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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, MAY 26, 1926

Number 2227

Unknown Graves



But, ah, the graves which no man knows,
Uncounted graves which never can be found,
Graves of the precious "missing" where no sound
Of tender weeping will be heard, where goes
No loving step of kindred! Oh, how flows
And yearns our thought of them! More holy ground
Of graves than this, we say, is that whose bound
Is secret till eternity disclose
Its sign.

But nature knows no wilderness.
There are no missing numbered ways.
In her great heart is no forgetfulness.
Each grave she keeps she will adorn, caress.
We cannot lay such wreaths as summer lays.
And all her days are decoration days.

Helen Hunt Jackson.

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SPRING FEVER

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

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

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

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

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

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



Standard Oil Company
[Indiana]

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

MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, MAY 26, 1926

Number 2227

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.Three dollars per year, if paid strictly
in advance.Four dollars per year, if not paid in
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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.**DRY GOODS BUYING.**

Several prominent business men, among them Mr. Shedd, of Marshall Field & Co., Chicago, have recently given their views on current conditions and future prospects. As to both they find much to inspire them with confidence. The existing situation, while not in all respects as alluring as it might be, still offers opportunity for the trained and cautious merchant who has adapted himself to present-day ways and needs. In the basic industries production has slackened in some directions, but in most it is still at a high rate. A notable exception is in the case of the textiles, where there are many problems to be met. One of them is a nicer adjustment of output to real demand. What makes this especially difficult is the ascertainment of this demand when few, if any, are willing to buy or contract for anything beyond immediate needs. This disposition appears throughout transactions beginning with the ultimate consumer and going back through distributing and manufacturing channels to the providers of raw materials. Back of this is a lack of confidence in the stability of values and possibly in the buying of the consuming public. In some instances this arises from the existence of a multiplicity of styles, with the resultant doubt as to which will show popularity. A situation such as this ought to be remedial. There should be, however, no doubt as to the large buying capacity of the people or as to their willingness to spend money for what appeals to them.

Some days of warmer weather over most of the country during the past week were a help to consumer buying. It is, however, still conceded that much more of this is to be done to make the Spring season even a moderate success. The launching of the distinct Summer season for garments last week has tended to divert more attention to the strictly warm-weather garb, al-

though Spring with its diversities of temperature has still nearly a month to its credit. It used to be said that persons should dress according to the weather rather than the calendar, but too many have got into the habit of doing neither, but of doing things on conventional dates. In a country with such a diversity of climates as this one affords, it is sheer nonsense to try to have a uniformity of costume the year around or at all places at one and the same time. What is suitable at Palm Beach in January would hardly do in New York or Chicago. This obvious truth is often lost sight of in the course of merchandising and, at times, accounts for some business mishaps. It may be that what has been happening during the belated Spring season this year will be a guide and a warning whose benefits will appear in subsequent ones. A cause for congratulation has been found in the fact that garment manufacturers in most instances have kept down their production quite close to visible demands and will show few specimens on their racks when the season finally closes.

FEATURING BRASSIERES.

Recent developments in the merchandising of brassieres have taken this article from the accessory class to where it is one of the best paying departments of the retail store, considering stock investment and space occupied. The stores are giving much more attention to brassieres than was the case some years ago, and they are finding it profitable.

The outstanding aspect of the retail merchandising of brassieres is the realization that the stores must feature this merchandise. The idea is that if you find the right thing to feature you are certain to make money. Under this method the stores find that they can get as large profits stressing brassieres as any other type of merchandise.

No hardware merchant, for example, ever made his fortune by selling nails, screws, clothespins and other staples. It is in the self-turning ice cream freezers and rapid luring rat-traps and other devices of a novelty nature on which he secures volume and profits. This may be a bit of an exaggeration, but it aptly illustrates the point we have in mind. Why are so many stores worried over the topsy-turvy condition of the corset and brassiere industry? Why are other stores reaping profits galore out of their thriving brassiere department? It's the same story as the nails and the ice-cream freezers.

To-day might well be called the idea era in manufacturing and selling. The manufacturer who is the creator of new ideas in garments sees his business growing by leaps and bounds. The

manufacturer who is content to hitch his horse to a staple line is fast being left by the wayside.

The store which features specialties finds its sales curve rising like a June thermometer. The store that continues to show the woman garments that are an old, old story to her is left wondering why the customer walks away from the counter and takes her patronage elsewhere.

MOSCOW'S MONEY.

The British coal miners with one hand accept a check of \$1,300,000 from Moscow and with the other sign their rejection of Prime Minister Baldwin's plan for settlement of their strike. The two incidents are not necessarily in direct relation, but their significance is obvious.

In the first place the mine unions have accepted the assistance of a foreign agency whose object is not so much to help them as to hurt England. Moscow's money was flatly rejected by the trades union council at the time of the general strike. What their own people could not or would not do for them the mine workers hope the ill-wishers to their country can accomplish. At best, a policy based upon such considerations is short-sighted and injurious to the unions.

In the second place, the Baldwin program for settlement was turned down on a technicality, and the possibility of a long and costly strike rests upon a refusal to compromise. In principle both sides have agreed upon a reorganization of the coal industry which is to involve, ultimately, a reduction in workers' wages. The mine unions, to keep wages uneconomically high—and at the same time prevent the transfer of miners into other industries—object to the details of the settlement proposed by the government.

The problem is admittedly a difficult one to solve. But it will be made only harder by an uncompromising attitude which will bring a long strike supported by foreign gold.

NOT A FOUNDER IN ANY SENSE.

Louis Campau is frequently referred to by people unfamiliar with the subject as the founder of Grand Rapids, but he never made any such claim in his own behalf, because he possessed none of the attributes of a founder. He was a fur trader, pure and simple, and his principal stock in trade was whisky, which he dealt out to the Indians in exchange for their furs. He knew the Indians, as all French traders of the fur trading days knew them. He understood their weaknesses and their uncontrollable passion for liquor and catered to that trait in their character. In celebrating the centennial of the founding of Grand Rapids next

fall, it is exceedingly unfortunate that we have not a more sterling character to associate with the event than a whisky selling fur trader.

A valuable contribution to the event is the paper on Louis Campau printed elsewhere in this week's edition from the pen of Lemuel S. Hillman, who has evidently compiled his facts from authentic sources. It will be noted that when Louis Campau was sent to Saginaw by Lewis Cass to assist in securing a treaty from the Indians depriving them of their lands for practically no consideration his chief argument was many barrels of whisky, ten of which were opened at a time. If there is any attempt made at our celebration to present a representation of Louis Campau as he looked a hundred years ago the traditional whisky barrel should be given a prominent place in the presentation.

CANNED FOODS STRONGER.

The canned food market is in more satisfactory condition than at any time since last fall when depression developed, resulting in more or less pessimism during the early part of the year. The volume of business during the past two weeks has been greater than that done previously in as many months. Buyers, particularly those who are judges of values and market conditions, have abandoned their policy of buying only from day to day. Many have bought quietly under cover and now have to their credit sizable blocks of standard pack vegetables which they can draw upon for current needs or carry over until the fall. They have been bought right and as the market has hardened there seems not one chance in ten that these purchases can be duplicated later on at their original cost.

In other words, the price tendency has been upwards. Buyers stock up on an advancing market and there is more competition to cover and a corresponding tendency, on the part of packers, to carry their surplus stocks for advances. All of the major vegetables have been in better demand. The better tone in any one line has been communicated to the others. The distributing trade sees no reason to abandon the idea of a controlled pack and sees no justification in overbuying spots or futures, but it is admitted that the better part of wisdom suggests a broader scope of operation so as not to lose out on the bargains which are now available.

High productive efficiency, and not high wages, is the cause of high living standards.

Like people, when money isn't working it gets shiftless and acquires bad habits.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Ypsilanti, May 25—I have noted that you expose fraudulent and crooked sales and transactions in this State. In reading one of your past issues I noted an article in regard to H. & B. Wolf & Co., 20 Broad street, New York. This concern also has several branch offices. They are stock brokers and specialize in German bonds. Several months ago I traded to them some German bonds which I had for thirty-seven shares Deutsche Handels Bank, which they were selling at that time for \$2.50 per share. I have since found out that this stock is worthless. Can I do anything with these people for using the mails for fraudulent purposes? If you have anything to suggest on this I will be pleased to hear from you. If you wish all of the details I will be pleased to furnish them.

George H. Lawson.

This department has repeatedly warned the readers of the Tradesman against Wolf & Co. and the worthless stuff they sell. They frequently change the line of securities they offer, but their stock in trade is always fraudulent—always worthless.

J. H. Denton recently came to the city and located an office at 300 Houseman building. He pretends to issue a classified business and professional directory, which has no particular value to anyone and is just simply a pot boiler—pure and simple. He recently gave a local gentleman a reference to the Better Business League of Evansville, which replied as follows:

Evansville, May 17—Acknowledging receipt of your enquiry of May 14 regarding J. H. Denton, this is just another scheme to milk the merchants and business men out of something that is unnecessary.

It is true that I investigated and notified some two or three hundred business men to stay clear of his proposition. He was very unsuccessful here.

He works a good looking woman in charge of the general office work and girls on the telephone.

I certainly would put an end to his work in Grand Rapids as soon as possible.

If there is any further information do not hesitate to call upon me.

C. Mushlitz, Manager.

The sales talk his lady assistant gives people on calling them up by telephone and undertaking to secure their orders is as follows:

Be sure to have the proprietor or manager on the phone. Then begin:

This is the Classified Directory Company speaking. We are now compiling the new business directory and would like to have your listing for the coming issue. We have you listed as Jones & Brown, Grocers, Phone 94623 (or whatever the case may be). Is that correct?

Now Mr. Brown we have two sets of listing in this issue. The light faced type are \$4 per year and the Heavy bold faced type at \$5 per year. Either of these listings entitle you to one of the directories free. Which listing would you prefer?

About this time your prospect may ask you if this is the telephone or city directory. Tell him no. This is the business and professional directory. A city directory can be found only in hotels, drug stores or in very large business offices, while this will have a very large free circulation. The telephone directory is consulted only for telephone numbers while this has a great deal of information about the city. In addition to being a business directory

it will also be a complete city guide, giving a listing of the public buildings and how to reach them. It will also have railroad time tables, bus schedules and interurban time cards. Streets and their location.

This book will be distributed free to the various hotels and clubs of the city and one given to each out of town member of the automobile club. One will be given to each member of the city police and fire departments, and be placed in the bus station and given to the bus drivers.

In closing your sale say: Thank you Mr. Brown, our collector will call on you in the course of a few days and show you a proof of your listing and if there are any corrections necessary they can be taken care of at that time.

Always try and sell the heavy listing, but if you are unable to do so, ask the prospect if he will consider the light listing.

Be sure to thank the man for his time whether you sell him or not.

The Miami Better Business Bureau warns against Florida oil promotions. Florida, says the Bureau, is rich in many items, but as yet there is no available evidence which places oil on the list. The State Geologist declares such enterprises wildly speculative.

Ben Kreeger, of Chicago, doing business as the Federal Mail Order Co., is the recipient of an order from the Federal Trade Commission to cease and desist from a variety of misrepresentations varying all the way from "Wool finished serge" to claims that he sold for less than cost. He recently filed an affidavit with the Post Office Department in order to obviate formal proceedings promising to desist from somewhat similar sales methods. A number of advertisements by this concern, checked from time to time by the National Bureau, have disclosed glaring discrepancies between advertised statements and merchandise.

A magazine solicitor using the name S. E. Kelso has represented to some restaurant men in Michigan that he would furnish ten thousand paper napkins, prepared for advertising purposes by the Kellogg Company of Battle Creek, Michigan, or a series of Kellogg menus, with subscriptions to Cafeteria Management. Both the magazine publisher and the Kellogg Company state that Kelso is not authorized to represent them.

Investigation of a homesteading scheme by the Better Business Bureau of Fort Wayne, Ind., before anyone in that city lost a penny, resulted in the commitment to the insane ward of the Wisconsin State Penitentiary of its promoter, Charles Edgar Morris. This man's story and his outfit of spurious credentials were plausible and served to victimize a number of persons in other communities. Not all blue sky promoters, perhaps, are mentally unsound to this degree.

C. C. Cannan, oil promoter of Houston, Texas, whose activities in the sale of German bonds at inflated prices has been outlined in this department, has been convicted on seven counts for using the mails in a scheme to defraud. He was sentenced to three years' imprisonment in Leavenworth Penitentiary and fined \$5,000. He was tried

SAFETY—

On the
First Floor
of Our
Building
You
Will Find
Our
SAFETY
DEPOSIT
VAULTS



THEY ARE CONVENIENT for those authorized to enter them and represent the last word in safety for the valuables and private papers of those who use them.

At a very small yearly rental (as low as \$4.00 per year) you may have the use of a private box in these vaults and none but yourself or someone whom you specifically designate can have access to it.

The cost is small but the protection is great.

THE
MICHIGAN TRUST
COMPANY
GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

Headquarters for FIRE WORKS

Everything in the line of
Fire Works and Flags



A.E. BROOKS & CO.

Grand Rapids, Michigan

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

before the Federal Court at Houston for operations during 1924 in connection with sale of stock of the Standard Royalty Co., Texas Royalty Co., and the Gulf Royal and Production Co. All the companies above named were vigorously pushed in Cannan's sheet, the Texas Investor, familiar to investors in all parts of the country. R. E. Nelson, Post Office Inspector at Denver, Colorado, was responsible for a well-connected outline of evidence.

Grand Rapids Wholesalers at Hart and Mears.

Mears, May 24—I attended the banquet staged at Hart by the Grand Rapids wholesalers on Wednesday evening. When Toastmaster Higgins complimented the ladies of the church on the dinner and service, he did not make it strong enough. They were fine. I thoroughly enjoyed the address by Mr. Bierce, of Grand Rapids. He certainly is a big booster for our glorious State. He spoke at length of our beauties and resources. I don't know who wrote his lecture for him, but it was darn good any way. He was answered by Earl Pugsley, of Hart, who stated the people of this vicinity probably did not appreciate our resorts and lake here, because they never took a bath. Of course I had never heard of Pugsley taking a bath, but was surprised at his admitting it. Glad, anyway, to hear he has a reason. Following Pugsley came Lee Higgins, Mr. Welch and Mr. Hyde, all of whom discussed the Irish question until the room was filled with a green haze. The toastmaster tried to spring a joke on the audience by calling on Brubaker, of Mears, for an address. Fortunately, Brubaker was confined to his bed by illness, thereby saving himself much embarrassment and the audience a tedious half hour. As an after dinner speaker, Brubaker is a fair merchant. When he attains the stature of E. P. Monroe, the popularity of Dick Prendergast, the beauty of William Berner, the poise of Welch and the salve spreading ability of Clark, he may be able to appear before an intelligent audience as speaker. The bunch spent an hour in Mears Thursday morning to fill their allotted fifteen minutes. I had been requested to keep an eye on William Berner, as the bunch claimed he had been picking up the souvenirs they had been giving out. Bill is probably going to stage a tour on his own hook and was preparing for it. With that bunch of forty-eight in the store, I stood over the cash drawer and delegated Clark to watch Berner. Everyone else watched Clark.

I traced the rumor that the wholesalers had four chickens come up from Grand Rapids and meet them in Hart. The rumor was based on facts. They must have been chickens, as I heard them all crow. And, O. Henry, but they could sing, too. I say the Wolverine Quartet is the best ever. They can sing like a Chinaman. Well, I am spoiling too much good stationery. If this does not fill your waste basket, I will write more. Chronic Kicker.

Preparing For Eventualities.

In one of the Southern states the negroes are great patrons of a matrimonial agency. One negro, anxious to find a wife for his son, went to this agent, who handed him his list of lady clients. Running through this, the man came upon his wife's name, entered as desirous of obtaining a husband between the ages of 28 and 35.

Forgetting about his son, the darky hurried home to announce his discovery to his wife. She was not disturbed. "Yes," she said, "I done give him my name. I puts it down when you was so sick in de winter and de doctor says we must prepare for de worst."

Developing a Mailing List.

One way for the retail druggist to develop mailing lists of prospects in the territory surrounding his location is to follow the lead of a Montreal retailer who subscribes for all the local newspapers within a radius of seventy-five miles. From these newspapers he compiles mailing lists of newly married couples, of girls whose engagements are announced, of babies who have just put in their appearance, of houses which have recently been constructed, of high school graduates, and of those boys and girls who have been confirmed. This information is classified and each list filed carefully and circularized with specially prepared advertising material for each particular class. The appeal is wonderful. It has built for him a fine business.

Interference.

"Honest, Teddy," cross-eyed his big sister, who had given him a dime to stay away from the parlor while her beau was there, "didn't you even peek through the keyhole?"

"Naw," was the disgusted reply. "Pa an' ma was in the way."

The tobacco habit is recommended for chickens by the zoological department of the University of Washington. Tobacco has been found by Prof. John Guberlet, head of the department, to be one of the most effective means of combating a destructive intestinal worm, on which he just has completed an investigation covering five years and involving 350 chickens. The life of the worm parasite was traced from the formation of its eggs in the chicken, through incubation in the earth and later development within the fowl's internal organs. A strange pest has killed off large numbers of chickens in the Northwest in the past five years, its effects being particularly destructive to young chicks. "I've found that a pound of tobacco fed to 100 chickens a good remedy to prevent the development of the worm," pointed out Prof. Guberlet. "A general diet of this preventive in the mash feed in a single season will destroy most of the worm hosts, which sooner or later uproot a big industry."

The site chosen for the President's vacation will assure him the seclusion and the rest to which no man is better entitled. Though the Adirondack camp placed at his disposal is by no means in the wildest and least accessible part of the great mountain playground of New York State, the climate will be much like that of the Vermont highlands, not far away, to which Mr. Coolidge is habituated, and it is two miles from the lodge to the much-used motor thoroughfare between Montreal and New York. It is important that the President should be shielded from the well-intended amenities of the holiday tripper and curious tourist. The President has given himself with fidelity and consecration to public affairs, and he is entitled to the sympathetic connivance of his countrymen in whatever official effort is made to secure to him the interlude he requires from arduous responsibilities at Washington.

"... have you made a raisin pudding lately?"



To get all these items on more order pads—

suggest **RAISIN PUDDING**

To make raisin puddings your customers need—in addition to Sun-Maid raisins—rice or cornstarch; tapioca or gelatine; then chocolate, eggs, sugar, flour, baking powder, milk, butter and flavorings. You sell all these items. You can increase your sale of them by suggesting raisin puddings!

A casual reminder, "Have you made a raisin pudding lately?" will start more puddings, result in more sales of all these items. So will counter and window displays—and you can get those free by asking the Sunland service man or sending us the coupon below.

Both of these ways are especially effective right now because Sun-Maid advertising on posters and in street-cars everywhere is featuring raisin puddings. You focus it on your store; you make the extra sales.

Get the store displays. Recommend raisin puddings to all your customers now. It will put more items on their order pads.

SUN-MAID Products

Distributed by

SUNLAND SALES COOPERATIVE ASSOCIATION
Offices throughout the World

Sunland Service Department,
Pacific-Southwest Bldg., Fresno, California.
Kindly send me, free, your new window and counter displays featuring Raisin Puddings.

Name _____
Address _____

MOVEMENTS OF MERCHANTS.

Fairfield—D. F. Rockwell has engaged in the boot and shoe business.

Boyne Falls—Fanning Bros. have sold their general stock to George Matchelski.

Pontiac—The Barnett Co. has engaged in the boot and shoe business at 16 North Saginaw street.

Clare—The Clare Hay, Grain & Bean Co., has decreased its capital stock from \$40,000 to \$25,000.

Allegan—Charles Underkircher has engaged in the grocery and delicatessen business on Hubbard street.

Detroit—Wilson Bros. Oil Co., 3307 Twenty-ninth street, has increased its capital stock from \$200,000 to \$300,000.

Mendon—Haessig & Taylor have sold their boot and shoe stock and store fixtures to M. J. Swonk, who will continue the business.

Lansing—Earl Hopkins has taken possession of the Ralph W. Crego grocery store, West Saginaw street, which he recently purchased.

Monroe—The Star Clothing Co., 22 East Front street, is closing out its stock and store fixtures at special sale and will retire from business.

