz. --- 4 20  
 Grandma, 100, 5c --- 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 60  
 Luster Box, 54 --- 3 75  
 Old Dutch Clean, 4 dz --- 3 40  
 Old Dutch Clean, 4 dz. --- 2 40  
 Rinsol, 100 oz. --- 5 75  
 Rub No More, 100, 10 --- 3 85  
 Rub No More, 18 Lg. --- 4 00  
 Spotless Cleanser, 48, --- 2 85  
 20 oz. --- 2 25  
 Sani Flush, 1 doz. --- 2 25  
 Sapolio, 3 doz. --- 2 15  
 Soapine, 100, 12 oz. --- 6 48  
 Snowboy, 100, 10 oz. --- 4 60  
 Snowboy, 24 Large --- 7 80  
 Speedee, 3 doz. --- 4 00  
 Sunbrite, 72 doz. --- 4 75  
 Wyandotte, 48 --- 4 75

## SPICES.

Whole Spices.  
 Allspice, Jamaica --- @24  
 Cloves, Zanzibar --- @40  
 Cassia, Canton --- @25  
 Cassia, 5c pkg., doz. --- @40  
 Ginger, African --- @30  
 Ginger, Cochin --- @15  
 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 --- @13  
 Cloves, Zanzibar --- @46  
 Cassia, Canton --- @26  
 Ginger, Cochin --- @32  
 Mustard --- 1 30  
 Mace, Penang --- @50  
 Pepper, Black --- @50  
 Nutmegs --- @75  
 Pepper, White --- @60  
 Pepper, Cayenne --- @32  
 Paprika, Spanish --- @42

## Seasoning

Chili Powder, 15c --- 1 35  
 Celery Salt, 3 oz. --- 95  
 Sage, 2 oz. --- 90  
 Onion Salt --- 1 35  
 Garlic --- 1 35  
 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 1/2  
 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 1/2  
 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 67  
 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. --- 2 80



## HOTEL HISTORY IN DETROIT.

## Sidelights on a Half Dozen Different Hostleries.

It would indeed be unkind of me in a further review of the Cadillac Hotel not to give a kindly mention of Mrs. James Swartz. This not as a matter of form, but because of her real worth as a lady and as a hotel woman.

I made mention in the previous article of the efficiency of Mrs. VanEst-Graves in the capacity of housekeeper or hostess. Mrs. Swartz was a far different caliber of woman, as I recall them with a passing acquaintance of Mrs. VanEst-Graves and a very good acquaintance with Mrs. Swartz did not, so to speak, "dig in" possibly quite as much as the other lady, but her ability was recognized as most valuable to her husband, as well as to William Swartz. She was a hostess of the highest degree. Evidence of her handiwork in the arranging and re-arranging of the many articles of bric-a-brac at the Hotel Cadillac was always noticeable. Her taste in decorations, draperies, etc., was such as only could be exercised by one with love for the beautiful. To meet her casually was a pleasure, to claim her as a friend was an honor. Through her most excellent generalship, the Hotel Cadillac's reputation for cleanliness and well kept chambers, which had been so well established by the proceeding proprietorship, never diminished. Her passing on soon after the death of her husband was very sad indeed. She had many friends not only in Detroit, but all over Michigan, and many most loyal ones among the hotel fraternity.

Another characteristic of James Swartz—no, it was not a characteristic, it was efficiency. While the hotel employed a steward, James Swartz was a man who did most of the buying himself. This probably more so than any hotel man in any of the larger hotels of the country. He followed this custom up until the day he was laid low by sickness, and it is said even from a sick bed he directed much of the purchasing. The first time I ever encountered the man was down on the market at early morning, buying the needed supplies for the great hotel for the day. It was long before the days of autos. He drove a large brown gelding, attached to a buggy or phaeton. Every morning very early, Mr. Swartz was at the Eastern market, selecting vegetables here, fruits there, meats at another place, fish, game, all the necessities of a hotel for daily use. He was not termed a close buyer, but a good buyer. Quality he demanded. Quality he had or nothing. When the tasks were completed, the nag would jog back to the Cadillac, often the vehicle filled with some extra purchases, such as flowers, choice fruits, etc. Six days a week for many years, James Swartz followed this custom, which, no doubt, accounts to a large degree of the wonderful foods always at the Cadillac Hotel.

Next in importance in hoteldom of Detroit came the Hotel Normandie down town on Larned street. It was built by the Campau Estate. April 1, 1891, the first guest was received at

this hotel. Detroit was growing, the touring business was beginning to play a prominent part in hotel business there; the Great Lake boats were bringing many people each year who had heretofore not come; summer business was enormous; railroads were giving stopovers from both East and West. The success of the Wayne and Cadillac had been marked. I believe it was also felt that due to the rather high prices at the Cadillac and the Russell, there was need of a good hotel down town where prices would be a bit more moderate. Not that the Normandie was a cheap hotel. It was a moderate priced one in those days.

Carr & Reeves were the first proprietors. Where they came from I do not know, but believe up-state somewhere. The Normandie was exceedingly well built for those days; its location was commanding; its furnishings complete. It was a mighty good hotel. It met with reasonable success from the first; conducted on the American plan, at rates, if I recall correctly, at \$2.50 up, with a few rooms at \$2 per day—three squares and a room at those prices. This firm continued until 1893, when they went over to Chicago on account of the world's fair and, it is said, lost every dollar they possessed in some hotel and concession ventures. The hotel reverted back to the owners, who operated it with various managers. Charles Roe was one of them. He came from Pontiac, I believe, a loveable fellow, and remained there four years.

Following him, was a man by the name of Brown, then a Mr. Webster, who had been associated with various hotels in and about Detroit, at one time at the hotel at St. Clair Flats. Webster was a very popular man, well liked.

But in some unaccountable manner the hotel did not prosper as it should. It was well conducted all these years, but there seemed to be a something against it—a sort of jinx. I believe it changed ownership, an individual gaining possession.

In 1905, George Fulwell, present proprietor, came from the Dennison and other prominent hotels of Indianapolis, where he had been one of the most successful old-time stewards of the country and at times in partnership at hotels of his native city. About this time the tearing down of the Russell House to give place to the Ponchartrain was under way. With his usual foresight, Mr. Fulwell realized that there would be at least two years where the Normandie ought to do a big business. He secured a very favorable lease—short time at first, I believe—and went to it. The hotel was given a complete overhauling from top to bottom; a grill was connected, a large billiard room added, the buffet enlarged, improvements everywhere.

The Normandie came into its own with leaps and bounds. Any fear that the Ponchartrain would hurt the Normandie was soon dispelled. Mr. Fulwell had so established himself as a good hotel man, conducting a good hotel, that after the first flurry of the opening of the new hotel was over, business at the Normandie settled into a steady and profitable channel. And

it has continued ever since. The house has been wonderfully kept up and maintained for an older hotel and is very highly regarded by a regular commercial patronage, always getting its share of the touring business.

George Fulwell is probably now in the millionaire class. He is sole owner of the Colonial, at Cleveland, Ohio, has a lovely year round home at Grosse Isle, has a most lovely family, Mrs. Fulwell, two daughters, Lento, and Mrs. Robert Pinkerton, Mr. Pinkerton now being associated with Mr. Fulwell in business. Also a grandson, pride of all the family.

I was very closely associated with Mr. Fulwell at the time I was connected with the Hotel Charlevoix, Detroit, 1910 to 1914, and later acted as steward and assistant to him for three years at the Colonial, Cleveland.

All in all, I consider Mr. Fulwell a most remarkable hotel man. He is a diplomatic sort of fellow, of English birth, but has hit all of the hard spots of the business and made a success; not without reverses, but a set back always seems to make him go at matters the more thoroughly and win. Sometime, if these articles are permitted by Editor Stowe to continue, I want to write an "obituary" of George Fulwell while he is still with us, rather than put flowers on his grave after he is gone. His life and experiences are worth compiling and reading. For several years Mr. Fulwell conducted the Oriental Hotel, at Detroit, in connection with Normandie; this after Postal & Morey let loose of it. He was a success there also and sold out at a

nice profit to a man from Ann Arbor.