Lansing—R. L. Cardy and E. Callow have engaged in the jewelry and silverware business at 203½ South Washington avenue, under the style of the Cardy Jewelry Co.

Iron River—Nelson & Swift, dealers in boots, shoes, etc., have dissolved partnership and the business will be continued by John Nelson, who has taken over the interest of his partner.

Lansing—Daniels Jewelry Co., 207 Washington avenue, has leased the store building adjoining its own and will occupy it with an optical department, under the management of Dr. C. L. Chase.

Flint—Ward B. Kitchen, Inc., 100 East First street, has been incorporated to conduct a retail clothing and men's furnishings business, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—The Scott-Kay Drug Co., 9801 Linwood avenue, has been incorporated to conduct a chain of drug stores, with an authorized capital stock of \$100,000, of which amount \$55,000 has been subscribed and paid in in cash.

Ecorse—The Economy Supply Co., 81 Visger Road, has been incorporated to deal in fuel, cement, builders' supplies, etc., with an authorized capital stock of \$35,000, \$20,000 of which has been subscribed and paid in in property.

Lansing—The Rule & Roberts Co., 419 South Washington avenue, has been incorporated to deal in auto accessories, tires, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,600 paid in in cash.

Detroit—The Cecil R. Lambert Co. has changed its name to the Mechanical Handling Systems, Inc. There will be no change in the ownership, management or executive staff. The company manufactures mechanical handling equipment.

Lowell—The Lowell Lumber Co. has been incorporated to deal in lum-

ber, builders' supplies and fuel, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$10,645.17 in cash and \$19,354.83 in property.

Detroit—The Cook-Gross Motor Co., 8323 Van Dyke avenue, has been incorporated to deal in autos, auto accessories, parts and supplies, with an authorized capital stock of \$25,000, \$4,000 of which has been subscribed and paid in in cash.

Detroit—The Universal Victor Co., 319 Orleans street, has been incorporated to deal in automotive accessories, with an authorized capital stock of \$5,000, of which amount \$1,750 has been subscribed and paid in, \$750 in cash and \$1,000 in property.

Manufacturing Matters.

Lansing—The Capitol Furniture Co., 910 South Walnut street, has built an addition to its plant and installed new woodworking machinery.

Grand Rapids—The Chicky Manufacturing Co., 349 Eastern avenue, N. E., manufacturer of candy bars, has increased its capital stock from \$5,000 to \$15,000.

Coldwater—The Nelson Bag Packing Co. has been incorporated to manufacture packing devices, with an authorized capital stock of \$150,000, \$95,000 of which has been subscribed and paid in in property.

Benton Harbor—The Superior Steel Castings Co. has changed its name to the Superior Steel & Malleable Castings Co., and changed its capitalization from \$225,000 to \$225,000 preferred and 10,000 shares no par value.

Grand Rapids—The Veltman Co., 228 Eugene street, has been incorporated to manufacture and sell cookies, crackers, etc., with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in in cash.

Detroit—The Taylor Chemical Laboratories, 2203 Dime Bank building, has been incorporated to make and deal in soldering solutions, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The American Dry Milk Co., P. O. Box 1089, has been incorporated to deal in milk products, machinery and equipment, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Warner Products Co., 2407 Woodward avenue, has been incorporated to manufacture and sell dry cleaning products, with an authorized capital stock of \$10,000, all of which has been subscribed, \$500 paid in in cash and \$1,500 in property.

Holton—The Holton Manufacturing Co. has been incorporated to manufacture hay tools, sanitary barn equipment, etc., with an authorized capital stock of \$25,000, of which amount \$14,200 has been subscribed, \$100 paid in in cash and \$4,100 in property.

Hart—The Harrison Basket Co., with plants here and at Shelby, has merged its business into a stock company under the style of the Harrison Manufacturing Corporation, to manufacture fruit packages, wood novelties

and metal products, with an authorized capital stock of \$90,000, all of which has been subscribed and paid in in property.

Battle Creek—The Battle Creek Surgical Supply & Supporter Corporation has been incorporated to manufacture and sell at wholesale and retail, hospital and surgical supplies, with an authorized capital stock of \$500,000 preferred and 500,000 shares at \$100 per share, of which amount 10,000 shares has been subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Lighting Fixture Co., 152 East Jefferson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$14,100 has been subscribed and paid in, \$2,732.53 in cash and \$11,367.47 in property. The company will conduct a manufacturing, wholesale and retail business.

Early Business Men in the Valley City

A Hosford Smith was a dealer in dry goods, clothing, hardware "and so forth," on the corner of Water and Ferry streets, in 1836. The corner is now occupied by the William A. Berkeley Furniture Co. Mr. Smith lived many years on the Northwest corner of Library and Ransom streets and raised two daughters and two sons. One son, Walter, served the Government in the army during the civil war. A badly shattered arm testified to his bravery. He died at the Michigan Soldier's home a few years ago. The second son, Fred H., was employed as a book-keeper after reaching manhood several years in the office of the Grand Rapids Eagle and later as a salesman for Nelson, Matter & Co. Two daughters are living. One, Mrs. John B. White, divides her time between Grand Rapids and South Haven. Mr. Smith was appointed a deputy collector of internal revenue in 1863 and held that position more than ten years. Following the election of Grover Cleveland in 1884 to the office of President, a Democrat, General I. C. Smith, was appointed collector. The Republican deputy, Hosford Smith, and the clerks employed in the office were dismissed. I. S. Ruys Vandugteren, an expert accountant, was placed in the chair of the deputy. Vandugteren became dissatisfied with the routine work of his office and the compensation accorded him and resigned a few months after he had received his appointment and General Smith recalled A. Hosford Smith to his old job.

E. Emerson was a dealer in general merchandise in Grand Rapids, in 1836 under the name of the "Kent store." A considerable part of his investment in stock consisted of champagnes, wines, drugs, medicines and cigars. The people craved for luxuries that few could afford as well as the necessities in those days.

Toussaint Campau, a brother of Louis, the first of his family to enter the valley of the Grand, was a dealer in groceries, dry goods and hardware in Grand Rapids in 1836. He was located on Water (later Waterloo) street and at present Market avenue.

Orson Peck sold groceries on Pearl street (the present Campau Square) in 1836.

On April 15, 1837, Miles, Tidd & Co. opened a general store in Grandville. They specialized in the sale of "English, American and West India goods."

"A Christian Library," was offered for sale by the Kent book store in 1836. It consisted of Baxter's Call, Saint's Rest, Imitation of Christ, Memoir of Howard, Church Members' Guide, Jay's Lectures, True Godliness, Female Biography, Devotion, Beauties of Colyer, Call's Remarks, Helps to Zion's Traveler, thirteen volumes in all. It may be imagined that there was not a heavy demand for such libraries in the village in 1836.

Arthur S. White.

Buy Only To Cover Immediate Requirements.

Written for the Tradesman.

The visible supply of wheat in the United States on the 22d inst amounted to 21,275,000 bushels, compared with 40,604,000 bushels one year ago, so it is apparent there are no burdensome stocks of wheat in the United States. A prominent and reliable grain company reduces the present (yesterday's) visible to 19,000,000 bushels in round numbers.

The principal bearish feature of the domestic market is the proximity to new crop arrivals, when it is expected new wheat will sell at from 15@25c under the present prices. This applies more to new crop flour, however, than old crop flour. Undoubtedly, old crop wheat and flour will continue to bring good prices for another thirty days to six weeks.

Crop conditions appear more favorable than a week ago, as most of the wheat growing sections of the United States have been favored with copious rains and, in consequence, the growing grain is making favorable progress. It is necessary to make an exception to above statement when referring to North and South Dakota, as the spring wheat crop in those States is reported in a critical condition and requiring immediate relief from heat and drought.

An influence favoring strong and firm markets is the very light flour buying the country over, as the trade will of necessity be forced into the market at an early date and should unfavorable conditions surrounding the growing wheat develop with an active demand for flour, present prices might easily be maintained on new wheat.

European countries are producing this year, from 70,000,000 to 90,000,000 bushels less wheat than a year ago, which is also a bullish influence, so on the whole the trade should keep covered and closely watch crop developments, both at home and abroad, as conditions might easily change over night, and the well informed man is the fellow who will make the most progress financially. Buying or selling should not be indulged blindly, but, on the other hand, consummated under the most enlightened state possible by men who have a good general knowledge of both supply and demand as well as financial conditions.

Conservative merchants are buying to cover requirements, but are not speculating on either the long or short side of the wheat and flour markets at this time. Lloyd E. Smith.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.05c and beet at 5.95c.

Tea—The market in this country is now for the most part lower than the primary markets and everybody is predicting an advance on this account, particularly on Ceylons, Indias and Javas. New Formosa teas are expected to open in primary markets almost any time. The quality is expected to be poorer than usual, and the prices possibly higher. The general demand for tea during the past week has been only fair, with prices unchanged, showing a fairly strong undertone.

Coffee—The market for Rio and Santos coffee, green and in a large way, has shown no special change since last week. There have been fluctuations both ways, but the net result for the week brings no special change to the market. The week closes with all grades of Rio and Santos coffees, green and in a large way, about as they were a week ago, and without any prospect of material change. Mild coffees end the week as they began it. The jobbing market for roasted coffee is unchanged for the week and a fair demand reported.

Canned Fruits—Fruits rule firm. The main interest is in opening prices on California packs expected at any time. Good future business after quotations are out is promised.

Canned Fish—The advertising campaign for pink salmon has not been the success that was expected, and the market is weaker than it has been. Main sardines are unchanged and dull. The trade is waiting for opening prices. Large shrimp is one of the firmest and scarcest lines in canned fish.

Dried Fruits—Little can be said of changes in the dried fruit market, since there is no alteration in the policy of conservative covering, no heavy Coast buying for prompt or later shipment and no radical price changes on the spot. Peaches, apricots and raisins have hardened somewhat but pears, prunes and currants are not disturbed. The raisin situation is favorable for the season. Spot stocks are unusually light as all factors worked their holdings down to bare floors and are dependent upon current replacements for the balance of the old crop year. A better than average demand for package and bulk Thompsons exists while bleached types have been closely sold up. Seeded some time ago became scarce. The outlook is very favorable for the balance of the season, more as to a clean-up than as to sensational advances. The latter is unlikely but values here do not correspond to the Coast and a further spot readjustment is to be expected. Prunes are steady. The demand is not heavy and is mostly for local goods. Coast packers are firm and both in California and the Northwest the carryover is controlled by a comparatively few packers. Peaches and apricots are being crossed off of the list as holders liquidate their top grades and cannot replace them. Pears are quiet while currants are steady.

Beans and Peas—The market for dried beans is looking up a little on

account of lighter supplies being reported from principal distributing points. Fractional advances are reported for most varieties during the week, especially California limas. Red kidneys are also doing better. Green and Scotch peas are a little firmer in sympathy and in very light demand.

Cheese—The market has had rather a firm week. Supplies have been light and the demand is fair. No change in price has occurred.

Provisions—Hog products in primary markets have not shown much change for the week. What change has occurred has been upward. Primary markets on all grades of hog products have been firm and the jobbing market in the East has remained quiet and unchanged. Beef products have been easier and barely steady, with a very light demand. Jobbing prices in the East are about unchanged.

Nuts—Walnut distributors are interested in the quantity of 1925 foreign and domestic nuts still on hand, but there is no way of checking up unsold stocks and California packers are reported to be out of all grades while some interior markets report a reduction of budded and No. 1s. One of the most optimistic factors estimates that holdings of California nuts are no heavier than usual for the season. There are some Sorrentos in storage as they were put away when the market broke earlier in the season. It may be that total holdings have been exaggerated and that a more active demand would prove that holdings are not excessive. The uncertainty makes new crop seem an unfavorable venture at the moment. Brazil nuts were more active last week and the price range was somewhat higher. Almonds, filberts and other types were unchanged.

Rice—The market is inactive, with most of the demand for nearby requirements. Stocks are light and are not sacrificed. Southern points are firm and report a fair distribution to domestic markets. Foreign rice has been reduced to almost nothing and is decidedly in favor of the seller.

Syrup and Molasses—Molasses is still selling very fairly, in spite of the fact that the summer is here. Prices show no change for the week. The demand is fair. Everything is maintained on a steady basis. Buyers are buying only as they need stocks. Sugar syrup is firm, on account of the light output. The demand is very fair. Compound syrup is quiet, without change in price.

Salt Fish—No change has occurred in the situation in mackerel and other salted and prepared fish since the last report. The demand is quiet, prices rather easy.

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—\$1.25 per doz. for home grown.

Bananas—7½@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.45
Light Red Kidney	-----	8.25
Dark Red Kidney	-----	8.25
Brown Swede	-----	6.75
Cranberry Beans	-----	7.50

Beets—New from Texas, \$2.50 per bu.

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

Butter—The market has had a rather dull week. Late last week there was an advance of a half cent, but on account of dullness this was later lost, and the market is now the same as a week ago. The demand for fine creamery butter is good, but advices from outside markets have been weak and the market is affected by that. Holders sell fresh packed at 39c and prints at 41c. They pay 25c for packing stock.

Cabbage—\$3.75 per crate for new from Mississippi.

Cantaloupes — California Standards fetch \$4.50 per crate; Ponys, \$4.

Carrots—New from Louisiana, \$2.50 per bu. hamper.

Cauliflower—California, \$4.25 per crate of 9 to 14 heads.

Celery—California washed jumbo, \$1. Cocoanuts—\$1 per doz.

Cucumbers—\$1.50 per doz. for hot house stock from Illinois and Indiana.

Eggs—First-class eggs have been firm during the past week and receipts for this grade have been absorbed as fast as they came in. Anything extra fine brings a premium. Under grades of eggs are quiet and unchanged. There are 1,000,000 cases less eggs in storage than a year ago at this time. Local jobbers pay 28c for strictly fresh and hold candled at 30c.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit — Florida commands \$6.50@7, according to size.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$7.50
36 Red Ball	-----	6.50
300 Red Ball	-----	7.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s	-----	\$5.50
California Iceberg, 5s	-----	5.50
Hot house leaf	-----	.19

New Potatoes—\$4.75 per bu. for Florida stock.

Onions—Texas yellow, \$2.75, Texas white, \$3.50. Michigan, \$4 per 100 lb. sack.

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

100	-----	\$5.00
126	-----	5.25
150	-----	6.00
176	-----	6.25
200	-----	6.25
216	-----	6.25
252	-----	6.25
288	-----	6.00
344	-----	5.50

Sunkist Red Ball, 50c cheaper.

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

Peas—Southern stock, \$2.50 per bu. hamper.

Peppers—Green from Florida, \$1 per doz.

Pineapples—Local jobbers hold as follows:

36s	-----	\$3.50
30s	-----	4.00
24s	-----	4.50

Potatoes—Buyers are paying 80c@ \$1.10 per bushel all over the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	30c
Light fowls	-----	26c
Springers, 4 lbs. and up	-----	30c
Broilers	-----	40@45c
Turkey fancy young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

Radishes — 50@60c for outdoor grown.

Spinach—\$1.75 per bu. for home grown.

Strawberries—\$5.50 for 24 qt. crate. Receipts are from Tennessee and Kentucky.

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

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

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	16c
Good	-----	14c
Medium	-----	12½c
Poor	-----	10c

Dogs and Women.

"The more I see of girls the better I like dogs," says Rudolph Valentino, or words to that effect.

Down in his heart we think every man agrees with the sheik. For consider the dog:

A man can kick it one minute and caress it the next.

He can get home at any old time and in any old condition—the dog will be just as glad to see him.

He can look like a tramp and act like a fool—the dog's eyes will remain worshipful.

The dog will never ask for money, never expect to be entertained, never scold, never argue, never talk.

The dog is the perpetual acolyte to his master's egotism.

And women—yes, women are different!

Gets \$2,000 For Damage Done by Turkey.

A verdict of \$2,000 was awarded to Samuel Shipman, proprietor of a butcher shop on Flatbush avenue, Brooklyn, this week by a jury in Brooklyn Supreme Court in a \$10,000 suit for damages he brought against the owners of a live poultry market at 839 Rockaway avenue, Brooklyn. Mr. Shipman said that, while he was in the liver poultry market on April 27, 1924, a turkey jumped out of a crate and, in attempting to escape, knocked him down. He suffered a fracture of his left wrist, which necessitated a surgical operation.

It is about time again to put the fly swatter some place where it will be handy.

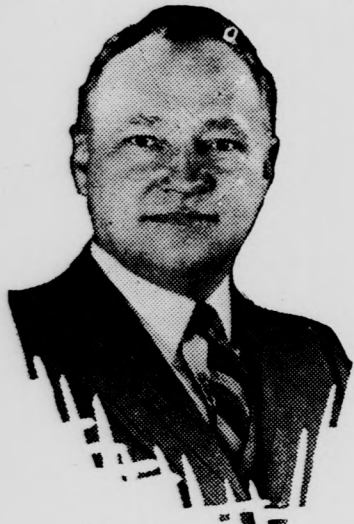
FREDERICK W. GREEN

Brief Sketch of His Career and Personality.

It requires no vast amount of political acumen to predict that, within a few weeks, one of the two most conspicuous men in Michigan will be Fred W. Green, of Ionia. The other will be Alex J. Groesbeck, of Detroit and Lansing, and, to a considerable degree, the conspicuousness of Governor Groesbeck will be the result of persistent, public attention paid him by Mayor Green.

It is safe to say that in every one of Michigan's 84 counties are persons who know Fred Green "personally." That is to say, they call him Fred or General which is almost as familiar, since the title, earned as a member of governor's staff, has always been amusing to Green, although he earned it by hard and disagreeable work for the State under Pingree, who appointed him inspector general to clean house after a scandal which made a National stir.

There is a belief, not so very sound, that the North woods are a testing



Fred W. Green

ground for the qualities of heart and soul that make a man. A man actually may be very much worth-while in civilized society and at the same time be more or less of a liability in the wilderness because of broken arches or a delicate digestion. At the same time Fred Green in the woods gives a well-rounded picture of Fred Green in industry, Fred Green in politics, Fred Green at home, Fred Green on the golf course or Fred Green at a baseball game.

Picture a man of no more than average height, broad of shoulder and thick of chest, carrying himself with military erectness, but beyond that with nothing at all military about him. Probably the most democratic man in Michigan. His is not the hand-shaking, cultivated democracy of the politician, but the natural gift for meeting folks, liking them, remembering them and making them like him.

Most of us, in self-protection, would be compelled, reaching Green's position in the world, to fend off the mass of humanity somewhat, but Green meets all comers and asks for more. On his way up North he is received in

familiar terms by conductors, brakemen, Pullman porters and dining car waiters and at Seney, the late P. M. Stillman, train dispatcher, station agent, postmaster, supervisor, owner of the telephone company, etc., would welcome him as a brother, more sincerely than most brothers, as it is likely Green was Stillman's best friend. It is likely that men in Michigan, humble men and others not so humble, who would say, "Fred Green is my best friend" would make a list astounding even to Green himself.

Brown, care-taker of Camp Kennedy packs Fred Green and party forty miles in to Nevin's Lake in a variety of vehicles. Camp Kennedy was named for Rev. Fr. Kennedy, of Ypsilanti, a life-long friend of Green's, who with his own hands did much of the work of erecting what the natives call the club house. Green is not affiliated with the Roman Catholic church, but, like the beloved priest during his lifetime, makes no question of creed when it comes to friendship or helpfulness.

Camp Kennedy is no joy-ride camp. The click of the poker chip is not heard there, and if you were a guest and made the mistake of sitting up late before the fire, you would regret it in the dark of the morning when Stanley plucked at your blanket and announced breakfast. A good breakfast, well-served, and around the table, elbow to elbow, Chapman and MacBurney, Green's partners in the camp and in business enterprises; Mayor John Smith, of Detroit; Ross Fowser, of Manton, who trains bird dogs for Green; Stanley, the general utility man who does everything from driving cars to enforcing the rule that all hunters must be on the Grand Marais-Seney road—safely out of the brush, by 4 o'clock in the afternoon, Judge Ira W. Jayne, of Detroit, and perhaps one or two other guests.