Along in these years mentioned, the Hotel Ponchartrain was under construction and opened for business Oct. 28, 1907. That was rather an eventful day of that year, as the Knickerbocker Trust Co., failed in New York on the same day and there was quite a little money panic for a time. Naturally, the hotel did rather poor business the first two months after it opened, but from then on it was a tremendous success and for the nine years that Woolley & Chittenden were there, it paid dividends of over 150 per cent. It was a high-class hotel in every sense of the word; it was the highest priced hotel thus far in Detroit. It was fireproof, so far as construction went in those days. George Woolley, the senior member of the firm, was so much different man than the Senior Chittenden at the Russell that here it was not easy for patrons to realize the difference between the old-time landlord and the man of the day in the same business.

As mentioned, the hotel was doing a good business; its food prices were very high, but let me say, and say honestly—and I dined there a good many times—when one was served at the Ponchartrain Hotel, he got real foods, real service and paid real prices. I can never recall being served an inferior dish of any kind in that hotel.

George Woolley and William Chittenden, Jr., were two opposite characters, and it was a mystery to those who knew them best how the partnership continued with such even tenor between the two.



**White House**  
**COFFEE**

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

**DWINELL-WRIGHT CO.**

Boston Chicago Portsmouth, Va.

*The Flavor is  
Roasted In!*



But in defense of any assertion I may have made of Mr. Woolley, let me say he was a hotel man of high degree, came from a family of successful hotel men; had had several years of success as a partner with a brother and Mr. Gernes at the Iroquois, at Buffalo, and the United States Hotel, at Saratoga Springs, N. Y.

But George Woolley was considered by many, a cold blooded proposition in the hotel business. Perhaps he was, perhaps not. Aside from James R. Hayes and George Fulwell, I think I was as close to George Woolley for several years as any hotel man in Detroit; in some matters I was closer to him. And when you came to know him he was a most wonderful fellow; generous to a fault with his friends, his word was as good as his bond. But he was severe in the conducting of a hotel. He felt he knew the game and he was hard to turn from any line he started to hew. And yet I have seen this man, not once, but many times, go far out of his way to do a kindly deed to a fellow man, to a patron, to the community. With his faults, be they many or few, George Woolley's judgment in the hotel business was considered ace high. He had friends, many of them who relied upon his judgment in matters of hotel, in matters of city, in matters of state, and yet, he could not win the great friendship of the majority of his patrons. Just why I cannot say.

However, with suave and even tempered William Chittenden, Jr., on the job, the Ponchartrain continued decently successful for many years, the rendezvous of most matters of importance in Detroit; more or less a political center. During Mr. Chittenden's time there he was in one of Mayor Marx' cabinets, namely, Fire Commissioner, and there never was a day that the lobby didn't contain all the prominent politicians of the city. The Detroit Automobile Club had its headquarters there.

With the coming of the Hotel Statler, the beginning of the end started right then and there as it did with the Cadillac. On retiring from hotel activities, Mr. Woolley spent part of his time on a fine farm near Ypsilanti, balance at Chicago and Buffalo. His son, Sherman, who was steward at Ponchartrain, is now at Willard Hotel, Washington, D. C., same capacity.

There is no question but that the Hotel Statler put a terrible crimp in the Ponchartrain, after it was built. One of the main reasons was that the Statler advertised at that time all rooms with showers and baths, and the rates for same were \$1.50 a day up. However, the last year the Ponchartrain was in business under the management of the McMillan Estate, it did a very large business, and to my way of thinking, would still be doing a large business if it were still standing. There is no question that it was the best built building in the city of Detroit.

I have no desire to make at this time an unfair or unjust assertion, but believe in all honesty that had the Statler not come into existence, the Ponchartrain would still be in existence, or at least would have continued

longer and been more successful than it was. That is an individual opinion some fourteen years later, and counts only as one man among many.

The Ponchartrain continued under Woolley & Chittenden for a few years after the Statler opened, then gave way for a very large banking and office building. After Woolley & Chittenden, it was conducted for a year or two by Frank H. Harriman, of New York City, but the end had to come. And what had been the site of a hotel for more than seventy years gave way for commercial purposes. William Chittenden, Senior and Junior, were on that site for fifty-nine years.

The story of the advent of the Statler will take one whole article which I will cover later.

In the meantime, let us not forget, that even before the Ponchartrain, the St. Clair had come into success. Lew Tuller had made the daring venture of attempting a public hotel business with the Tuller up on Grand Circus Park, still pretty well up town; Charlie Norton had converted a business building down on Jefferson avenue into a very good lesser priced hotel; Ex-Sheriff Burnes had also converted an older building down on lower Cadillac Square into another modern priced place; Postal & Morey had re-vamped the old Goodman House, re-named it the Griswold, located at the corner of Grand River avenue and Griswold street, which was a wonderful success for many years; the Oriental had been built; the Metropole had been converted into a hotel from a business block, this being located on Woodward avenue, just below the Russell House.

In addition, apartment hotels were getting a start; the Madison and Lennox, on Madison avenue, the Addison way up Woodward avenue and several other smaller ones on John R. street, as well as a very large one out Jefferson avenue, toward Belle Isle.

The Charlevoix, just North of Circus Park, was transferred from a family hotel to public institution, failed, was rejuvenated. That is where I came into the game along about 1910. The Tuller was forging ahead with rapid strides, several stories added on top of the original family apartment place; the hotel business was going on fine in Detroit; there had been no bad failures. All the older hotels were getting along well. Conventions were coming by the dozens; summer touring business was coming in leaps and bounds; the State fair grounds were brought to the very doors; auto business was rapidly increasing. Detroit was awakening from a sort of half sleep into a real city.

Lew Tuller's hotel history and life is most interesting. I hope to cover this in some future article. The partnership of "Ted" Smith, dead, and Charlie Clemens, at the Metropole, was surely a case of mixed pickles and worthy of more than a passing comment in these reviews which will also be covered later, if the Tradesman permits me to proceed.

Reno G. Hoag.

College, like money, can wreck or make a young man.

## 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.

SHOE STORE FOR SALE—ESTABLISHED THIRTY-SEVEN YEARS. STORE FULLY EQUIPPED WITH FIRST-CLASS FIXTURES. ALSO COMPLETE ELECTRIC SHOE REPAIR SHOP IN CONNECTION. RENT \$125. WILL SELL WITH OR WITHOUT MERCHANDISE. NO TRADES CONSIDERED. CASH OR BANKABLE NOTES. A REAL BARGAIN IF SOLD AT ONCE. COME PREPARED TO BUY. L. LEVINSON, c/o RENNER BROS. SHOE STORE, HUNTINGTON, INDIANA. 229

Highest Cash Price Paid—For your shoes, clothing or dry goods stock. A. E. Collum, 512 So. Jefferson St., Saginaw, Mich. 230

SALES EXPERT—Let me conduct a sale—personally—for you. Results guaranteed, price reasonable. Address No. 231, c/o Michigan Tradesman. 231

For Sale—General store, gas station, implements, in farming community. Take house or farm if located right. H. Hemmingsway, Wacousta, Mich. 232

NASH-AJAX DEALERSHIP—Old established agency in Denver for sale, for personal and not for business reasons. Shop equipment, furniture, fixtures, parts, accessories and lease, \$5,000. No used cars to buy. Write Owner, E. B. Tibbals, 151 So. Broadway, Denver, Colorado. 233

For Sale—Variety stock, with wall paper. Store to lease, with fair rent. In thriving commercial city of Midland, Michigan. Address Will Evans. 234

For Sale—Good clean shoe stock, with well-equipped electric driven repair machinery. Located on state highway, opposite first-class hotel, with two-year lease of attractive building. Stock and equipment inventories \$3,900. Owner wants to get into outside business. Address Chas. T. McCutcheon, Boyne City, Mich. 235

Hardware and furniture store. Only one in city. On Pacific Highway. Stock will invoice \$7,000, fixtures \$1,000. Residence \$1,000. Rent reasonable. Stock, fixtures and residence \$9,000. Cash buyer only. McCreery Bros., Sutherlin, Oregon. 236

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

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—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

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

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

We are Offering For Sale—WOODWORKING 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