Breakfast is by artificial light, but there is no early morning dullness in that camp. Green hits the deck with a jig step, a snatch of song and much hearty laughter. At night it is just the same, although there are sometimes hunters who are not much in the mood for frolic. Deer hunting, according to the Green schedule, is hard work. Green himself is built, physically, along Rooseveltian lines, and like Roosevelt, hunts with might and main. He invariably hangs up his buck, but that doesn't stop him. He will "play dog" for the others, plunging through swamp and thicket, and if there is nothing else to do, will fare forth in a blizzard to prospect for the next season's trout fishing.

Sport is one of the things that saves Fred Green from being the ideal lunch club type of business man. A pointer quartering grouse cover, a favorite fly rod and a fast stream, a game trotter thundering down the stretch, the swift going of a pair of well-matched boxers, the sweep of fairway and the smack of club on ball—he will turn from these to the intricacies of new machines for weaving reed furniture or to untangle, as he so often does, the snarls in the lives of those who live in his town, work in his shops or who have no other claim on him than that they need him. To

all of these affairs he brings a zest, a delight in the game and a shrewd inside knowledge.

It would have been logical to have begun a story about Fred Green with the statement that he has been mayor of Ionia for thirteen terms in succession, but to anyone who knows him, that seems obvious. He couldn't very well get out of being mayor of his home town. To save themselves the trouble of re-electing him so often, the Ionia voters have altered the charter to make the mayor's term in office two years instead of one.

Green is about as thoroughly a Michigan product as could be imagined. He was born, 54 years ago when Pine was king, in Manistee and spent his boyhood in Cadillac. After high school, he worked his way through the State Normal at Ypsilanti and was given a life certificate as a teacher. His first business was in the insurance field. He paid \$300 for that first opportunity and borrowed the money, without security. He paid his own way through the University of Michigan law department and finished just as the Spanish-American war broke out. He commanded Co. G, 31st Michigan Volunteer Infantry, in Cuba and came back battalion adjutant. He was elected city attorney of Ypsilanti and then, in the practice of law, became concerned in the affairs of the Ypsilanti Reed Furniture Co. Associated with John W. Thwaites in that business, he carried on its development until the Green interests comprise the largest manufacturers of reed furniture in the world, with reed plantations in the orient and agencies in every country.

The Ypsilanti Reed Furniture Co., through Green, first gave worth while employment to convicts in Michigan. The curse of prison idleness was lifted when Green, at the solicitations of the Pingree administration, taught remunerative trades to thousands of prisoners and paid them at the rate of \$1 a day, many times the pittance they had been able to earn in other prison industries. That was two decades ago, and the prison wage rate in Michigan has never been raised above the high level Green placed on in the beginning. Men graduating from prison employment were given jobs in free shops and Green has turned hundreds of young men from costly non-producers to self-respecting craftsmen—and he didn't abandon the undertaking when he gave up prison contracts in 1921, despite the insistence of the State administration that he should continue to employ convicts. How many men, after serving prison terms have been helped along and kept straight, year after year, by Fred Green, nobody knows but Green himself, and he won't tell. There has never been any ballyhoo about it. There never will be.

Green is president, vice-president, director, secretary-treasurer, etc., of a long list of corporations. Successful leaders of industry are not uncommon in this country. But it is to be doubted whether any other man who has organized and directed and presided as much as he has, ever has had more fun out of living, or has succeeded in giving more of himself in human relationships.

Of late years he has built a big house on a hill in Ionia, with great oaks surrounding it. High school youngsters hold parties there and there is no person in Ionia—or anywhere else—who knows Fred Green who has not ready access through the front door. Social boundary lines are absolutely meaningless to him. He had an out-of-town visitor of some importance one evening and the man arrived too late for dinner. Mrs. Green and Peggy had gone to Grand Rapids to a Shakespearean play with a group of Peggy's school friends. Fred Green cooked a venison supper—it was late in the fall—and entertained his guest at the kitchen table.

In the basement of the Green home is a great log cabin. Ross Fowser, Brownie of Nevin's Lake, and Green himself cut the hemlocks in the Upper Peninsula. There are a fireplace, guns and trophies and the atmosphere of a hunting lodge. In this spacious den sacred to the master of the house? It is not. School children invade it in swarms.

Fred Green spends considerable time by himself, but the things he has of comfort and luxury and beauty, he freely shares. When he is alone, it is riding over a country road, or wading a forest stream or trailing a buck in November.

One of the most famous sporting men in America once made the remark after meeting Green a few times:

"I would bet \$10,000 that no man could meet Fred Green, and be with him an hour, and not admit that he had formed a strong liking for him."—Lee J. Smits in Detroit Saturday Night.

\$5,000,000

VIRGINIA PUBLIC SERVICE COMPANY

20-Year 6% Sinking Fund Gold Debentures

Convertible in limited amounts into 40 shares National Public Service Corporation Class "A" Common Stock for each \$1,000 principal amount of Debentures during the year ending April 30, 1927; 35 shares for each \$1,000 principal amount of Debentures during the year ending April 30, 1928, etc.

Net Earnings available for interest on these Debentures over 3.1 times annual interest requirements.

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Price 96½ and Accrued Interest to Yield About 6.30%

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Investment Securities

GRAND RAPIDS

New York Chicago Detroit

To Quit or Not To Quit Business?

Written for the Tradesman.

Some letters make me wish I could publish more articles each week. One such I handle now.

This comes from a small Canadian town from a man who says he has worked in general merchandise for eighteen years. He apologizes for inflicting his "tale of woe" on me on the basis that I must be "fed up" on such stuff, and, like many others, he offers to pay for service rendered. The store formerly did a big, profitable business, but something went wrong. Now this man is manager, trying to pull things together. Real estate alone is worth four times its cost—yet conservatively is carried at actual investment valuation—so here is a peculiar condition: that a business with really ample, but "frozen" resources, is cramped for working capital.

Sales for past four years run fifty-five thousand, fifty-eight, sixty-nine and eighty-three thousand, respectively. But no profits have resulted—although deficit has been decreased each year of present management. One crucial reason is that in 1922 this store was heavily stocked with dry goods, clothing, footwear and other lines on high-cost basis, and even working against such stock with heavy concessions has not resulted in final clean-up; and, of course, no real earnings. Yet, even so, sales of such goods at this time—away below original cost—have entailed advertising, push and sales expense.

Query: As a young man, with future expectations, is it wise for this manager to stick, taking the chance of pulling the business out, or quit now while—so to speak—"the quitting is good?"

This manager has personal reasons for wanting to remain where he is, but also, if there seems to be any chance, he wants to make good at the job in hand. But as a conscientious man, he also wonders whether he would not be performing his duty better by cleaning out the stock and winding up the business, conserving perhaps ten or twelve thousand dollars, which, with the business real estate, would leave the owner with enough to provide a tidy income. This is one side, whereas to continue may result in further depletion of resources. The question is mooted, of course, as to what effect more capital might have on the outcome. He ends by suggesting that if I am not disgusted with his long letter, perhaps I may write.

Well, if it will ease the mind of this man and others like him, let me say that such letters are the best material I can get in my work. If it were not for the deeply serious problems merchants bring to me for discussion, this department would have little excuse for occupying the space allotted to it. So never let the thought of my being fed up or disgusted interfere with writing anything you want to get off your own chest onto mine.

This man's experience is one of the most striking illustrations I have come across of the folly of holding a stubborn idea about the value of merchandise on hand. The commonest

thing in commerce in 1919-1922 was the storekeeper with stocks bought at top prices, which he had marked on the basis of cost plus proper mark-up and then held at that level with a sort of subconscious determination that they would stay there until hell froze over before he'd reduce those prices. And in many cases they did stay right there until said storekeeper went to the boneyard reserved for buyers of goods who forgot that merchandizing is the selling of commodities.

Anyone who figures the cost of holding goods two, three or four years will inevitably arrive at the conclusion that it would have been more profitable to have reduced prices by half, marked the goods on that basis and sold them out regardless of cost within sixty days of the slump. And the tragedy is that had they taken such course, most of their goods would have returned cost plus some real earnings.

Men are all alike in this. Farmers in Oklahoma and Iowa, for example, paid \$400 to \$600 an acre for land in 1918-19 which could not be sold in 1924 for more than its intrinsic worth of, say, \$250. They felt that the Government was somehow to blame and they were "agin" most things. But there were compensations; for those who held unsalable land at least had the land, while those who had sold at \$400 to \$600 often bought wild cat oil stocks with the money and in 1919 had nothing. Easy money comes hard in the end.

The 1924 stock was \$37,000 with sales of \$75,000. Earnings were 15 per cent. and expenses 20 per cent. Over 3 per cent. was interest. Wages were nearly 12 per cent.—and that is a ratio utterly inadmissible in such a business, located where this one is. Reduce that last item by 4 per cent. and cut interest in two and a small profit would have been shown.

Nine thousand dollars is taken off stocks in 1925 and interest correspondingly reduced, with sales slightly less than in 1924. But while interest is now 12 per cent., wages are 12¼ per cent. Earnings are now 17 per cent. with expenses still at virtually 20 per cent. Loss in 1924 was over \$5,400. In 1925, it was \$1,800. Hence, progress has been made. Stock was turned less than 1.8 times in 1924 and just two and a quarter times in 1925.

Reduction should continue and be as drastic as possible until stock is turned four times and expenses cut away down. Wages should never be permitted to exceed 8 per cent. on sales; and it must be remembered that the money paid out is the same drain on the resources, whether you say "wages" or "salaries."

There are some peculiar features about this business. They seem altogether excessive for a business really so small. I incline to think there is too much of a liberal attitude toward small sums. Otherwise, how account for "stamps, phone and telegrams, \$377.87 in 1924, and \$323.92 in 1925, in each case equal to half per cent. on sales?"

Fire insurance in 1924 was fully one per cent. and nearly one and a half per

(Continued on page 27)

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Keep this in Mind

QUAKER FOOD PRODUCTS
ARE BETTER
BEST VALUE FOR THE PRICE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

And many customers know it

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

Don't Say Bread

— Say

HOLSUM

NEW ENGLAND SLIPPING.

In trying to find remedies for any unsatisfactory conditions, a study of the causes is likely to be an aid. This is what the Research Committee of the New England Council has set itself out to find with regard to textiles manufactured in that portion of the country. There are two phases of the quest. One is why New England is not maintaining its former supremacy in the production and sale of certain goods. The other is why New Englanders are not buying as much of the goods produced in that section as they might be supposed to do. Taking the cotton end alone, it appears that more than 200,000 persons are engaged in manufacturing goods made of that fiber, or 41.4 per cent. of the total number in the industry in this country. The value of the goods turned out is nearly \$750,000,000, or about 36 per cent. of the total for the United States. It is a matter of common knowledge that, year by year, Southern cotton mills are securing a larger portion of the business. Despite this, however, certain of the New England mills have, by specialization and superior styling, been able to show a profit when others have been operating at a loss. How much this result has been due to proper exploiting and how large a field there is for the specialties are worth investigating. The outcome may determine the limitations of New England's cotton manufacturing industry. Are there only certain kinds of goods which it will pay to make in that section and must the other kinds be left to mills in other portions of the country where production costs are lower by reason of local conditions? This ought to be settled one way or the other.

When it comes to considering knit goods, other factors have to be taken into account. Here there is no menace of any one section. Competition comes from a number of centers and, proportionately, the number of those employed in the industry in New England is not as large as those engaged in the making of cotton fabrics. The employes engaged in knit goods production in New England is somewhat under 20,000, or about 10½ per cent. of the total for the country, and their output is \$84,300,000 in value annually. In the classification of knit goods are included hosiery, underwear and sweaters. The production of these all over the country has been increasing, that of hosiery particularly, while there has been a decline in New England. What is regarded as notable is that the stores in New England appear to have been increasing their sales of knit goods made elsewhere than in that section. There ought to be no mystery as to the cause of this. Persons do not buy stockings, for example, because they are made at any particular place. Meritorious articles which are well advertised sell in one portion of the country as well as they do in another. There is no predisposition on the part of the public to patronize local or sectional industries unless their product is superior or appeals to them as such. In the long run, when it comes to knit wear of any kind, the

things considered are appearance, comfort and wear. If New England mills wish to get their share of the business, those are the attributes which their products must have. They must also, of course, be as cheap as are the goods from other portions of the country.

MORE NATIONAL PARKS.

A President from New England stands ready to sign a measure, which a Northern committee approves, whereby the South is to have several areas set aside forever as National parks, preserving scenery and commemorating history. Nearly 600 square miles in Virginia, 400 square miles of North Carolina and Tennessee, and the Mammoth Cave region, of about 100 square miles, in Kentucky, are thus to be dedicated to public recreation and saved from any form of commercial despoliation. Several battlefields will be set apart as memorial object lessons for posterity if the bills now before Congress are approved.

It is altogether fitting that scenic areas in the South should be thus conserved, even as tracts of the West, widely varying in dimensions, have been purchased and protected. The current undertaking requires co-operative and patriotic action on the part of associations of citizens with the Government. About \$2,300,000 has already been subscribed.

The National parks will be the more appreciated because of the personal effort entailed by their creation. The fact that the National parks already in existence were used by nearly 2,000,000 visitors last year, with 325,000 motor cars traversing their wonderlands of forest, waterfall and mountain, is an indication of the general appreciation of natural beauty which the current projects for parks in the South are to realize in a new and most desirable region.

MEMORIAL DAY.

More than threescore years ago a handful of mourning women wandered about the stricken fields of the South strewing with flowers the newly made graves of soldiers who had died in battle. A few miles away the contending armies were still locked in fratricidal strife.

At the peace at Appomattox the cheers for the living were mingled with the tears for the dead. A foremost soldier of the war appealed to his country men and women to continue "strewing with flowers the graves of the comrades who have died," in "the hope that it will be kept up from year to year."

The appeal found an answering chord in the hearts of his countrymen—North and South—and spread from State to State until the land accepted Memorial Day as a day of remembrance for its heroic dead. Other years brought other wars. To-day the mystic chords of memory stretch from Bull Run to Gettysburg, to Appomattox, to Cuba, to the Philippines and to the valleys and hills of France, while the Nation that never lost a war mourns for the dead whose full measure of devotion gave her victory.

On fame's eternal camping ground
Their silent tents are spread,
And glory guards, with solemn round,
The bivouac of the dead.

NEW FOREST FOR OLD.

An area almost as large as that of this State was burned over by forest fires in 1924, the last year for which figures have been compiled. It would cost \$300,000,000 to reforest this land and at the rate we are now proceeding it would require 300 years.

What makes the matter worse is that most of these fires were caused by carelessness. Millions of persons now visit the National and state forests. Naturally they build fires. But too often they fail to see that these are put out when they leave the place where they have been camping.

Man is hard on the forest in other ways which in themselves are proper enough. The railroads of this country use 130,000,000 new wood ties every year. There are 3000 ties to the mile. About 5,000,000 trees are cut annually for telegraph and telephone poles. Then there are 500,000,000 fence posts to be provided every twelve months.

The newspapers require wood for paper. Every year enough newsprint is made to form a strip as wide as a daily newspaper reaching half way to the sun.

We cannot reduce these legitimate demands on the forests, but we can lessen the waste caused by fire and we can plant trees to take the place of those we destroy so that new crops can be coming on to supply the loss of the old.

It is just fifty years since the National Government took the first step in forestry. At that time there was not a trained forester in the country. To-day, as is pointed out by Charles Lathrop Pack, President of the American Tree Association, more than twenty colleges and universities have forestry schools. We are heading in the right direction. What is needed is a speeding up of pace so as to close the gap between trees cut and trees planted.

COTTON AND COTTON GOODS.

Merely temporary factors were in evidence during the past week to influence the quotations on cotton. Real facts concerning the new crop are very few and none is of a controlling or decisive nature. There is no longer the pretense of any concerted restriction of acreage, and most of the planting is over. As to weather, there seems to have been a superabundance of rain in the Southwest and somewhat of a lack of it in the states on the Atlantic border. The weevil has, as yet, not loomed up as much of a menace. Within the next three months the influence of both these factors will be made apparent. Meanwhile, there will be abundant opportunity for speculation—mental and other kinds. Unless business in cotton goods moves faster than it has there will be less of the raw material used by the domestic mills and the carryover will be even larger than the recent estimates. Not much encouragement is offered by the outlook for cotton goods abroad, especially in Great Britain, which is ordinarily the largest foreign customer for American cotton. The situation in regard to the production of cotton and cotton goods in the country was

discussed at a convention of producers of both held in Atlanta during the past week, and a committee was appointed to look into conditions and suggest improvements of methods. Gray goods sales continue to lag. In finished goods, especially bleached lines, efforts are made to increase distribution by lowered prices. Those of bleached muslins, sheets and pillow cases are instances in point. Wash goods have been moving somewhat better since the advent of warmer weather. More interest also has been shown in knit underwear for summer.

WOOLS AND WOOLENS.

Dullness marked the business in wool during the past week. Sales were few and prices remained about stationary. The re-opening of the auction sales at London on June 1 is looked for with interest, as many are waiting to see what the course of prices will be there. There are hopes that stable values will soon appear, but no one expects any increase. Stocks available everywhere are too large and consumption too small to warrant such a result. Quite recently a fair quantity of foreign wool in this country was re-exported. There are fairly large accumulations of domestic wools yet remaining in the hands of growers or in their pools, while shearing is still going on. The goods market remains in a somewhat quiescent condition. There have been some reorders on men's wear fabrics, but the business lacks vim. The clothing manufacturers are still waiting for further calls from the retail trade and it will probably be some weeks before the bulk of the fall orders will come in. Meanwhile, there has been some nibbling at fabrics for the next lightweight season, which is not due to start in earnest for over a month. Women's wear fabrics are also moving slowly, with no immediate prospect of any change in this respect. The disposition is to put off ordering as late as possible, garment manufacturers being unwilling to take any chances by committing themselves any sooner than they are compelled to.

For the fourth consecutive month the American balance of trade has been "unfavorable"—the excess of imports over exports in April being \$10,000,000. As has been often pointed out before, this is not necessarily a bad sign. It represents the change in the position of the United States from a debtor to a creditor nation. This change naturally brings an increase of imports, signifying that other nations are paying their economic debts. The ten months of the fiscal year that have now elapsed show a favorable balance of about \$250,000,000, as compared with that of just under a billion for the same ten months of the preceding fiscal year. The point is that increase of imports is bound to cut down the favorable balance, but that, at the same time, it is necessary to keep up the amount of exports. It is a decrease of exports that is to be avoided; this could mean nothing else than a loss of foreign markets, which the United States could not afford.

LOUIS CAMPAU.

More Fur Trader Than Founder of Grand Rapids.

To some the story of a fur trader in the Grand River Valley of Michigan may seem inconsequential and of no particular interest. Yet this bit of local history (and that is the category into which the life of Louis Campau falls) is, when properly understood, a part of the history of the Nation.

In a fascinating address before the New Jersey Historical Society several years ago, Woodrow Wilson showed the importance and real significance of local history, giving it a dignity seldom recognized. "There could be no epics," he said, "were pastorals not also true; no patriotism were there no homes, no neighbors, no quiet round of civic duty. The history of a nation is only the history of its villages written large;" and then he added, "A spot of local history is like an inn upon a highway; it is a stage upon a far journey; it is a place the national history has passed through. There mankind has stopped and lodged by the way. Local history is thus less than national history only as the part is less than the whole."

The romantic story of Louis Campau and his contemporaries, then, is a page from the stirring and dramatic history of the winning of the West, exemplifying in vivid fashion Professor Wilson's contention that "local history is the ultimate substance of national history."

His eventful career began in Detroit, where he was born in 1791 of one of the most highly respected French families of that old frontier town. When only eight years of age he was taken by his uncle, Joseph Campau, of Detroit, who promised to bring up the boy and eventually start him in business. Louis went to school, such as it was, but stayed only long enough to learn the rudiments of the French language, in the meantime acting as an under-servant for his uncle.

Being of French blood and strongly American in his sympathies, one is not surprised to find him in 1812, at the age of 21, a member of a French-American militia company. The company was attached to General William Hull's army, which rather ingloriously surrendered Detroit to the British forces, contrary to Henry Clay's sanguine prediction that "we can take Canada without soldiers." It is interesting to note that Campau's commander was Captain Rene Marsac, whose lovely daughter, Sophie, later became the second wife of Campau.