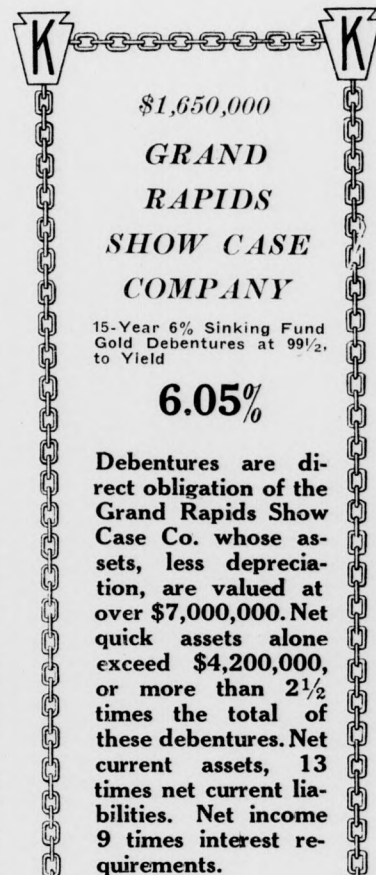
CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich. 212

### ARE YOU SELLING OUT?

Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

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



**\$1,650,000**

**GRAND RAPIDS SHOW CASE COMPANY**

15-Year 6% Sinking Fund Gold Debentures at 99½, to Yield

**6.05%**

Debentures are direct obligation of the Grand Rapids Show Case Co. whose assets, less depreciation, are valued at over \$7,000,000. Net quick assets alone exceed \$4,200,000, or more than 2½ times the total of these debentures. Net current assets, 13 times net current liabilities. Net income 9 times interest requirements.

**A.E. KUSTERER & Co.**  
INVESTMENT BANKERS  
AND BROKERS  
MICHIGAN TRUST BUILDING.  
CITIZENS 4267 BELL MAIN 2435

**FIRE AND BURGLAR PROOF**

**SAFES**

**Grand Rapids Safe Co.**

Tradesman Building



### Our Law Makers Must Answer To the People.

Grandville, April 20—Our lawmakers must answer to the people.

The leaven of democracy has begun to work.

For once the people are in a way to get what they want which is clearly not an attachment to the European world's court kite.

Senator McKinley's vote for America's adherence to the world court was the sole issue of Col. Smith's campaign. It was the first opportunity offered for the opponents of the court to show their hand and it has been shown very emphatically. The defeat of McKinley will be a blow to the Administration such as it has not received in many a long day.

This is the handwriting on the wall, pointing out the fate that is to befall other unpatriotic senators who so far forgot their country as to cater to the interests of a foreigner. Give the American people half a show and they will get what they want without fuss and feathers.

It is so with the world court contention as well as with the question of prohibition. Political tricksters aren't going to come out ahead all the time, as they seem to have been doing in recent months. An aroused public sentiment was all that was necessary to readjust things on a patriotic American basis. Politicians of the conscienceless type, please take notice.

As Lincoln said, you can fool the people part of the time, but not all the time. The considerate judgment of Americanism is coming to the front with characteristic severity, and mongrel politicians, together with those who have had their eye out for the main chance and lost, may as well conclude that hereafter there is no place for them in the public life of this country.

The displacement of the guerrilla Brookhart, senator from Iowa, is another finger pointing the transgressor to the fact that reason and law are of higher moment than the fortunes of any man. A Democrat whose principles are well known is far more to be respected than a man who blows hot and cold with both parties and is loyal to none.

The prediction made by some political wisecracks that the Senate Republicans made a party mistake in downing Brookhart is of a piece with the idea that any chicanery is justifiable to gain party advantage. If those Republican senators did their duty, as the law supposes, their decision rendered honestly as to the man elected by the people, uninfluenced by any outside pressure whatever.

An honest politician is something hard to find. It is known that Abraham Lincoln was an alert political manager, and yet strictly honest in his acts. We have had others, and it is possible that these men who, as senators, voted to take America into a foreign court meant it for what they considered best for the country.

Nevertheless they certainly went contrary to the best traditions of the fathers of the Republic, and will suffer in consequence. The court advocates are trying to minimize the defeat of McKinley by laying his overwhelming defeat to other causes than that of adherence to the world court. However, he is not the only one who is to come up for trial before a court of the people.

Lenroot of Wisconsin is on the anxious seat, and it is his adherence to the court that is bothering his friends to-day. Should he fall by the wayside it may be confidently predicted that the larger part of the twenty-one senators who proved unfaithful to America in her hour of need will all go by the board.

Besides the world court matter Col. Smith comes into the limelight as an advocate of prohibition, while his Democratic opponent is said to be "wringing wet." Here, then, is another opportunity presented for sound-

ing the people on that other question of temperance or a return to beer and wine—latterly the saloon in all its old time glory.

Undoubtedly some of those senators who espoused the cause of foreign entanglement in order to be "regular" have seen a new light and would be only too glad to crawl. Men who cannot be depended upon to stand four square to all the winds that blow, firm in the defense of true Americanism, are not wanted in Congress. The sooner they pack their grips and abdicate the Senate the better.

McKinley was popular in his State and his defeat was due solely to his stand on the world court matter. This fact is becoming understood as the smoke of the late primary battle settles.

The outlook at this time seems to preclude our entrance into this much-tooted world's court. Those foreign nations that are interested have made it known that America cannot come in until she explains the reservations which are attached to the act of joining, and our senators and President seem in no wise anxious to add any explanations. This is, indeed, very fortunate for us, although the conditions have in no way ameliorated the wrong done this country by the American Senate.

Any excuse to get out of a bad tangle seems a happy one for these mistaken servants of an outraged people. The way out is not so pleasant as the way to keep out from the start. Undoubtedly this world court fiasco will prove a valuable and lasting lesson to many men in public place.

Old Timer.

### Will Service Be Superseded By Greed?

Boyne City, April 20—We are having the most salubrious weather up in this neck of the woods. Since April 1 it has actually thawed at night just once, and then it snowed before morning. The hills look like March with their snow banks. Only on the South and East exposure is the ground bare of snow. Only to-day was M 13 open for traffic, after being closed most of the time for a month. M 11 has been open for almost a week. There is no cross road open between M 14 and 13 between Cadillac and Cheboygan, though we hope to get to Gaylord before the end of the week. It is a curious sight. Many places the roads are dusty with snow banks three or four feet high on one or both sides. The side roads are impassable for either sleighs or wheeled vehicles. Farmers can do no spring work. The fields are a succession of bare frozen ground or deep hard snow drifts. Cold and little precipitation makes a condition that is hard on one's faith in the future for the farmers. Are we down hearted? We are not. We are looking forward to the summer with the utmost confidence. There are a whole lot of folks headed this way already. We are fixing to give them a good time, and we know that if they get good service they are perfectly willing to pay for it.

We were interested in a big article in the Michigan Manufacturer about ballyhooing Michigan. It was a good write up of the resort situation, but we most positively take exception to the claim that the big real estate men of Detroit, Grand Rapids and other down State cities are responsible for the awakening. This is so far from the truth as to be funny. Every town in Northwestern Michigan, through its community organizations and city councils, has for the past ten years been pouring a flood of advertising into the states of the South and Southwest until now, when the territory is thoroughly advertised and the flood of summer tourists is definitely turned this way, these people who five or ten years ago would have laughed at resort property as an investment are combing the country with a fine tooth comb, buying up, not for development but for speculation, every foot of desirable—and some very undesirable

land—offering prices that threaten to kill the movement in its inception and divert the business, that we have worked to secure to less favored lands. We have a lovely summer country and have something to sell in health and happiness to thousands, but as sure as fate, if service is superseded by greed, so sure will disaster overtake the greedy and the real sufferers will be the men and communities that have brought about the demand for a satisfying vacation land.

Charles T. McCutcheon.

### The Trade Paper Can Help the Clerk. Written for the Tradesman.

With many an old-fashioned merchant, the trade paper was the private property of the proprietor. He hid it in his desk, and kept it locked there lest the clerks get hold of it; and if he caught one of them reading a trade paper, not infrequently he became vigorously critical of "time wasting."