Following the war Louis, still in his twenties, left Detroit for the Saginaw Valley as an employe of his uncle and other merchants who had goods to sell to the Indians. He was successful in his efforts and soon was trading on his own account. The young fur trader was quick to acclimate himself to his surroundings in the wilderness among the red men whose dialect and confidence he acquired. He also must have won the confidence of the very able Territorial Governor, Lewis Cass, for in 1819 he was directed by Cass to build a council house upon the site of what is now Saginaw and also to make all necessary arrangements for him and his retinue when he came to negotiate a treaty with the Indians. The following letter from Detroit written by Cass to John C. Calhoun, then Secretary of War, reflects far more credit on Michigan's Territorial Governor than it does on the United States Government:

"I shall leave here on Monday next to meet the Indians at Saginaw, and endeavor, agreeable to your instructions, to procure a cession of that valuable territory. It would be hopeless to expect a favorable result to the proposed treaty, unless the annuities previously due are discharged. Under those circumstances, I have felt myself embarrassed and no course has been left me but to procure the amount of

the Chippewa annuity upon my private responsibility. By the liberal conduct of the directors of the banks at this place I have succeeded in procuring that annuity in silver and shall thus be able to comply with past engagements before I call upon the Indians to perform others. I trust the receipt of a draft will soon relieve me from the situation in which I am placed and enable me to perform my promise to the bank."

General Cass finally appeared upon the Saginaw, September 10, 1819, one vessel bringing troops, the other laden with stores for the subsistence of persons on the treaty ground. The General, noted for "his tact, his careful study of Indian nature, his kindness and punctilious respect for his word," made known to the Indians the first day of the Council that the purpose of the Government was to buy their lands and they were then to move farther West. I cannot resist the temptation to quote the answer given the Gen-

Indians, gathered on the council grounds, variously estimated at from 1,500 to 4,000, but for their kin and a host of other red men who were patiently waiting by their camp fires out in the wilderness. Whose heart does not go out in sympathy to those Indians who were being asked to move on, leaving their happy hunting grounds and the graves of their dead? The apparently necessary retreat of the Indian before the irresistible onward march of what we call civilization is indeed full of pathos.

The Lord of the forest is lord no more;
The pride of his manly soul is o'er;
The fields where he won his youthful fame—
On the track of the foe, or in quest of game,
Are his no more.

The Saginaw council lasted three days, the Indian chiefs finally yielding to the terms presented by Governor Cass and later regarded by the Indians as fair. The silver pieces placed on the

which, no doubt, is typical of those rough pioneer days. Their standards should not be too harshly judged by us who live in another age and under far different conditions. Campau says, "But I had my satisfaction that night. Five barrels of whisky were opened by the United States Quartermaster for the Indians. I ordered ten of mine to be opened and two men to stand with dippers at the open barrels. The Indians drank to fearful excess. At 10 o'clock the General sent Major Forsyth to say to me, "The Indians are getting dangerous. General Cass says stop the liquor." I sent word back to him, "General, you commenced it." A guard was detailed to surround my door. Soon after some Indians from the Bay were coming to my store and the guard tried to keep them out with a bayonet. In the scuffle, one of the Indians was stabbed in the thigh. The war whoop was given and in fifteen minutes the building containing my store and the General's headquarters was surrounded by excited Indians with tomahawks in their hands. They came from all points. General Cass came to the door of his lodgings looking very grotesque, with a red bandanna handkerchief tied about his head, exclaiming, "Lous, Louis, stop the liquor, Louis." I said to him, "General, you commenced it. You let Smith plunder me and rob me, but I will stand between you and all harm." He called out to me again, "Louis, Louis, send those Indians to their wigwams." I said, "Yes, General, but you commenced it. I lost my money, I lost my fight, I lost my liquor, but I got good satisfaction."

Apparently, young Campau was neither a pacifist nor a prohibitionist. But he was very human.

Campau tarried in the Saginaw Valley only a few years longer. Wanderlust took possession of his restless spirit, while the desire for profit urged him on. In the words of Francis Parkham, "Beaver skins had produced an effect akin to that of gold in our own days and the deepest recesses of the wilderness were invaded by the eager seekers after gain."

Seven years passed and Campau, then 35 years of age, appeared in the beautiful Grand River Valley. On the way through the woods he had stopped for a few months in the Flat River country, but with Rix Robinson well established there in the fur trade, he moved on thirty miles farther down the Owashatenong (Grand River) establishing himself in the Indian village by "The Rapids" for the winter. Near the wigwams he found a small baptist mission, the latest of a series of missionary efforts among the red men. He had also been preceded in the valley by other white men—traders—who had bartered with the Indians in years past. But his forerunners left no permanent traces. They were itinerants whose uneasy natures kept them on the move making the establishment of a permanent settlement by them unthinkable. But Campau came to stay. Little did he dream that day as he saw from his canoe on the river the smoke curling upward from the wigwams, that a hundred years hence a thriving city of 150,000 would justify his decision to go no further. The valley must have been beautiful, surrounded as it was by splendid forests on either side. To the Southward there was only a vast wilderness, with here and there a small settlement. To the North, all the way to the Straits of Mackinac, was an almost limitless forest, known only to the Indians.

In the spring Campau with the aid of two assistants built two log cabins on the East side of the river, one for a dwelling and the other for trading purposes. Thoroughly understanding the Indian nature and being on friendly terms with them, he enjoyed a profitable trade.

Before leaving the Saginaw Valley, Louis, having lost his first wife, mar-

(Continued on page 16)



Louis Campau.

eral by the twenty-one year old chief, O-ge-maw-keke-to. Turning to General Cass, he said, "You do not know our wishes. Our people wonder what has brought you so far from your homes. Your young men have invited us to come and light the council fire. We are here to smoke the pipe of peace, but not to sell our lands. Our American father wants them. Our English father treats us better; he has never asked for them. Your people trespass upon our hunting grounds. You flock to our shores, our waters grow warm, our land melts like a cake of ice, our possessions grow smaller and smaller, the warm wave of the white man rolls in upon us and melts us away. Our women reproach us, our children want homes. Shall we sell from under them the spot where they spread their blankets? We have not called you here. We smoke with you the pipe of peace."

This handsome young chief was speaking not only for the crowd of

table must have looked good to Campau, for at that time the Indians owed him about \$1500, and he now had visions of having the just debt paid. At first it was suggested that he be paid at once, but there were three other traders present who objected, as they were interested in making sales to the red men who would now have ready cash. The principal objector was Jacob Smith, known to the Chippewas as Wah-be-sins (the young swan). Campau, seeing his plans frustrated, decided to wreak vengeance on Smith in a manner common in those days when every man was his own policeman. To use Campau's own language, "I jumped from the platform and struck Smith two heavy blows in the face. He was smart as steel and I was not slow, but Louis Beaufait, Connor and Barney Campau got between us and stopped the fight, so I lost my money and they cheated me out of a good fight besides."

Then Campau lets us in on a scene

SHOE MARKET

Keep the Percentage of Dead Shoes Down.

These days the word most often heard in business conversations in our industry is "merchandising." This term falls "trippingly from the tongue" of youth and of age, of beginner and of experienced man. We must assume its importance. There must be something hidden in its meaning, that, once known, understood and put to practice leads on to success.

Whether or not the significance and meaning of the word is fully grasped by all who employ it, we are all prepared to admit that "good merchandising" is essential to prosperous business conduct. If this does not guarantee success, it may with full truth be said that without it there can be nothing but failure.

Despite the tendency to make the term cover too broad a field in the store operation, and remembering that its true application is to tangible things that is goods, rather than to processes and methods, we must be sure that the intangible parts of business conduct have to work out their destiny on the goods themselves. You can see, feel, count and value a hundred pairs of shoes; a policy is something intangible that can be judged only in the light of experience when applied to shoes and other store goods.

So to-day, much as we talk of a hundred different aspects of running a shoe store, the shoe is king. The goods have the right of way. Hence the clear importance of the man who selects the goods; hence the great amount of thought to-day given to the science of merchandising. The emphasis of the meaning of this term is on goods, with the definite accent on buying, as to selection, as to volume, as to time. The man who is to-day master of this, provides his store with the foundations of success—the other elements such as financing, advertising, selling, windows, store service, must fulfill their functions to complete the profitable cycle.

The one great thing that has lifted the science of retail store merchandising to this place of first importance is, of course, the tremendous matter of style; certainly this is so in women's shoes, and to a lesser, but increasing, degree in men's and children's footwear.

Here is the great evil, danger, hazard, source of loss and occasion for anxiety and difficulty in shoe merchandising: shoes are not intrinsically perishable commodities.

A pattern or a last or a material dies; the shoe lives on. A boatload of bananas reaches New York; if they are not sold within a certain time, they die, that is, they spoil, become unfit for consumption and are thrown utterly away.

A pair of shoes or a million pairs, "die," that is, they become unfit for the purpose intended; but they are not thrown away—they remain on the market and are eventually sold to somebody, usually at much less than bare cost to manufacture. Also, let it be remembered that these "dead shoes" eventually form a part of that

little phrase, "per capita consumption" of shoes.

Whenever a pair of shoes, or a million pairs of shoes "die" in this manner, automatically the industry sustains a loss, of exactly the amount of difference between the total cost to produce, transport, handle and sell, and the price paid by the consumer. Let us hazard a guess that in 1925 at least 30,000,000 pairs of shoes thus "died," and that the loss to the industry was \$2 a pair.

With a non-perishable product such as shoes, the going out of style of one pair or thirty millions, doesn't remove them from public sale and consumption and thus make room for their successors in the style swing. They pass into the "melting pot," and the resulting loss is figured in every other pair of shoes that the industry produces.

If "dead shoes" stayed dead, the story would be different. But they remain very much alive and rise up not only as reminders of what amounts in the aggregate to terrific loss, but as active competitors with their successors.

It need only be said, that practically every pair of these shoes that go to the morgue, is a witness to the mistake of some merchandising man.

It might well be the study of the industry, as individuals, and wherever feasible, co-operatively, to keep the percentage of such shoes down to the least possible figure. This can perhaps be accomplished by "making haste slowly" in the adoption of patterns, lasts and materials and by giving a pattern and a last and a material, once adopted, every possible chance to live and perform its intended economic work.—Shoe Retailer.

Sidelights on Early Grand Rapids Merchants.

John W. Peirce was a pioneer merchant of Grand Rapids. In 1837 his store was located on the Northwest corner of Bond avenue and Crescent street. Mr. Peirce's stock was composed of about every item in the line of stationery and books. More than one-half of the space devoted to advertising in the first issue of the Grand River Times (April 18, 1837) was occupied by Mr. Peirce. Later he purchased the Southwest corner of Monroe avenue and Erie street, erected a substantial brick building and occupied the ground floor with a stock of dry goods and footwear, where he remained a quarter of a century. Mr. Peirce was a relative of John Almy and aided that enterprising gentleman in the prosecution of his various plans for developing the natural advantages of the Kent section of the village associated with Mr. Almy. He contributed funds for the first bridge erected to span Grand River at Bridge street. Mr. Peirce was a popular gentleman, a favorite in social and commercial circles. He was a talented musician and the leader of the fife and drum corps. A son, A. Le Grand Peirce, and two daughters contributed to the happiness of his home. Le Grand Peirce (deceased) was the father of Mrs. L. Victor Seydell. Miss Frances E. Peirce (deceased) was a noted dramatic reader and poet. Miss

Julia Peirce (still living in California) became the wife of Col. Geo. G. Briggs.

Antoine Campau, in whose honor Campau Park was named, was a dealer in groceries "at the foot of Monroe avenue" in 1836. In the first issue of the Grand River Times he "returned his sincere thanks to his friends and the public in general for past favors." (Seemingly the public in general were not of his friends) Mr. Campau offered his stock to consumers at low prices for cash or approved credit. Ten grades of teas, seven of coffee, six of sugar, fourteen qualities of wine and a great variety of alcoholic liquors were listed with "other articles too numerous to mention." Moulded and dipped candles with which the people dimly lighted their homes were sold by Mr. Campau. He was the grandfather of Martin A. Ryerson who gave the Ryerson Library building to Grand Rapids, of Antoine B. Campau, a local architect, and of Francis D. Campau, the well-known attorney of Grand Rapids. Arthur S. White.

Warm Air Furnace Code.

Indianapolis has one of the most complete warm air heating furnace codes in the country. Columbus, Ohio, and Omaha, Nebraska, are other cities having codes applying to warm air heating systems but they are not so complete as that in Indianapolis. The latter code has to do with casings, warm air pipes in the basement, wall stacks, registers, air supply to furnaces, fire prevention and recirculation ducts. The code provides that no warm air pipes shall run within one

inch of any woodwork, unless such woodwork is covered with asbestos paper and the paper covered with tin or iron.

Hides, Pelts and Furs.

Greer No. 1	07
Greer No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	13
Calfskin, Green, No. 2	11 1/2
Calfskin, Cured, No. 1	14
Calfskin, Cured, No. 2	12 1/2
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts.

Lambs	50@75
Shearlings	10@25c

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30

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In stock now—An Ivory Blonde, soft box, nickel eyelets, Black Stitching, Fair Ribbon Stitched Soles Sizes 6 to 11. Price \$3.40.

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OUT AROUND.

Things Seen and Heard on a Week End Trip.

Instead of starting out on Saturday last week, as is my usual custom, I headed up M 11 late Friday afternoon in order to participate in a friendly dinner party tendered Harry M. Royal, of Shelby, by Claude Peifer, landlord of the Shelby Hotel. The dinner was deliciously cooked and beautifully served with music by an orchestra which included Mr. Peifer and his banjo. The event marked the 38th anniversary of the founding of the Oceana Herald, which Harry has made one of the leading weekly newspapers in Michigan. In association with his sons, he also conducts weekly newspapers at Hart, Pentwater and Hesperia. Prior to embarking in business on his own account Harry was associated with me on the Tradesman from 1884 to 1888, during which time I learned to respect the sterling qualities of his head and heart. He never watched the clock. He never was late in the morning. He never left the office at night until the work of the day was completed. The work assigned him was given the same faithful attention he would have given it if he was working for himself. With such a ground work it is no wonder that he achieved success in the face of difficulties and discouragements which would have dismayed a less resolute soul. Harry was postmaster of Shelby sixteen years under Cleveland and Wilson and has given every duty he has ever undertaken faithful attention and painstaking devotion. He has acquired a comfortable fortune, which includes liberal investments in fruit canneries which have served to give a great impetus to the fruit industry of Oceana and adjoining counties. He is the father of four children, all of whom have been given college educations and are now married and located in Shelby. He has a beautiful home, a happy wife and a recognized position in the social and financial life of the town. What more could any man ask?

There is no finer piece of beach anywhere on Lake Michigan, so far as my knowledge goes, than the half mile stretch from Ludington avenue to the pumping station, Ludington. I asked J. S. Stearns last Saturday who owned that remarkable array of frontage on the finest inland lake in America. "I owned it at one time," he replied, "but I gave all but two blocks (which the city already owned) to the city." That was a gift worth making.

If the aldermen of Ludington will visit Grand Haven in a body and see how that city—in conjunction with the State Road Commission—has utilized its Lake Michigan frontage, they will return home fully decided that they should lose no time in entering into negotiations with the State Road Commission to undertake the development of the most valuable material asset Ludington possesses—an asset whose value can never be computed in dollars and cents.

Mr. Stearns thinks the remarkable car ferry industry of Ludington is the greatest feature his city now enjoys, but I have in mind an asset which is

worth a hundred car ferries—and that is the man who has done, is doing and will yet do so much for the city of his adoption as Mr. Stearns.

In discussing the situation of the farmer and the defeat of the Haugen bill with Mr. Stearns, he asserted that the greatest problem which confronts the farmer at the present time is "too much gasoline." With the streets of every city and town lined with farmers' automobiles nearly every afternoon and evening, it is plain to discern that the gas wagon and the moving picture show are the greatest handicaps which stand in the way of the farmer achieving success in his occupation. The only thing which prevents the farmer collapsing altogether is the disinclination of the movie people to start rolling off their films as soon as the morning milking is completed.

Michigan has many good daily newspapers, but I do not know of any daily which is more firmly entrenched in the esteem of its constituents than the Daily News. It has made a wonderful place for itself in Ludington and the towns and country round about.

Ludington merchants are prospering to an unexpected extent because of the large volume of business which is now being handled by every manufacturing establishment in the city.

On reaching the environs of Scottville I noted the home of Father Dark, son of my life long friend, Moses Dark the wholesale produce dealer of Grand Rapids. I promised "Mose" I would surely call on his son the next time I went to Scottville and I found the young man very happily situated in his new parish, proud of the friends he has already acquired and the position he has achieved by reason of his being a good mixer. He has work enough to keep him busy—churches at Scottville and Custer and missions at four other points not far removed from his home town. He recently completed revamping and redecorating the home furnished him by the church and celebrated the event by inviting all his neighbors to a house warming. The invitation was accepted in the spirit in which it was given and the affair is still being discussed as one of the historic events of Scottville.

My next call was on "Bob" Seeley, who has managed the Scottville cannery of W. R. Roach & Co. for the past fifteen years, prior to which time he managed the Kent City cannery six years. If I remember rightly, he superintended the construction of the Kent City plant. Mr. Seeley had been working along original lines last week, having canned for the first time a quantity of cowslips and also a quantity of dandelion greens. The innovation is purely experimental, of course, and the outcome will be decided later when it is ascertained how the new articles are welcomed by the ultimate consumer. Like all members of the Roach organization, Mr. Seeley is a careful student of his business and is ever on the alert to try out a new suggestion or adopt a new idea, if they appear to him to be practicable.

At Scottville I was told about a boy who catches brook trout in his hands, (Continued on page 19)



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The dealers listed below carry a line of materials not only artistically distinctive, but also guaranteed to withstand the attacks of sun and rain.

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GRAND RAPIDS AWNING & TENT CO., Grand Rapids
KALAMAZOO AWNING & TENT CO., Kalamazoo

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SAGINAW, W. S. MICHIGAN

Mr. Stowe Says

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

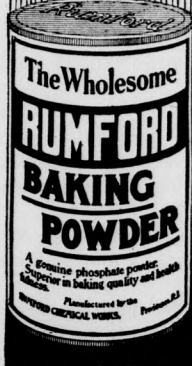
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References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper.

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FINANCIAL

Maladjustments in Commodity Prices Gradually Being Corrected.

At any particular period wholesale prices for some commodities may be on the rise as others are falling but for nine consecutive months now the general trend has been downward. Not since July, 1925 has the monthly compilation of the Bureau of Labor Statistics revealed an advance in the level of prices as a whole.

Since that time values have drifted downward from a position 60 per cent. above the 1913 level to one 51 per cent. above the same basis, or, as the statistician would say, from 160 to 151. This recession in prices has aroused wide comment but in the readjustment of group relationships appear certain tendencies more significant than the degree of loss recorded since the decline set in.

It so happens that one of the groups to lose most sharply is a group, farm products, in which we can least afford loss. The recovery in the purchasing power of the farmer that began in the summer of 1924 when agricultural prices turned upward was a powerful stimulant to business and tended to correct a condition that had held back prosperity for several years.

By the time that recession started last summer the farm products group had worked into a position relatively higher than other groups: it stood at 163 whereas the general index itself stood at 160.

In the decline the farm products group has come down faster than others until it now stands at 145 whereas the general index is 151. More than half the spectacular gain made in agricultural prices since the 1924 upturn has been lost in the last nine months. Any loss in agricultural prices is reflected in the end in reduced purchasing power of the farmer and that is why the trend in farm values now offers an uncommonly good barometer to students of the business cycle.

It still may be said that no group in the authoritative index of the Bureau stands so high relatively as cloths and clothing but in that division have come some of the most conspicuous declines of the whole recessionary movement. At 177 clothing prices may appear high but how important an adjustment already has been made may be judged from the fact that we need go back only to the late summer last year to find a time when this division was at 190 and if we go back in the records to May, 1920 we will find the group at 328.

Building material prices at 173 still must be numbered among those relatively highest in the scale but they too have been losing ground in late months and the more recent trend has been distinctly downward.

In the slowly declining level of commodity prices numerous maladjustments have been partially corrected but the sagging tendency has introduced fresh problems of which not the least important is the failure of agricultural prices to rise or remain firm at a time when the general trend was toward

lower levels. Some signs are at hand that indicate greater stability hereafter in the agricultural group but at this season of the year no very positive information is available on the future course of prices to the farmer.

Paul Willard Garrett.

[Copyrighted, 1926]

Too Many Retail Stores Everywhere.

Given a community of, say, about 10,000 people with an average income of \$600 per person, the community as a whole has a purchasing power subject only to conditions which influence the flow from all income sources.

Merely placing stores in such a community to supply and to exchange necessities will not increase the income. If the number of stores is disproportionate to the income, there is an overcrowding. A situation develops which means the eventual elimination of some of the outlets and this elimination may follow the road of insolvency.

A retail expert states there is at present a retail store for every twenty-six families and that two-thirds of all the expenses of running these stores is loss and waste—an excess charge on the community.

Overcrowding in any field is attended with waste, which is borne by the community and not alone by the crowded out operator.

It is interesting in this connection to follow the estimate made by an observer that there were approximately 335,000 grocery stores in this country, each serving, on the average, seventy families. In 1850 this observer states there was one grocery store for every 960 people. I am convinced from my own observations that overcrowding in the retail trade is the cause of many of our business and credit disturbances.

I wonder if we consider seriously enough when accepting credit risks the kind of competition a buyer has in his community. We do not allow our sidewalks to become congested, yet we are apparently doing nothing to relieve overcrowding and congestion in our retail outlet.

The credit loss due to overcrowding is only a part of the economic loss attending this unfortunate situation. The community undoubtedly has to pay in one form or other for every failure, and yet a community is powerless when merchants crowd in and attempt to divide the local income among a large number when the income will only properly sustain a few.

J. H. Tregoe.

Secretary National Credit Men's Ass'n.

Some Apparent Incongruities.

Kid gloves are made of lambskin.
Turkish baths are unknown in Turkey.

Irish stew does not exist in Ireland.
Catgut is really sheeppgut.

There is no lead in lead pencils.
Camel's hair brushes are made of squirrel hair.

Java coffee comes from South Africa.
Egyptian cigars contain Turkish tobacco.

Brussels carpets never come from Brussels.

There is no wax in sealing wax.

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

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\$6,000. Ecorse Township, Wayne County, Michigan, 4% School District No. 4, bonds dated July 1, 1903 due July 1, 1933, interest January and July 1st at the State Savings Bank, Detroit, Michigan, denomination \$1,000.

Price to net 4.50%

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Life Insurance Sales Above a Year Ago.

Money that comes easily so often goes quickly for things of no permanent value that some canny prophets have wondered whether the financial position of this country is as sound as one might judge on the basis of the prosperity of the last few years. They are fearful that the large profits of the recent past have been too freely spent for luxuries, for stocks that have since dropped and on items that will not enrich the spender except for the moment.

Evidence that a handsome proportion of our earnings have been placed where they will do permanent good may be found on every hand to him that looks carefully but an especially interesting sign of the times lies in the persistent growth in life insurance sales. Even more impressive than the amounts expended on a home for what it reveals of an intent to provide for the future are the sums set aside through the purchase of life insurance.

Sales of ordinary life insurance in the United States during April exceeded all records for that month and at an estimated total of \$743,635,000 were larger than for any other months in history except March, 1926 and December, 1925. About \$27,557,000 more life insurance was sold last month than for that period a year ago.

What is most significant about the increase is that every section reported growth, indicating that people everywhere are giving thought to the future. Greatly as the American people have indulged themselves in the last year or two through the purchase of luxuries they have, apparently, been putting aside something for rainy days.

The largest sectional increase last month, interestingly enough, was reported by States that represent the agricultural regions. The list includes such states as Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah and Nevada. These states wrote 12 per cent. more life insurance last month than in the corresponding month last year. Idaho itself reports a 35 per cent. and the District of Columbia a 34 per cent. gain over 1925.

When the 1925 count showed that \$15,400,000,000 in life insurance was written in this country last year the experts were impressed with the growth in the business and students of business conditions were pleasantly surprised to know what a tidy sum the investors had arranged to be paid back in future years. It now appears that another surprise may be in store for 1926.

At least we know that during the first four months life insurance sales ran \$157,250,000 or 6 per cent. ahead of the corresponding months of 1925. The gain in the twelve months ended April 30, 1925 over the preceding twelve months was 13 per cent.

Paul Willard Garrett.
[Copyrighted, 1926]

Most Popular Stock in the World.

A new chapter in financial history was written last week when the directors of the American Telephone & Telegraph Company made it plain,

through an announcement of a \$154,000,000 stock offering, that the telephone company will enter the class of corporations with a billion dollars in capital stock.

On completion of the present financing the telephone company will have capital stock outstanding to the amount of \$1,076,000,000 and A. T. & T. may then make its bow as our first corporation to show a billion dollars of common shares. It will not, contrary to reports, be the first corporation with a billion dollars in capital stock. At the time of its consolidation in 1901 the Steel Corporation had common and preferred shares outstanding to the amount of \$1,018,583,000 but on May 19, 1902 a part of the preferred stock was retired. Since that time the capital stock of the Steel Corporation has been substantially below the billion mark.

Of course if you talk to an official of the telephone company you will soon know that to him the really significant thing is not the size of the capital structure of that great institution but the popularity of the stock with small investors.

More than 370,000 stockholders appear on the telephone company's books or about as many as may be found on the records of the Steel Corporation, the Pennsylvania Railroad and the Armour companies combined which are those next in line. More than 292,000 of the telephone company's stockholders own twenty-five shares each or less and, to go a step farther, over 132,000 own five shares or less. In other words the ownership lies in the hands of more individuals than does that of any other corporation, and the owners in large degree are persons of moderate means.

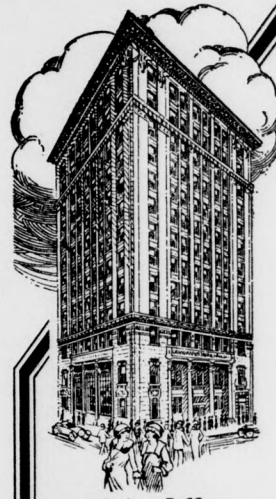
Perhaps the reason that so many people have confidence in the telephone company's securities is that for a quarter of a century growth has been persistent and in every year a surplus has been reported in excess of dividend requirements.

With only 5 per cent. of the earth's land area and 6 per cent. of its population the United States has 61 per cent. of the world's telephones. New York with a population of 6,000,000 has more telephones than may be found in the whole of Great Britain with its population of 46,000,000. So great has been the growth of the telephone in this country that in this country we have a telephone for every seven persons.

Perhaps it is the spread of the telephone habit and the conservative management of the company that sets the American Telephone & Telegraph Company stock somewhat apart from others in the financial analyses. Over a period of years the movements of this issue have resembled the fluctuations of an investment bond more than those of the ordinary stock. Even the announcement of the new \$154,000,000 offering to stockholders has not weakened the position of the listed stock. Paul Willard Garrett.

[Copyrighted, 1926]

Civilization, at its best, is a very thin veneer, and the more you polish it the thinner it gets.



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at Home

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Capital Value

A sum of money which, when invested, will earn an amount equal to your salary, is designated as your capital value.

From records it has been ascertained that eighty per cent of the property passing from one generation to the next is the proceeds of life insurance. In spite of this fact the American people are only insured for three and one-fifth per cent of their capital value.

How does the amount of your life insurance compare with your capital value?

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Public Interest in Investment Trust Movement Spreading.

Recent additions have increased the number of investment trusts in this country until now the family includes roughly twenty different trusts. That these interesting creations should have become generally popular with investors is significant for it was not until about 1920 that the movement started here and not until 1924 that its more rapid growth began. Only a few days ago were we given our first complete study of the subject in the form of a book entitled "Investment Trust Organization and Management" by Dr. Leland Rex Robinson, a man that knows investment trusts as few men do both from the theoretical and practical standpoints.

In Great Britain investment trusts have been known to several generations of investors. Formation of trusts started over there about the time we were fighting the Civil War, progress was made in the decade following 1870 and afterward the movement grew until now the British trusts number about 100. With such a background of experience to draw upon why, it has been asked, is the instrument so new here?

Only within recent years have the majority of our people begun to invest their surplus funds in the securities markets and the complexities of corporate finance have driven many to seek expert guidance. The problem for the poor man has been to know what to buy, how to follow the investment once it was made and to secure the same diversification of risk that was provided to the rich. These were precisely the services offered by investment trusts.

"It must not be forgotten that the interplay of 'professional' and economic forces on stock exchanges," says Dr. Robinson, "render it even more difficult for any but the shrewd, well-informed and exceptionally powerful to speculate without probability of drastic losses. The investment trust, being all of these, is in position, if well managed, to realize profits in the 'ups' and 'downs' of the market, by buying during 'bear' movements, selling during 'bull' movements, and doing both at the same time in different bourses and different countries as these find themselves, during any given period, in varying phases of the speculative or credit cycle."

Back of the remarkable growth of our better investment trusts is the impetus that always follows when a country switches from a debtor to a creditor position.

Not so very long ago Charles E. Mitchell, president of the National City Bank, said that foreign loans made in this country probably would not be paid off immediately any more than are the debts of our great railroad systems but that they would be refunded from time to time. That general view leads many to the belief that our position as an investment nation will strengthen in future years, that more and more of our people will become investors and that new complexities will be presented to the individual investor.

As time goes on these new prob-

lems will give our investment trust new responsibilities which if properly met will eventually elevate the companies to a position of increasing prominence such as they now command across the sea.

Paul Willard Garrett.
[Copyrighted, 1926]

An Injustice.

It is a well known fact that fire losses are more severe in parts of a state than in other parts of it. The tendency of insurance companies is to withdraw from areas larger than towns or cities, often from an entire section of the state. Sometimes this procedure is a real hardship and an injustice on certain limited areas of the territory affected.

Where a town or city has made extraordinary efforts to promote fire safe conditions and has succeeded in showing a moderate fire loss, insurance companies might well consider whether or not they are giving the citizens of that community a square deal in withdrawing, even though the city may be located in a region which is unprofitable. The withdrawal action has a very discouraging effect upon the citizens of that community and their natural response to further efforts is, "What difference does it make? We are treated just like our careless neighbors who make no effort at all to reduce their fire losses."

Special recognition of unusual efforts to prevent destruction of property by fire would go far to encourage the same unusual efforts in other cities.

He Should Be a Ferryman on the Styx.

A Wisconsin insurance field man reports to his company the following incident:

"A fire broke out in the hotel at Hudson the other day, doing approximately \$100,000 damage, and they called for help to be sent from Stillwater, located about four miles from the city on the Minnesota side of the Saint Croix River. The fire department responded, but arriving at the toll bridge owned by the city of Hudson the toll-taker held them up until the argument as to whether they should pay or not was settled."

Surely this man could substitute for Charon, in an emergency.

No law that has yet been devised to make the purchase of firearms by criminals difficult has been worth the paper upon which it is printed. Where restrictions have been imposed upon the trade in such weapons, the result has been to penalize lawabiding folk, preventing them from protecting themselves from the lawbreakers, while leaving the door wide open to the crooks to obtain all the revolvers they want. Nationwide regulation of the sale of weapons might be more effective, but the real remedy lies deeper. When prosecuting officials and criminals are in close alliance, and when gunmen have a free hand to wage private warfare upon one another and upon society, the reign of law is broken down. It can only be restored by the substitution of honest for venal public officials and by the uncompromising enforcement of the criminal laws.

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Protect the Volunteers.

Action of officials in many small villages, in providing insurance for their volunteer firemen, should arouse every city, where volunteers provide fire protection, to their duty. The plan, as adopted in many villages, is to protect the firemen in case of injury, sickness or death caused while in line of duty.

Cost of the policies is small compared to the service rendered by the volunteers. Paid fire protection is beyond the means of many of these villages. As a result the villages depend upon the volunteer system. Without thought of compensation these loyal citizens band together, as a matter of civic pride, and organize a fire fighting force.

Fire fighting is a dangerous occupation. Paid fire departments in the larger cities, regardless of the wage scale, are underpaid when the risks the fire fighters take are considered.

But in the larger cities a benevolent fund is maintained to care for the injured and sick and provide support for the widows and orphans of the firemen. Permanent injuries bring to the fire fighters of these cities a lifetime pension. And after a life of fire fighting the city veterans are retired on pension.

In many small villages and towns no protection is provided for the volunteer. Each time he responds to an alarm he faces injury or death. If he escapes these he runs the risk of illness because of exposure.

His clothes are ruined and he must replace them at his own expense. All this the volunteer realizes. Loyalty to his village forbids him to think of himself first.

A feeling of security must enter the when a group of men get together and organize a fire company. If a fire occurs, day or night, they know these loyal men will respond and risk their lives to protect life and property.

Why not give these fire fighters the same feeling of security when they retire at night. Many of them are heads of families, or are assisting in the care of parents. For a small annual cost the citizens can insure the volunteers. It would give them a weekly income in case of injuries or sickness. If their death resulted from fire service their dependents would receive a fixed sum, the amount of which would be controlled by the type of policy provided.

Citizens should realize the duty they owe their volunteer firemen and insist on the city officials providing insurance protection for them.—Fire Protection Service.

Fire Safety Necessary in Consolidated Schools.

Where ten little one-room schools formerly dotted the country-side, one large school with all the modern conveniences of the larger city school now serves the territory. Greatly improved roads, convenient to most farms, and the development of the motor bus have made possible attendance at schools five or ten miles distant.

Already there are 14,000 consolidated schools scattered throughout rural districts, with an attendance of 2,170,000 children, or one-fifth of the total rural

pupils. Of this number 410,000 are daily taken to and from school in 20,000 motor busses on high type paved roads.

Attendance is much more regular at these schools, for modern education with its wide branches holds a lure which makes attendance at school a pleasure. And the modern facilities are reflected in the farm children who rapidly are becoming better dressed and more intelligent.

While the consolidated school has a great many advantages, the gathering of many children under one roof makes greater the fire hazard.

In the one-room building, fire did not present a great hazard to the lives of pupils for they could easily vacate at the first alarm, and usually there were no more than 30 to 40 pupils. Attendance at the consolidated school often grows until upwards of a thousand children are receiving education in the building.

Unless precautions are taken to make schools fire safe at the time they are planned and built, all fire escapes and other safety devices on the market cannot prevent disastrous fires—fires which once started sweep through the frame school building faster than the hundreds of pupils can flee and the resulting loss of lives may be enormous to say nothing about the material loss.

Fires can and should be planned against from the very start of construction. Properly planned and built with firesafe construction materials, the new hazards found in larger and newer schools are in a great measure offset. Some of these hazards are: Manual training, domestic science, motion pictures, laboratories, and the use of the assembly hall for public mass meetings.

When firesafe construction is used fires of dangerous proportions are practically impossible; and should fire start in a single room, firesafe walls and floors will confine it to its place of origin with a minimum of damage.

Cases are on record where this very thing has happened and little damage occurred; other cases show that firesafe buildings often have acted as fire barriers and saved serious loss by blocking a fire which threatened to wipe out an entire community.

Building firesafe is not costly—often but little above the cost of burnable construction. And when it is considered that such construction may save the lives of hundreds of children no cost is prohibitive. For children who must attend school involuntarily should at least be housed in a building which will not burn.

Like Carrying the Mountain Away From Mahomet.

With flames from a blazing church a few yards away scorching their skins two hundred negroes lifted a three-story frame house and carried it 150 feet to save it from a fire which destroyed the church at Hialeah, Florida. When he saw that the house would certainly catch fire, Chief Latham rounded up the negro bystanders and with a man at every available handhold they raised it bodily from its foundations and toted it beyond reach of the flames.

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

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The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

LOUIS CAMPAU.

(Continued from page 9)

ried Sophie De Marsac, then a girl of 18. Since they were cousins of the fourth degree, the limitations and restrictions of the Catholic faith in this regard were only overcome by the granting of a special dispensation by the Vicar General. From all accounts Mrs. Campau was a woman of unusual charm and force of character. A visitor to her home in later life paid her this quaint but forceful tribute: "It is easy to say that she was a saint, but there are many kinds of saints and one should discriminate. I leave it to others to portray her type of saintliness. Most of us have learned that it requires no little of this divine quality for any woman to put up with most men for a half century, and so Uncle Louis doubtless did his part to place the crown upon her head."

Just after the young bride established herself in her new home in the wilderness, the Reverend Leonard Slayter brought his bride to the Baptist mission, located on the West side of the river. To Mrs. Campau, at the fur trading post, this addition brought much joy to her lonely heart. They were the only two white women in the valley at that time and a beautiful friendship grew up between them. While Mr. Slayter, the minister, and Louis Campau, the fur trader, were vying with each other for the attention of the Indians, these young women were unconsciously participating in the first woman's club of Grand Rapids, and what a strange club it was! Listen to Mrs. Campau's own account. "I speak no English, Mrs. Slayter speaks no French, but we just sit and look at each other and we make signs so we partly understand, and we are so happy." But Mrs. Slayter was not destined to stay long. The white population of the little settlement began to grow a little. The mission found whisky a hard competitor. Baxter, in his History of Grand Rapids, says, "The rapid influx of white settlers which began in the spring of 1833, with the contaminating and demoralizing influences thereto pertaining, soon indicated to the authorities the advisability, if not absolute necessity, of a removal of the mission." Another writer mentions the same problem, "The nearer approach of the whites and the unrestricted sale of liquors warned the good missionary that, if the Indian was to be preserved, he must be removed from white influence." So the mission was soon moved into the wilderness, where Mr. Slayter would not be embarrassed and handicapped by the misdeeds of the white man. After reading these observations and the following one by Louis Campau himself, one cannot help but wonder who was in most need of a missionary—the red or the white man.

"I remember," says the trader, "long ago, when my pony died here, I hung my trading pack on the limb of a tree near the trail and went to Detroit for another pony and new supplies. On coming back I found the pack contained nothing but chips. The Indians had found it and had distributed all it contained among themselves. Do you think they stole my goods? No. For every article appropriated I found a chip marked with the totem of the buyer. Before I could realize what had happened, a chief stood before me, shook me warmly by the hand, and asked me to enter the village to claim material in lieu of the totem-bearing chips. I accompanied the noble savage and received exactly what the chips called for. That was the way the Indians used to steal. A few white men came and there was a little trouble. Then a lot came and the Indians became bad and times grew worse. Finally the Indians were relieved of their possessions."

Before the Slayters left, Louis' brother, Toussaint, had come to "The Rapids," and a few years later he was

followed by two other brothers, Antoine and George. Toussaint married Sophie's sister in the Catholic mission church across the river, the wedding feast being attended by every white inhabitant and by the Indian chiefs. The Campau brothers are spoken of as "men of fine presence, courteous, gentlemanly, warm hearted and liberal." One writer refers to them as "the hosts and helpers of the pioneers."

By 1834 the white population of the village was about a hundred. Another Frenchman, Richard Godfroy, had come into the valley in 1831. He later became associated with Campau in the fur trade with posts at Lowell, Grand Haven and Muskegon, besides at "The Rapids." Shortly after Godfroy's arrival, Slater's sawmill was put in operation, which made possible the erection of frame houses for the families of the settlers. The Guild family had also arrived, coming from New York State in June, 1832, and six months later, in a letter to the East, Joel, the head of the family, reported that "the country is settling fast" with reputable inhabitants.

The first Fourth of July celebration in this valley was observed the next year by Campau and Guild, who, it is reported, "celebrated the day temperately and with a slight moistening."

The coming of the Guild family is generally considered as the beginning of permanent settlement at "The Rapids." The Lincolns, Burtons, Turners, Winsors, Joneses, Chubbs, Gordons were, no doubt, among "the respectable inhabitants" to whom Guild referred in his letter. These, with the Campaus and the Guilds and probably others, were the first pioneer families. To single out any individual as the founder of Grand Rapids would, indeed, be difficult. The credit undoubtedly belongs to more than one of these frontiersmen. It took a variety of talents to firmly establish the settlement and no one man had a sufficient monopoly of these qualities to entitle him to be hailed as the founder of the city.