This attitude has, however, changed for the better in the last fifteen or twenty years. For example, one wide-awake merchant every year subscribes to practically all the leading trade papers in his particular line of business. Only, he has one of the papers sent to the home address of each clerk on his staff. The paper comes to the clerk first, and is read by him first; and then, as a rule, he exchanges it for his fellow clerk's paper, or for one of the half dozen which come direct to the proprietor.

Merchants nowadays recognize that the trade paper can be made very helpful indeed in stimulating their salespeople toward greater interest in the business and in educating them to greater efficiency.

In a large dry goods store in my town, a Clerk's Benefit Association was formed recently. The association provided free trips to wholesale centers for members of the staff—every member getting his or her turn—and the reading of papers prepared by these salespeople embodying the results of these trips. Another feature was a store library where all the leading trade papers were kept on file, as well as a number of general magazines dealing with business topics. Salespeople were allowed to take these home, or to read in spare time. The result was found to be a greater interest in the store and in business topics—and that particular store is one which is pretty generally noted for the enthusiasm of its staff.

It is the failing of some salespeople that, after reaching a certain stage, they cease to study the business or to develop themselves. Once they feel themselves fairly established, they get into a sort of rut, in which they follow certain well defined lines of effort. A certain amount of energy and enthusiasm may continue, but intelligent growth ceases.

Yet when a man has commenced his life work is just the time when he should commence to study and improve himself. The leading physicians are those who keep closely in touch with new developments in medicine; the great lawyers pore over tomes and tomes of law reports and legal text books in order to keep abreast of their profession. And the successful salesman must not merely do his day's work behind the counter, but must constant-

ly aim to fit himself for better work and for larger responsibilities.

The salesman will find the trade paper a valuable source of not merely inspiration but practical information. Not merely will it add to his commercial knowledge but it will keep him in close touch with the world-wide activities of the leaders in his particular line of business, and will stimulate the esprit de corps which counts so much in making his career worth while.

The best teacher is practical experience. And it is while undergoing practical experience that a man can most readily assimilate and make use of information bearing upon his daily work. For, face to face with the actualities of his business, he appreciates his need and he welcomes anything in the nature of practical help. He is constantly confronted by situations which puzzle him; and as a result he is receptive toward suggestions for self-improvement.

The trade paper brings to the clerk information and help that is of use in his everyday work; and that, consequently, is readily assimilated. It answers questions which the proprietor otherwise would have to spend his time in answering. In fact, if properly used, the trade paper will be found very helpful by the proprietor in training his staff in more efficient handling of their everyday duties and in that expert knowledge of a particular line of business that distinguishes the skilled salesman and trained business man from the common order-taker.

Victor Lauriston.

### Better Quality Butter Results From Inspection.

Washington, April 19—Federal-State shipping point inspection of butter is having a marked influence in improving the quality of the product, the Department of Agriculture announces, publishing figures on the expansion of the service. Beginning with one inspector in July, 1924, the department says, the Federal-State butter inspection service in Minnesota has increased until at present five inspectors are required. The quantity of butter inspected during the year ended January 13, 1926, reached 80,416,087 pounds. The service is available at Duluth, St. Paul, Minneapolis and Chicago. At the end of the year more than 80 per cent. of all butter inspected at Minnesota was 92 score or higher, as compared with less than 58 per cent. at the beginning of the year. A marked decrease is shown also in the percentage of butter scoring 90 or less, the quantity in this class at the end of the year being 8 per cent. of all butter made, compared with 19 per cent. at the beginning of the year.

Grand Rapids—The Lauzon Furniture Co., has merged its business into a stock company under the style of the Lauzon-Morse Furniture Co., 44 Ionia avenue, S. W., with an authorized capital stock of \$100,000, of which amount \$71,000 has been subscribed, \$2,230 paid in in cash, and \$68,770 in property.

Detroit—The Dr. D. C. Bell Co., 5292 Allendale street, has been incorporated to manufacture and deal in veterinary supplies, with an authorized capital stock of \$10,000, of which amount \$2,000 has been subscribed and paid in, \$1,000 in cash and \$1,000 in property.