Campau had faith in the struggling village and, taking advantage of the Government's land policy, he purchased a tract of land at \$1.25 an acre and then platted it. "The Proprietor," as he was called, was in line for a handsome profit, for a great wave of speculation was to sweep the country two years later. Land values soared and the fur trader became a man of considerable means for those times. It was a period of easy money. Things were booming. Village lots rose quickly from \$25 to \$300 and still higher.

The town was even prosperous enough for a newspaper, for on April 18, 1837, the first number of the Grand Rapids Times appeared. Campau took 500 copies for propaganda in the East paying \$1,000 in cash. I dare say he was present with other citizens to witness the copies coming off the hand press, which only a few months before had been fished out of the bottom of the Grand River. Coming up the river in winter on sleds hauled by dogs, it had broken through the ice. To bring products of civilization into the village in those days was no easy matter.

In June, 1838, there was "a grand Indian payment," so-called—the Government annuity. A witness estimated that 10,000 Indians were encamped about the village. The leading fur traders, Louis, Antoine and Toussaint Campau and the Godfroy's, "garnered a rich harvest of silver half dollars until their measures were full to overflowing."

Perhaps those were some of the half dollars which Louis used in the erection of a church edifice for the local priest whose religious faith was that of the fur trader.

"The Times," which predicted that Grand Rapids would some day be the "Rochester of Michigan," soon had plenty of exciting news to report, for the crest of the wave of speculation soon passed and the inevitable crash came. President Andrew Jackson in

the White House had smashed the United States Bank, which disaster was immediately followed by the famous red-dog and wild cat banks of the thirties. They sprang up like mushrooms, then along with the receding commodity and land values came wholesale bank failures. The Grand River Bank went into the hands of a receiver, as did the Peoples Bank, of which Campau was the unwilling President. The little town, however, in spite of many hardships, including 100 per cent. interest in at least one instance, survived the storm and, pulling itself together, gradually forged ahead.

A few years later, however, there apparently was still room for improvement. A former citizen of those days described the town as "a story and a half village with a population of 1,500. There was still a primitive air to the place. Enterprise had been checked and had not recovered from the shock. Capital was woefully lacking. The streets of the village were simply horrible." This rather dismal description is closed by a paragraph which has a familiar ring to it: "O, what offers we all refused in those days! It makes us look blue when we recollect them, when we see, if we had only been able to look ahead, we might now be rolling in our wealth. How sad is the thought, 'It might have been'."

Pessimism did not seize all the inhabitants, however, during the slow times, for Lucius Lyon enthusiastically wrote to an Eastern friend, "Michigan is the garden of the great West and Grand River Valley is the garden of Michigan." Apparently, the villagers were not depending entirely on immigration for the future population of the settlement, for Lyon continued, "We are also a hard working people, and if we go on increasing our product as we have for the last three years the next census will show such an increase as will be hard to beat."

In 1838 the first village election had taken place, Uncle Louis becoming a trustee. The town was now properly launched in a formal manner. As the village slowly but surely forged ahead, the Indians became less and less a factor in the neighborhood. They were much more at home on the trails in the forests than in the village which was taking on the earmarks of a civilization foreign to their natures.

Behind the scared squaw's birch canoe The steamer smokes and raves, And city lots are staked for sale Above old Indian graves.

With the gradual passing of the red man and the increase in hustle and bustle of the growing town, the romantic side of Louis Campau's career comes to an end. The canoes on the river gave way to the log booms and the lumber jack gradually superseded the Indian. The woods were no longer silent, but re-echoed to the sound of axes as they cut down the majestic trees for the fast increasing markets of the Middle West. Lumbering and agriculture were the order of the new day dawning in the Grand River Valley.

In the forties Campau moved up Fulton street to a large house on the top of the hill, which in his remaining years was a favorite rendezvous of old Indians who never forgot their friend of earlier days. It was not at all unusual to find a score of Indians asleep in the halls, kitchen and rear porch at the same time.

As a reminder, and I like to think as a warning against unsound banking principles, he had the walls of his cupola papered with hundreds of worthless bank notes of defunct wild cat banks.

He was intensely loyal during the dark days of the civil war, one copperhead feeling the wrath of the old trader through the means of a heavy cane which knocked him off the steps of the Rathbun House. Uncle Louis was at times very impatient with the

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HOME STATE BANK
FOR SAVINGS GRAND RAPIDS
MICHIGAN

WANTED

Experienced grocery clerks between 25 and 35 years old for store managers, good opportunities and good salary.

C. Thomas Stores

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GRAND RAPIDS, MICH.

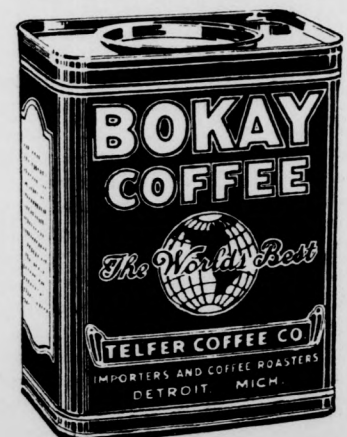


Sidney Elevator Mfg. Co., Sidney, Ohio

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.

DELICIOUS



Union generals who found Lee and Jackson very bothersome enemies. He would repeat with unmistakable evidences of scorn, "All's quiet on the Potomac."

By the late sixties it is said that Mr. Campau had lost almost everything "through his attempts to spread bounties in the manner of a Norman baron." His contemporaries say he never took a particularly broad view of state affairs and the progress of the Western country did not fire his imagination or arouse his curiosity. His conversation, according to a friend, was principally about personal or local affairs.

The old trader lingered on until 1871, when at the ripe age of 80 he passed away. Professor E. A. Strong, a man with a keen sense of justice and discriminating judgment, after living two years with the Campaus on the hill, said of him, "though he was irascible, inconsistent with himself, often childishly whimsical, though he resented deeply the very system of things which he had himself been partly instrumental in bringing about and which had established about him a new state of things with which he had little sympathy, yet he was at heart a just, amiable and sincere man. His attitude toward the Indians was always fatherly though magisterial. He often gave them food and assisted them in many ways."

"It would at once occur," Mr. Strong continues, "to any one that a man whose early life had been spent and whose character had been formed under such circumstances would be little fitted to cope with another sort of civilization. Mr. Campau's failure here was that of his class."

He belonged to a former generation, to the days before the town came with its new and strange environment to which he was not suited by either training or temperament. He was at home at the trading post, bartering with the Indians, whom he understood and appreciated. In those romantic pioneer days he found his setting, and so, when we think of him, in our minds there looms up a picture of the forest, the stream, the birch canoe, the quaint little trading post, a band of Indians and their friend—Louis Campau—fur trader and pioneer, one of the founders of a fine American city.

Lemuel S. Hillman.

Explanation Cheerfully Accorded.

Philadelphia, May 17—We are in receipt of a clipping from your publication, which reads as follows:

"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."

Most people reading this would get the idea that we called our product "Hires" and dropped the words "Root Beer," because we were forced or asked to do so by the Government, and in fact this very story has been spread by some unscrupulous competitors. The facts are these: When the pure food law went into effect in 1906, we tried to get the Rules Committee of the Pure Food Department to make a ruling on the word "Root Beer" which would require all manufacturers using this word to make their product from the actual juices of roots. We were not able to get the Department to make such a rule and, as a result, to-day there are several hundred concoctions made by a great many different formulae which are sold as "Root Beer" and which contain none of the plant juices, but are made entirely from natural and artificial flavoring oils. Hires has always been made from the pure healthful juices of roots, barks and berries. We have never used any synthetic or artificial flavoring material and it, of course, became impossible

for us to compete in price with these cheap so-called root beers, so after the Rules Committee had made the decision which allowed any manufacturer to use the name of "Root Beer" and to sell a concoction, which in the strict sense of the word contained no root beer at all, we decided to drop the word "root beer" and to advertise our product simply as "Hires."

We have spent about \$8,000,000 in advertising through newspapers, magazines, radio broadcasting and through millions of booklets being distributed in the homes, in educating the public

to the fact that Hires contains the mineral salts and vitamins of the pure plant juices and is not to be classed with the various concoctions which are sold as "Root Beer."

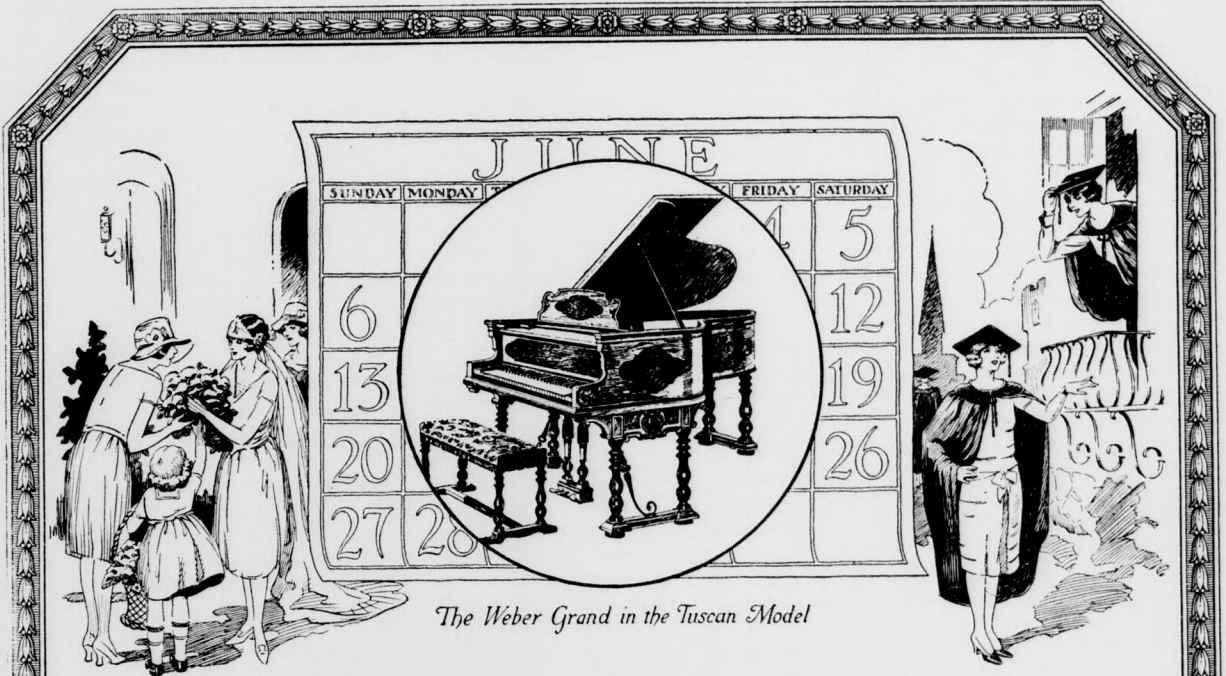
The Government has not consulted or advised in regard to this decision and there has never been, since this business was established in 1869, any interference or objection from either the National or any state government to our formulae, name or process.

We feel, and our salesmen feel, that this paragraph has done us a great amount of harm, which we feel sure that you would not wish to do, had you

had the facts in the case. We therefore ask that you print this letter in an equally prominent position in your publication. H. S. Hires.

In future Chicago will build its streets depressed in center, like troughs instead of with "crown" and gutters along curbs. City adopts new plan as result of engineers' report that trough streets drain better and are kept clean more easily than crowned streets.

Sincerity is the best policy.



The Weber Grand in the Tuscan Model

Plans Are Being Made

COMING events are crowding upon the social calendar...A gift there must be. And what gift transcends all others? A fine grand piano! It is the Alpha and Omega of a wedding or commencement. Only a groom and a diploma take precedence over a beautiful grand piano on

such occasions.....And where will you select so prized an honorarium? Need you ask?—when at this great musical center are nearly all the most famous makes of pianos in America...Deferred payments arranged. Allowance will be made for the old piano the "little girl" has outgrown.

Our Honor Roll of Famous Pianos

STEINWAY SOHMER WEBER VOSE STECK
LUDWIG PREMIER GRINNELL

The DUO-ART in the STEINWAY · WEBER · STECK · STROUD · AEOLIAN

Michigan's Leading Music House

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RETURNING GOODS.

Tricks Some Customers Try To Put Over.

Probably no greater divergence of opinion regarding the honesty of patrons of department stores and specialty shops in large cities can be found than within the four walls of those establishments—more specifically, in those departments devoted to credits and adjustments. While the credit manager will maintain that a very large percentage of these patrons is scrupulously honest in dealings with the house, and will cite his experiences to prove it, the adjustment manager will express a somewhat different view and also cite experiences to show he is right. Most of the latter's complaints, however, are about women customers.

"I have heard it said that women are bad losers, taken as a whole," remarked a certain local adjustment manager one day last week, "and my experiences with those who try to return merchandise without justification bear out this assertion. Refuse to let a woman of this type get away with her little game and she will cheerfully recommend your being boiled in oil. The reason is that, in many cases, the plea to be allowed to return the goods is based on a fib, and no woman relishes being caught in one.

"A case came up only the other day that will show this. A young woman came in with a dress that she admitted had been worn several times and asked to be allowed to return it, on the ground that her husband did not like it. In reply to my question she said that her husband had seen the dress on her two or three times before he expressed his dislike. She apparently covered this point by saying that her husband had not said anything about it sooner because he did not want to hurt her feelings, and had expressed his real views only on being questioned.

"Something about the way she spoke of her husband made me suspect that she was not married, but I had no definite reason for questioning it. We argued back and forth quite a while about my allowing the return, I doing my best to serve the best interests of the store without antagonizing her.

"While we were talking she took off her gloves and I saw that she was not wearing a wedding ring. This seemed to confirm my suspicions and I cast about in my mind for a tactful way of letting her know I had noted its absence. Finally I took a chance and told her that she must have drawn off her wedding ring when she took off her gloves, making it appear that I told her because I did not want her to lose it. It was a long shot, but it registered.

"How could I lose what I never had?" she asked crossly. Then, realizing that she had betrayed herself,

she arose in confusion and left the office in a rush. She did not even stop for the dress, which was sent to her at the address given on the form made out by the desk clerk. The store may have lost a customer as a result, but as it was a cash sale, she was doubtless not one of our regular patrons. There are certain types of customers a store can afford to lose, and there was no question of this young woman's desire to 'gyp' us.

"One of the most naive and yet, in a way, one of the most pathetic attempts to 'put over' an illegitimate return occurred a few years ago. There was quite a vogue that Spring for black satin coats padded somewhat on the Chinese order. The girl in this case had bought one, but was injured before she had had a chance to wear it and she was laid up for several months. One of the first things she did, apparently, when she was able to get around again was to bring the coat back to the store and try to get a refund of the purchase price on the ground that it had not been worn.

"It was obvious that she was telling the truth about the coat, and there was evidence that her story of the injury also was true. By that time, however, padded satin coats had become passe, and I knew that to allow the refund, whatever my own feelings in the matter might be, would mean my being called on the carpet to explain. While the element of dishonesty was lacking in this case, it was similar to that of the 'married' young woman in that neither had any compunction about trying to profit personally at the expense of the store."

That death in the family is a frequent explanation for wanting to return things illegitimately was the assertion of the adjustment head of a well-known store here. "Only this morning," said he, "a woman tried to return an expensive pair of earrings that had been purchased before Christmas. In explaining the delay in making the return, the woman said her husband had died soon after the earrings had been bought, and she had been so overwhelmed by the blow that she had been unable to leave the house from the time of the funeral up to a day or two before she came in with them. The point in this case lies in the fact that, with her husband supposed to be dead less than five months, the 'widow' was clothed in garments which, for their brightness of color, would have put King Solomon to shame.

"Another woman purchased a coat in December and brought it back for exchange late in April. She admitted having worn it a few times, but said that her husband had died suddenly and she had gone into black. Because of this she had no more use for the coat, which was quite an expensive one, and she seemed utterly at a loss to understand why the store could not give her some other merchandise in exchange for it.

"When she finally realized that she could not get rid of the coat that way at the store's expense, she made the claim that the trimmings were not genuine beaver, as had been said by the saleswoman. On my asking her author-

ity for that charge, she said that a very prominent furrier had told her so. I was morally certain that this was not so, but I did not want to accuse her of fibbing. I finally disposed of the case by offering to give her a written guarantee that the trimming was real beaver, and offering to take back the coat without question if she would bring in a certificate to the contrary from any reputable furrier. She left without waiting for our guarantee.

"The death-in-the-family plea was tried by a young fellow of the 'cake eater' type only a day or two ago. He came in with a pair of tan shoes that had obviously been worn, and pleaded to be allowed to change them for a pair of black ones on the ground that his mother had just died and he could not very well wear tan shoes during the period of mourning. He was so obviously fibbing that I told him rather brusquely nothing could be done. At that he broke into a grin and said, "Well, yuh can't blame a guy for tryin', can yuh?"

"Few men turn up at my office, but when they do come they often try to put something weird across. One man came here not long ago and tried to get his money back on a shirt which had been purchased nearly a year ago. He said he had bought it to wear while on his vacation, but had not. The result was that it had lain in the bottom of his trunk until he had started preliminary preparations for his 1926 holiday. Like the 'cake-eater,' however, he made no attempt to press the matter when his request was refused, and

that is where a big difference between men and women returners lies. The women will talk themselves hoarse and you deaf before they will give up.

"Another man came here recently for credit on a hand-painted silk scarf bought by his wife and then reduced to a colorful mess by her attempting to wash it. As the saleswoman had been told that such scarfs were distinctly non-washable and had been told to tell this to customers, my first question was why the wife had tried to wash it.

"He replied by contending that the saleswoman had not told his wife the colors would run and in reply to a second question he said he thought he could identify the saleswoman from his wife's description of her. Had he brought the sales check she would have been asked to explain, but that really has no bearing on the case.

"On being told that the saleswoman would be reported for her failure to do as told, the man started to hedge on identifying her. Finally, he took the scarf away with him. The facts in the case were that his wife had disregarded the saleswoman's warning against washing the scarf, and had tried to cleanse it with a certain preparation noted for the gentle way in which it does its work."

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

ONE DOLLAR

For half of what your customers will say it is worth—DOLLAR TOPKIS. The biggest dollar's worth your customer's money can buy—a great value in the field of men's apparel—is a Union Suit any man can be proud to wear.

Material—Workmanship—Fabric—Generous Fit—Finish—Comfort—Ample Cut—Long Wear—All of these are embodied in one. Just say "TOPKIS" to us when ordering, and see what money really means—let your customers see what a dollar will do.

Western Michigan Distributors
for TOPKIS

PAUL STEKETEE AND SONS
Wholesale Dry Goods
GRAND RAPIDS, MICHIGAN

OUT AROUND.

(Continued from page 11)

having learned the art (trick?) from the Indians. He is an object of unusual interest and men frequently travel hundreds of miles to see him do what is usually conceded to be impossible.

I was greatly pleased to learn of the success which is attending Mr. Buck and his accomplished wife as editors and managers of the local newspaper. I knew Mr. Buck's mother sixty years ago in Hudson, where I was born, and I knew his father when he was regarded as the most expert printer in Adrian. The son appears to have inherited the good qualities of both parents and by hard study and close application has become a linguist, a diplomat and a business man. He is giving the good people of Scottville the best newspaper they have ever had and it goes without saying that it will continue to improve as Mr. Buck increases his acquaintance and augments his friendship. By both education and experience, he is wonderfully well fitted to assume a commanding position in any community in which his lines may be cast. E. A. Stowe.

The Selling Power of Silence.

"You talk too much, young man!" said an irate old lady, moving away from the counter where she had been looking at dress goods. "You don't give a body a chance to make up her mind," and she flounced indignantly out of the store.

A man walked into a haberdashery and planted himself at the garter display, examining one after another. A clerk moved up to him with the professional, "Anything?"—which apparently is a contraction of "Can we do anything for you to-day?"

"Yes," said the man. "I want some garters," and went on looking.

"What kind?"

"Sock supporters."

"What make?"

"I don't know."

"Double or single?"

"I don't know."

"What color?"

"For the love of Mikel!" cried the exasperated patron. "Show me what you've got, all kinds, golf, hose and sock, Boston and Chicago, red, white and blue, double and single, and then keep your mouth shut until I ask you the price!"

There has been much printed and lectured about salesmanship. Nearly always this means saying something in a certain way—how to meet an objection, how to dodge premature mention of the price, how to bring the talk back to the goods. But not very much is said about the selling power of silence.

There are many times when a prospect—particularly one almost sold—pauses and lapses into thought. This is a most favorable sign. Experienced salesmen remain quiet at such times. The inexperienced become nervous and think it is a good time to offer remarks—usually merely irritating the prospect and interrupting his train of thought.

Judge Gary said in a talk to New

York University students: "The average man, in negotiating, talks too much. It is well to let the other man talk half the time." He might have added that the goods or samples should also be allowed a chance to talk.

There is selling potency in well-chosen silences.

King of the Kitchen.

Can-opener, 'tis of thee,
Friend in emergency,
Of thee we sing,
When burnt brown is the steak,
And sinks the ten-pound cake,
You save a tummy ache,
O, kitchen king!

The itch to get more money is offset by the fear of losing what you've already got.

The fellow who tries to fly too high ends by taking others' dust.

Retires After 44 Years Behind the Counter.

Walloon Lake, May 25—W. H. Ransom, the successful merchant, who has owned and conducted a general store here and at Clarion for many years, has sold his business and store building, also Sunset Lodge, and including his good will in trade, to W. H. Wilson, of Flint, who will continue same at Walloon Lake. Mr. Ransom remains with the new owner for a limited time, after which he and his amiable wife will retire and enjoy a long needed vacation, having been in active mercantile duties for the past forty-four years. They have weathered some severe financial stresses, including a complete wiping out by fire, caused by an adjoining neighbor, and which left Mr. Ransom penniless, but with good credit. The fire caught him without a dollar of insurance. He again went to work with a determined

effort, and with the help of God has much to be thankful for.

Regret will never be able to head off indiscretion.

A woman is as young as other women think she looks.

REAL VALUE



Ask
Your
Jobber

CRESCENT GARTER CO.
515 Broadway, New York City



ALWAYS LABOR DAY WEEK
September 5th to 11th
DETROIT

The Greater

Michigan State Fair

IS YOUR FAIR

Follow the Arrows
—the Safety way—
to the Fair Grounds
Sept. 5th—11th.

THE MICHIGAN STATE FAIR
Committee on Public Relations

Plan NOW to Celebrate a Great Year

Along about September you'll be hankering for a change—new sights, new ideas, fresh slants on old problems. The Michigan State Fair will satisfy that urge.

Better, bigger, more interesting than ever before, Michigan is planning a fair second to none in the country this year, creating an exposition really representative of this great state. New buildings, new exhibits, new educational and entertainment features—the whole a tremendously vital picture of the state's agricultural achievements—a REAL FARMER'S AND STOCK BREEDERS' FAIR—this is the one big event in the year you surely don't want to miss!

Plan now, this far ahead, to attend the Michigan State Fair. Take some part in it, if you possibly can. There will be hundreds of competitions, hundreds of prizes—write Walter Palmer, Director of Live Stock and Exhibits, State Fair Grounds, Detroit, for information on any subject in which you may be interested.

Your active co-operation is earnestly desired.

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Demand For Small Cheese.

The days of the large cheese, which is slowly, but persistently, hacked at on the grocers' counters, are rapidly passing, according to N. S. Golding, of the University of British Columbia, in a recent address before the American Dairy Science Association. Until the cheesemaker considers exactly the size shape and attractiveness of the package that the consumer wants, some other form of food, probably not as good, will find what should be its corner in the consumer's stomach. There are two types of packages chiefly in demand, one a package varying in size from 2 ounces to 1 pound, which might be called the household size. The Kingston cheese is a hard pressed cheese of such a type and weighs just 1 pound. With this cheese the curd is milled, then moulded and pressed in individual molds; it ripens in about a month, though it will keep for two, when given proper care. The rind is so thin that there is little or no waste when it is cut. Prof. A. Todd, of the University College, Reading, and Prof. W. Sadler, who is head of the Dairy Department at the University of British Columbia, evolved this cheese some fifteen years ago, and published the method of manufacture in the Journal of the Board of Agriculture. At the present time Prof. Sadler is engaged in writing a new publication on this cheese. The second size of cheese, which I wish to refer to is the brick or loaf cheese. Such a cheese weighs about 5 pounds, and is much the same shape as a loaf of bread for the chief demand on it is that thin slices can be cut and just fit between two slices of bread. The consumer, of course, can buy it cut in strips, or in block, in any quantity he wishes.

The Camosun, named after the old name for Victoria, the capital of British Columbia, is an endeavor to meet this demand. The process of manufacture of this cheese is both short and simple, being completed in less than three hours. The method was evolved by me in our own laboratories from the process employed in the making of Port du Salut, Gruyere, Californian Jack cheese and a Small Holders cheese made by John Benson. An account of the procedure in making is published through the Department of Agriculture, Victoria, B. C.

Short Packs Seem Assured.

There are no factors tending to result in a big pack of canned foods in 1926, but on the contrary every influence is toward a greatly curtailed production. Based upon to-day's outlook there will be a materially reduced output so that adding in carryover the trade faces a workable supply of merchandise. Some observers of the market expect that there will be danger of shortages rather than surplus stocks. Two powerful agencies are at work to limit production. The weather in many important Northern sections has caused a month's delay in planting

operations, provided that there is no further interruption to sowing. Fall must be correspondingly late to allow for a normal growing season, with an absence in the meantime of freak weather such as has already occurred. Weather conditions have certainly diminished the possibilities of a big production, if not actually threatened to cause a more or less scarcity of raw material. The other important factor toward a curtailed pack has been the voluntary and determined stand of canners to cut down their outputs. They have discouraged growers from planting big acreages by failing to offer attractive terms for their raw material. Growers are not likely to take a gamble on a big market for their products at harvest time and with the handicap of the weather are inclined to be as conservative as the canner. To-day's outlook does not justify any belief that there will be another pack of 19,000,000 cases of peas, 24,000,000 cases of corn, or 20,000,000 cases of tomatoes, to say nothing of the other packs. Indications are that all outputs will be reduced and that there will not be the phenomenally large aggregate which resulted from last season's canning operations.

Change in Egg Inspection.

The egg inspection rules of New York Mercantile Exchange have been amended as follows:

"Rule 6, Par. 16, be amended to read as follows: In making inspections, inspectors shall carefully candle as many eggs out of each case drawn as they, in their judgment, may find necessary to enable them to determine and establish the different grades, as described in these rules. A certificate of inspection shall be issued on each lot inspected and such certificate shall accurately describe the selection and general quality of the lot inspected. All eggs shall be restored to the cases from which they were candled.

"Paragraph 18 was amended to read as follows: Immediately after completion of an inspection, Inspectors or Deputies shall brand, and may seal the inspected cases, making a certificate for the same in accordance with Paragraph 16 upon blanks furnished for this purpose, under the direction of the Egg Committee, and which shall be countersigned by the Business Manager and promptly delivered by his direction to the party ordering the inspection.

"Paragraph 19 was amended to read as follows: When eggs are sold under the Call and are officially inspected, the tops of the cases drawn as a sample may be sealed by the Inspector at the completion of the inspection."

Aptly Named.

Farmer: Have all the cows been milked?

Dairymaid: All but the American one.

Farmer: Which do you call the American one?

Dairymaid: The one that's gone dry.

The truth is that every woman is secretly proud that her ankles are weak.

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.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

After All, It's YOUR Convention

The Convention at Rochester, June 21st-24th, is the Convention of the National Association of Retail Grocers—YOUR convention. And a humdinger it's going to be. Discussion on every problem confronting grocers today. Fun, too, and plenty of it.

In other words, something you cannot afford to miss. For after all it's YOUR convention.



FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

Sold From Coast to Coast

Putnam's

MALTY (A) MILKIES

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

MEAT DEALER

Quality in Meat Is Indicated By the Appearance.

The average housewife will not make a very extensive study of meats, nor can she be expected to do so, and it may be of benefit to her to know in a very general way the things to look for, so that she may be reasonably sure that she is getting what she wants. A little information along this line may also help in preventing discrimination against that which is perfectly good, and yet, because the buyer thinks she sees something that has been ruled against by something she has read, refuses to buy it. Most writers on beef tell their readers that it should be bright, and when the meat dealer cuts a slice of steak, and it looks somewhat dark, he is told that it is not satisfactory. When freshly cut, beef is much darker than after it has been exposed to the air. The appearance at time of cutting may be readily understood and no one with experience will associate such a condition with dark, clammy-appearing meat. The trained meat man does not even think of it, since he sees in his mind the meat just as it will look when it has had time to brighten up. Beef should be marbled if it is to suit particular trade; that is little specks of fat should be seen through the cut surface. Veal should be a light pink, inclining towards a cream color. A close study of it will disclose some white fat through it, which helps to give it its light color. Mutton may be a duller red than beef, and seldom shows as much marbling. The fat covering the selections may be quite white or may run to a yellowish cream, but should not be very dark or very yellow. Lamb should be white as to fat and the flesh bright, when cut awhile, if of the most desirable quality, though excellent lamb is often somewhat dark in the meat. Feed and time of year influences the color of the meat. The difficulty in describing meat is that it is rather difficult in the absence of color standards and other standards, such as would pertain to hardness, or fat admixtures, to let others know exactly what we have in mind, though application of our suggestions will help a great deal. Pork is best when the meat is light colored though some not so light may be excellent. Bones having a red appearance and soft at the end indicate youth and tenderness.

Butchers Should Know How To Cook Meat.

"The efficient retail meat dealer is in a position to be a great benefactor to the American housewife" said John C. Cutting, director of the department of retail merchandising, of the Institute of American Meat Packers, Chicago, speaking to packers, students of meat packing, dealers and housewives, last Friday evening at Cincinnati.

"Every butcher should know how to cook meats," Mr. Cutting continued. "Take, for instance, the case of the newly-wed housewife. The average young girl in moderate circumstances has been employed in a business office previous to her marriage. What time

has been hers to learn the rudiments of preparing appetizing meals? None!

"After she marries she makes a sincere attempt to keep house. Instinct comes to her aid, of course, to a great extent, but it takes more than instinct to buy the right kinds of meats to serve nutritious and palatable meals for her husband. The young housewife knows that steaks and chops must be good, because, as she reasons, any meat cuts that cost more than other cuts are naturally better to serve. Therefore, assured that they are the best for her table, she orders steaks and chops. They take less time to prepare than the so-called less-demanded cuts, which are lower in price. She has two arguments for buying steaks and chops:

"First, they seem to be more palatable; second, they're easy to prepare. The only argument against them, she reasons, is that steaks and chops cost more than beef stews and chuck steaks. It is hubby's money she is spending, so that argument is pigeon-holed.

"Now, if the butcher would only take a minute or two and explain to Mrs. Newly-wed Housewife how to prepare a delicious roast from the shoulder of pork, or broil a piece of chuck steak, it would not be long before Mrs. Newly-wed would begin to order these cuts which are less demanded ones and save money for her husband. And without sacrificing any nutriment, either, for there is as much nutriment in a piece of chuck steak from the forequarter of the beef animal as there is in a choice porterhouse steak from the hindquarter.

"Nutrition experts tell us that humans should have meat to round out a well-balanced diet. Meat furnishes quantities of high-quality protein, certain mineral elements in abundance, varying amounts of energy, or heat-yielding material, and some of the vitamins. They tell us that life without protein is impossible. Lean meat is one of the best forms of protein. Fat meats contain protein, but the fatter the meat is the less protein it contains. Meat furnishes repair material and fuel at the same time. Meat also supplies mineral matter such as iron and phosphorus. Because of its iron content meat is one of the most efficient foods in the dietary for blood building."

Municipal ownership has gone backward rapidly in one field during the last year. As many as 269 cities in this country have closed or sold their electric lighting plants during that period. The most frequent cause of this step was the great advance in the economical operation of private plants. These plants installed new equipment which enabled them to obtain three times as many kilowatts of electricity from a ton of coal as was obtained in the average municipal plant. But why did municipal plants fail to take advantage of the improvement? Because such plants are notoriously unprogressive. Along with this backwardness goes the comparative inefficiency of workmen in municipal plants. Owing their places to politics, they keep their eyes on political developments rather than on what is supposed to be their real job.

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.

KENT STORAGE COMPANY

WHOLESALE FRUITS AND PRODUCE
GRAND RAPIDS, MICH.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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

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



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

STRAWBERRIES & PINEAPPLES

Season now under way, and prices reasonable. You can handle Strawberries and Pineapple profitably because you are sure of having the best obtainable shipped you promptly by

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

HARDWARE

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

The Wedding Gift Trade and the Stove Department.

Written for the Tradesman.

Goods that sell quickly and profitably and that give satisfactory service are the ones desired by retail hardware dealers. The stove line is one that affords an excellent opportunity for the live merchant to net a nice profit each year.

While the sale of stoves is in itself a big item, there are always large numbers of extras usually needed by stove purchasers; and the dealer selling the stove naturally secures his share of this business. It often follows that the purchase of a stove is merely the beginning of a series of large purchases.

There are, however, certain seasons of the year that are considered off-seasons for the sale of stoves. Yet there are some merchants who seem to sell stoves all the year round, as a result of devoting a little extra time and energy to the stove department.

With the advent of June, and the accompanying warm weather, the dealer customarily looks for a slackening in his stove sales. Yet in some stores June regularly shows a heavy demand for certain classes of stoves.

Experience has demonstrated that it is quite possible to develop a good business in the sale of stoves for wedding gifts. The tendency to give useful gifts in preference to purely ornamental gifts is steadily growing. And as a rule the donors of useful gifts are willing to pay good prices for them, but are often perplexed as to what would constitute a suitable and practical gift.

Practically every home is in need of one or two stoves from the very outset. A stove is one of the first necessities in housekeeping. A coal, gas or electric range makes an excellent gift—the nature of the range depending, of course, on the available fuel supply in the locality where the young couple are to make their home.

I recall a certain much loved pastor who had bought a pretty cottage "far from the maddening crowd" where he could spend his declining years in peace. When he accepted superannuation and retired from the ministry his flock decided to give him a splendid send off; and as a token of their affection and appreciation they presented him with the handsomest and most perfect electric range money could buy. The pastor thanked them most sincerely; and it was not until long afterward that someone discovered that there was no electric current available inside a radius of 15 or 20 miles of the pastor's cottage.

So that when you suggest a range as a practical wedding gift, take no chances of such a come-back. Sell the sort of range most suitable to the circumstances and needs of the newly-weds—even if you have to sound them out on the subject.

But in point of practicality it would

be hard to suggest a more useful or attractive gift than a handsome range—coal, gas, wood or electric, according to the individual needs of the case.

This fact should be emphasized in your newspaper advertising at this season. You will probably give one or two advertisements to the topic of wedding gifts: feature the range. It emphasizes the idea of practicality; and while the comprehensive hardware stock embodies many gift lines of a purely ornamental nature, it is on the practical side that the hardware dealer necessarily lays the most stress. And a modern range typifies the practical idea.

There are many newly married couples would much rather have a good range than a less useful gift of equal price. Where the donor is in doubt as to which style of range the bride would prefer, it is not a difficult matter to get the bride's views on the subject. Fifty years ago, and even less, it seems to have been considered in bad taste for the newly-weds to discuss the matter of house furnishings until after the wedding ceremony. But nowadays even prospective brides and grooms look at this matter in a practical light; so it is not difficult to get them to look at what you have and find out just what they prefer.

These points can be suggested, not too obviously, either in your advertising or in your talk with the prospective donor of the range. But do not restrict your newspaper advertising to ranges or even to stoves alone. Feature the practical idea; use your finest range—with an illustration, if possible—to symbolize the practical; and then go on to suggest other practical gifts. Instead of merely achieving one result, advertising ranges as wedding gifts, your advertisement will achieve three results. It will emphasize the practical idea in gifts, it will feature the range as the most practical and desirable of gifts, and it will suggest other practical gifts to the numerous donors who would never buy ranges.

Simultaneously with your newspaper advertising, a good window display showing an attractive range along with other kitchen utensils, such as aluminum ware, granite ware, etc., will create considerable interest; and by using show cards in the window display a large number of gift suggestions can be offered. Here again it is usually best to emphasize the threefold idea of practical gifts, of the range as the most practical and desirable gift, and of alternative gifts of a practical nature to fit individual purses.

In communities where gas is used a special feature can be made of gas ranges. A good plan in showing gas ranges is to have them connected and ready to light at any time. By doing this the dealer and his salespeople are in a position to practically demonstrate the range to any prospective customer.

The same methods can be employed with electric ranges in places where electric current is available.

Where gas and electricity are not used, their place for summer cooking is often supplied by gasoline or kerosene stoves. These make very attractive and useful wedding gifts, and can be sold at popular prices. Summer

POOL TABLES For Sale

We have several first class tables at a very reasonable price. A great chance for lodges or club rooms to equip at low cost.

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



Protect
Chicks &
Plants with
CEL-O-GLASS

**FOSTER, STEVENS
and COMPANY**

Grand Rapids

Write for circular

stoves of this type would be very appropriate, particularly for June weddings.

Some merchants offer special inducements to purchasers of stoves for wedding gifts by including with the sale a tea kettle or some other useful kitchen utensil. Others offer a special cash discount. In many cases, though, no inducement is offered apart from pointing out the practical side of the question and showing prospective donors why a stove would be very much appreciated by the recipient.

The advertising devoted to pushing the sale of stoves as wedding gifts should have a two-fold effect. There are many couples who will not receive stoves and who will consequently have to purchase. These prospects will be interested in advertisements pertaining to lines suggested as wedding gifts.

In opening the wedding gift campaign, a stove is a good article to feature. In the majority of cases the dealer who gets the order for the stove is the one who gets the order for household utensils and many other articles. In selling stoves to donors of wedding gifts, or to the newly-weds themselves, the dealer and his salespeople should make it a point to describe any new features or improvements that have been recently added to his line, as these special features are often overlooked by prospective purchasers unless brought to their attention by the salesman. Emphasizing these new selling points of course helps to make sales; but that is not the only phase of the matter to be considered.

The after-effects are worth considering. First, it is essential that the new housewife understand everything about the operation of the range, so that it will give thorough satisfaction. And then, she is sure when she starts housekeeping to display the range to a host of admiring friends; and if she understands attractive selling points and the modern improvements pertaining to the range, she will get these across to her friends a great deal more effectively than even a trained salesman. So that there will be a lot of incidental advertising for the hardware dealer. Victor Lauriston.

Have You a Garden? Then Build a Wall.

The garden which serves as the outdoor living room for the home must have walls. One reason for this is the need of privacy. If the home grounds are regarded merely as the outside of the home, the decorative exterior, there is no need for privacy. But when a portion of the out-door world is taken into the home circle, then walls are called for, just as they are for the house.

Another reason for garden walls is the requirements of design. A garden is not merely a piece of ground one owns; it is an expression of the beauty which the owner finds in the world about him. It is a picture, and a picture needs a frame. There must be something to stop the eye from wandering away, something to set aside the garden picture for the rest of the landscape.

The garden wall need not be of stone, brick, lattice, stucco or wire, although it may be any of these. All of them can be covered with vines if desired, to give the green background which one wishes for flowers. But the best of all walls is one of trees and shrubs, inclosing the garden in a living screen of ever-changing texture.

In planting such a screen, trees may be used to block out undesirable views, and shrubs should be chosen after study of their height, habit of growth, foliage color, bark effects, flowering season and contour. The shrubby border should not be a collection, wherein one crowds as many different varieties as possible, or a monotonous display of one or two varieties, all in flower at the same time.

One should form an idea of the effects desired and select material which will give these effects, choosing always from varieties known to be successful in one's neighborhood. Many a garden failure has come from choosing plants from catalogue descriptions only, and so attempting to grow in Grand Rapids shrubs which are successfully used East and South of us but never here.

Given a private garden area of good proportions, which is close to and easily accessible from the house, with its axis related to the house, centering upon a door, a window, or the house axis, when the area has been framed, then the work of designing an original garden may begin. Within this frame the task is to create a picture which expresses beauty, and no method of accomplishing this reasonably can be barred. Originality is always at a premium, so long as it does not violate the laws of beauty.

James H. Burdett.

For a banker to preach extravagance rather than thrift is something of an anomaly. Yet this is just what Sir Robert Kindersley has been doing in the United States. He says that the financial balance of the world could be most rapidly restored if the English people would economize as much as possible and the American people would spend as much as possible.

Such advice might be justified on grounds of world economy. The rest of the world is deep in the debt of the United States. This debt must be paid in goods and services. England, for instance, must put to its own use as little as possible and save as much as possible in order to have a large remainder to send to America. This is saving.

America, by the same token, should produce as little as possible and take as much as possible from England. This is extravagance. If both save or both spend freely, the debts, theoretically speaking, could never be paid.

Individual economy depends little upon such theory. Americans will continue to exercise thrift. They will still try to produce more than they need and lay up money in the savings banks. Neither will the English exercise special thrift on ground of economical theory.

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.

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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



5 lb.,
1 lb.,
1/2 lb.,
1/4 lb.,
Pkgs.

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

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

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.

**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.

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

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Glen Lake, May 25—H. L. Barrett has sold out his Allendorf Hotel, at Holly, to Clement C. Wheeler. I know nothing about Mr. Wheeler's antecedents, but he is succeeding a mighty good man, and knows it, for in his announcement he says: "The reputation of the Allendorf under the administration of my predecessor is so well known that no mention need be made here. It will be my earnest endeavor to maintain this excellent standard."

Irving MacFarland, well-known in Michigan on account of his connection with the Pantlind, Occidental, Ottawa Beach and other hotels, as well as the San Jose, at Orlando, Florida, having been in poor health for some time, is going to spend the coming summer at Lake Harbor, almost under the shadow of the famous Swett "shack." Undoubtedly he will be ready to buckle on the armor again next fall, for he is a worth while in hotel ranks.

The other day the Michigan Association sent out a circular letter and return postal card, asking members who had complied with the request for room rate posting to so indicate, and if they had not done so to give their objections. President Anderson informs me that the affirmative responses have been wonderful. Such as have not posted their rates have simply been negligent. I doubt if anyone has any serious objection to complying with this one and only request of the U. C. T. They have been patient and pleasant and are most certainly entitled to this reasonable consideration.

It looks as though the summer tour of the Michigan Hotel Association would be a whirlwind, judging by the number of manifestations made by members who think the idea is a most sensible one.

Subject to some minor changes, which may be made necessary, the program reads as follows:

Thursday, June 24—Meet at Hotel Wenonah, at Bay City, as the complimentary guests of P. A. Shares, owner and operator. There will be a business meeting at 3 p. m., followed by banquet and dancing in the evening.

Friday—8 a. m. Caravan will leave Hotel Wenonah under the guidance of T. F. Marston, of the East Michigan Tourist Association. Stopping for noon luncheon as the guests of Frank G. Cowley, owner of Van Etten Lodge, Van Etten Lake, and spending a few hours in recreation. To arrive at Grand Lake Hotel, Grand Lake (near Alpena) in time for dinner and dance as well as one-night as the guests of Bliss Stebbins, its proprietor.

Saturday 8 a. m.—Caravan leaves for Mackinac Island. A basket picnic luncheon will be provided and served en route. Arrive at Mackinac Island, at 5 p. m., where we will be the guests of Eugene Lachance, of the famous Grand Hotel, to remain until Sunday.

Officially the tour will come to a conclusion on Sunday, members exercising their own inclinations about returning home or going on further.

For some time the officers of the Association have felt that members from Upper and Lower Michigan should be enabled to meet on some common ground and this tour gives them that opportunity. Upper Peninsula members can come to the Island or even further East and have a chance to fraternize with their Southern brethren.

The early notice is given, so that members can perfect advance arrangements for being with the party. Later on cards for reservations, etc., will be supplied.

Mr. Bohn (Hotel World) editorially says: "The hotel operator should remember that more than nine men in ten tip not because they like to, but for fear of humiliation in case they do not. The phenomenal success of a

certain chain of popular sandwich shops is, undoubtedly, due in a very large measure to the no tipping signs which these shops have on display. And these sandwich shops are now becoming so numerous that they have grown to a national institution and are now cutting materially into the luncheon business of the restaurants. To eat in a place where the management plainly advises you that as a courtesy you will not offer the help a tip certainly makes eating there easier."

In looking over the record of the Michigan Hotel Association recently, I discovered the registration list of the attendants at the first convention, held at Kalamazoo, in April, 1914, and it occurs to me that publication of same will prove interesting to the present membership, even though but a few of those left were present.

E. S. Richardson, at present operator of the Hotel Kerns, Lansing, was at that time at Hotel Benton, Benton Harbor.

C. D. Farr, operating Hotel Elliott, Sturgis, has retired from active business, makes his home at Sturgis, but is mostly at Biloxi, Mississippi, during the winter months.

H. D. Truax, was then conducting the Arlington, at Coldwater, but now has a hotel of his own, the Truax, in Detroit.

George Fulwell, as we all know, is largely in evidence at Detroit's Normandie.

Ernest McLean, has operated the Park-American, Kalamazoo, for the past dozen years.

Frederick W. Beremann, at that time manager of the Statler, Detroit, is now managing director of the Neil, at Columbus, Ohio.

E. E. Pitts, who was managing the Liberty Park, at Detroit, in 1914, conducts the Royal Palm, at Detroit.

E. M. Statler we are all familiar with.

Walter J. Hodges, who at that time entertained the convention at his New Burdick, Kalamazoo, still operates same.

C. B. Southworth was at that time and still continues to be owner and operator of the Park Hotel, at Monroe.

E. C. Puffer, then with the Dresden, Flint, passed away at his California home last year.

Edward R. Swett, who was at that time running the Hotel Occidental, at Muskegon, is still conducting a much larger and more pretentious Occidental at the old stand.

George W. Woodcock, then as now, conducted the Hotel Muskegon, in that city.

LaVerne Seass was operating the Hotel Breitung, at Negaunee, and is still on the job.

L. J. Montgomery, Post Tavern, Battle Creek, is now president of the organization operating same though the active management has fallen on the shoulders of his nephew, Carl H.

Harry L. Zeese, with the Cadillac and later with the Statler, Detroit, has gone to the Unknown Land.

John H. Lewis, as jolly and rotund as ever, is still owner of the Hotel Marquette, Marquette, as he has been for a third of a century.

Reno G. Hoag was at that time with the Charlevoix, Detroit, but as we all know from his literary activities, owns and runs the Hotel Lafayette, at Marietta, Ohio.

Dave Olmstead, well known in Michigan hotel affairs at that time, is now with H. L. Stevens Company, Chicago.

J. Lee Barrett is at the head of the Detroit Convention and Tourist Bureau.

J. M. Sterling, at that time managed the St. Claire, at Detroit. I am unadvised as to his present occupation or whereabouts.

W. L. McManus, Jr., was and is, as we all know, with the Cushman House, Petoskey, which he owns and actively superintends.

H. M. Kellogg, Hotel Charlevoix,

HOTEL CHIPPEWA

European Plan
MANISTEE, MICH.

HENRY M. NELSON, Manager

New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room
Dining Room Service
60 Rooms with Bath \$2.50 and \$3.00
\$1.50 and up

In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

In the Very Heart
of the City

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



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN, Mgr.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths Rates \$1.50, \$2, \$2.50 and up per day

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up. With Bath \$2.50 and up.

HOTEL BROWNING

150 Fireproof
Rooms

GRAND RAPIDS

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

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

CODY HOTEL

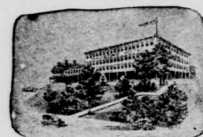
GRAND RAPIDS

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To



Hotel
Whitcomb
AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around

Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.

J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all
rooms. Several rooms with bath. All
rooms well heated and well ventilated.
A good place to stop.
American plan. Rates reasonable.
WILL F. JENKINS, Manager.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

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

HOTEL HERMITAGE

European

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

HOTEL CHIPPEWA

MANISTEE, MICH.

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

HOTEL RICKMAN

KALAMAZOO, MICH.

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

HOTEL DOHERTY

CLARE, MICHIGAN

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

HOTEL KERNS

Largest Hotel in Lansing

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

Detroit, is reported to be still in the ranks at Orlando, Florida.

William J. Chittenden, Jr., Hotel Ponchartrain, Detroit, now resident manager of the Book-Cadillac, that city.

Chas. W. Norton at that time operated the Hotel Norton, Detroit, and still continues to do so.

Charles Ray Norton, associated with his father in the conduct of the Norton, passed away two years ago.

Glenn J. Fillmore, Hotel Fillmore, Quincy, died about three years ago, his wife succeeding him in the operation of the hotel.

W. F. Jenkins was running the Hotel Western, at Big Rapids, and his shadow is growing no less at the same old job.

W. C. Nowlin was then manager of the Allenel, at Ann Arbor, since succeeded by R. A. Carson. I have no data concerning Mr. Nowlin.

D. St. Amour still has his two hotels, the Cheboygan and Ottawa, at Cheboygan, and several others in Detroit.

George Digby still owns and manages the Hotel Digby, at Lansing.

John C. Mann was conducting the Hotel Douglass, at Houghton, and continued to do so until two years ago, when he disposed of his property to a local syndicate. He is still in good health and spent the past season in Florida.

A. E. Hamilton, Library Park, Detroit, is now manager of the new Fort Wayne, in that city.

Harold W. Van Norman, then with the Otsego, at Jackson, now conducts a chain of hotels in Ohio, Indiana and Illinois, and is at present Lieutenant Governor of Indiana.

R. C. Pinkerton remains as manager of the Hotel Normandie, Detroit.

J. W. Smith, known as "Bill Taft" on account of his resemblance to the ex-President, still owns and operates the St. James, at Rochester, with a 100 per cent. record for steadfastness to the Association.

George H. Wooley, Hotel Ponchartrain, Detroit, has retired from hotel operation and has a farm and home on Long Island.

W. H. Aubrey, Hotel Vincent, Saginaw, now conducts a hotel brokerage office in Detroit.

Frank Ehrman, Hotel Columbia, Kalamazoo, still conducts his constantly growing establishment there.

John McCarthy was managing the Hotel Rickman, Kalamazoo, at that time. I am unadvised as to his present whereabouts, if he is still living.

A. E. Dumanois still owns and runs the Hotel Fenton, at Fenton.

Charles Clements was operating the Metropole, at Detroit, and now conducts the Palmetto, one of that city's most important residential hotels.

James R. Hayes, as we all know, passed away a few weeks ago, but at that time operated the Wayne, a very popular Detroit hostelry.

W. G. Kerns was owner of the Hotel Wentworth, Lansing, at that time, but has retired, though in excellent health, so far as I know.

C. P. Downey, Hotel Downey, Lansing, and J. D. Burns, Hotel Burns, Detroit, have, I believe, both passed on.

H. F. Heldenbrand still owns and manages the Hotel Kenwood, Pontiac.

Charles Postal, Hotel Griswold, Detroit, was connected with the management of same until it passed into the hands of the present owner. He was for a time manager of the Eddystone, Detroit, but is now, I believe, unattached.

L. W. Tuller, Hotel Tuller, Detroit, is at the head of the Tuller Realty Co., which owns and conducts several Detroit hotels, including the well-known Tuller.

W. F. Schultz was then and still continues to manage the Ben Franklin, one of Saginaw's best known hotels.

R. Willard was owner of the Berghoff, Kalamazoo, at that time. Now in some unknown port.

Reno Hoag is certainly supplying

some interesting data pertaining to hotel operation in Michigan in the Tradesman, all of which will be well worth preserving. Reno is carrying out an idea suggested by the lamented John D. Martin, who wanted hotel affairs to be represented in the history of the Commonwealth.

Henry Nelson, of the Hotel Chippewa, Manistee, who has just converted several untenanted and unprofitable sample rooms into attractive guest chambers, tells me he got his idea from some suggestions made by the writer in the Tradesman. It was the old story, so well known to operators of hotels in the country, of providing accommodations for a fast disappearing class, who desired to display their samples, but were not willing to pay for such facilities. Presumably the earnings from said sample rooms did not average one dollar per week, but they were required to be heated, kept in order, etc., when at the same time the hotel was turning away actual paying patrons. In the larger city hotels where combination sample and sleeping rooms are provided, the operators have never been able to figure out a profit on the investment, especially when the item of wear and tear is taken into consideration.

The present day commercial men are mostly traveling with their own conveyance, and do not, as a rule, require sample rooms, but the others, as a matter of necessity, are usually required to display their wares in their customers' establishments.

Eventually large and unwieldy sample trunks will be supplanted by catalogues, and the average baggageman and porter will live longer, even if they do not wax so fat.

Up to and including September 6, the writer's abode will be at Glen Lake (Maple City P. O.), where all Association and other communications should be addressed.

At this time I wish to make acknowledgement of the many kindnesses and courtesies extended to me during the past winter, on the occasion of my annual still hunt for new members and dues from old.

In addition to complimentary hotel entertainment and affairs of social significance, there have been many of the members who have rendered valuable assistance through their personal efforts, supplying of motor transportation, etc., in minimizing the amount of detail work. A few of the members did not pay their 1926 dues and, as a result, their names are omitted from the official roster, but the manifold benefits of the Association are still available to such as send their checks to the treasurer. Duly accredited members have the satisfaction of knowing that they are affiliated with one of the strongest hotel associations in the country, not only in point of members, but in its substantial financial condition. In other states whenever conventions are held the Michigan body is mentioned on account of its prowess, numbers and influence, not only in its constructional education, but in the protection thrown around its members.

While operators in other states are harrassed and handicapped as the result of adverse laws and legislation, the Michigan Association has continually watched its "p's" and "q's", its legislators as well, and reaped many benefits from such a program.

Then why not make it unanimous by making your peace with the treasurer?
Frank S. Verbeck.

Matter of Delivery.

The girl walked briskly into the store and dropped her bag on the counter. "Gimme a chicken," she said.

"Do you want a pullet?" the storekeeper asked.

"No," replied the girl, "I want a carry it."

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 25—The old saying that "Money Talks" was demonstrated last week with the announcement that the Standard Oil Co. had purchased the Whalen block, located in the central part of the city on Ashmun street. This block was one of the largest three-story buildings on our main street. The building is to be razed and a Standard Oil filling station erected thereon. It is beginning to look like old times before prohibition when we had nearly eighty saloons. We will now soon have as many gas stations, but it will be a change, which we hope will be for the better.

The Upper Peninsula Development Bureau has issued 30,000 booklets containing a large highway map, on which all trunk line roads are marked. Lakes, including those inland, are in dark blue. The map also shows the location of all summer resorts, camp sites, State parks and tourist information bureaus. In the back of the book is a large mileage chart, compiled by the State Highway Department, which enables the motorist to learn in a moment the exact distance between two points on trunk line highways in the Peninsula. The remainder of the book is devoted to various information, one section being given over to each county. The booklets will be given out by the Bureau at their Marquette office and individuals and organizations desiring them may get them by writing. Thousands of copies will be sent to the National Outdoor Life and Travel Exposition in Chicago. This will be the means of much increased travel in Cloverland.

But they are mad in Australia. Their winter is just starting.

Crinnin & Sons, who for the past year have been in the grocery business on Ann street, have closed the store and sold the remaining stock to C. O. Brown, the South end grocer on Ashmun street. The Crinnins will move back to the farm, which they found to be more profitable.

The Soo Co-Operative Mercantile Association is after the Soo creamery, and if they can get the co-operation of the farmers and sell enough stock they will operate the creamery in connection with their other enterprises.

With the opening of Birch Arbor St. Ignace will have one of the best dance halls and cafes in Cloverland. June 1 is the day set for the grand opening. After a year of preparation, painting and decorating the place is now nearly completed. The only thing remaining to be completed is the semi-circular portico over the lake, where the orchestra will play. The Arbor, constructed entirely of Cloverland white and yellow birch, is on the site of the old Chambers department store at the approach of the State ferry pier. A solid wall of plate glass, sixty-five feet long, faces the pier and the bay and there is a twenty-three foot glass frontage on the street. Forty life sized paintings of beauty and historical spots of the Peninsula make the dance hall a gallery of Mackinac and Chippewa historical pictures. In the cafe are large sized painted panels, each representing a definite site, but the complete walls making a panorama picture of the Straits country, beginning at Rabbits Back on the East and ending at St. Helena Island on the West. Morgan Hugh and his Chateau country orchestra have been engaged for the summer. They have heretofore been for radio station WWJ of the Detroit News. The dance hall and cafe will cost between \$30,000 and \$40,000 and will attract thousands of tourists who pass through St. Ignace each season.

The only way to pass safely through all the ups and downs of life is by staying on the level.

Clarence W. Tapert, of the Tapert Specialty Co., made a business trip to Detroit last week, bringing back a new

delivery truck. He reports the roads in good condition all the way.

Thomas Leigh, in charge of the shipping department of Swift & Co. here, is spending his vacation this week on his farm. He is going to specialize on planting potatoes and raising chickens. He has been raising chickens for the past year, which seems to be a money maker, and if the price of potatoes will be anything like this year it should put him on Easy street.

James Montero has opened a grocery on Brown street, which will be in charge of his son, while James, Sr., will continue in his position with the Gamble, Robinson & Shaw Co. The new store will specialize in Italian products and operate on the cash and carry plan.

The State Troopers are now working throughout the Upper Peninsula, with headquarters at Newberry, and after you enter the Soo our new chief of police will have his deputies see that your lights are on while parking after dark on all side streets; also see that you signal when you turn into the street after parking. The fine is still small, only \$2, for the first offense and many are contributing in consequence.

Pedestrians have the law of the land on their side, but the motorist has the laws of physics.

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 25—Many Grand Rapids people have received invitations from O. H. Marsh and wife, of Boyne Falls, to assist in celebrating the 50th anniversary of their wedding June 1. This worthy couple conducted the Marsh Hotel for nearly forty years and won the favor and good will of every guest by the courtesy shown them and the good food and excellent beds served them. They earned and received the everlasting gratitude of the traveling public for the happy manner in which they discharged the duties devolving upon them.

The Addac Co., which is invading the market for low-priced adding machines and which got into production thirty days ago, is now building a national organization. The machine which the company puts out contains 118 parts. The present offering is purely an adding and subtracting machine, and its field is intended to be in the average small store. The Addac Co. is assigning territory to local representatives.

Harry Behrman, formerly with the A. G. Ghysels & Co., is now with the Nash-McKeough Motor Co.

The Tradesman as an Educator.

Grand Rapids, May 25—I am leaving Grand Rapids to locate in Muskegon, where I have purchased the business school, formerly known as Muskegon Commercial College. I want the Tradesman to follow me, so kindly change my address from 933 Bates street, Grand Rapids, to Corner Jefferson street and Webster avenue, Muskegon. I have been a reader of your paper for some thirty years and I would not like to keep house or run a business without it. I get just as much "kick" from reading it as a business educator as I did in the grocery business.

Personally, I want you to know, Mr. Stowe, that I appreciate the contact I have had with you and the words of encouragement you have given me at various times. May you live to be a hundred years old and enjoy every moment of what time remains to you!
A. E. Howell.

Labor Union Prescription.

Doctor—Exercise is what you need, my man; what do you work at?

Patient—I'm a bricklayer.

Doctor—Lay an extra brick every day.

DRUGS

Michigan Board of Pharmacy.
President—Claude C. Jones.
Vice-President—James E. Way.
Director—H. H. Hoffman, Lansing.
Coming Examinations—Detroit, June 15 to 17, Marquette, Aug. 17 to 19.

Worth While Publicity Stunt.

Good publicity for the retailer in smaller cities and towns is he following:

Choose some out month. Offer to start a \$1 savings account in your local bank for each baby born during that month. A condition shall be that one of the parents call and make application on behalf of the baby. You will notify them when the book is ready and they can call. You thus ensure two calls at your store by a family head and generally purchases will be made, which will offset the the cost of the bank book and many of the calers will continue to trade with you.

Some advertising features in connection with this stunt are:

Print in your newspaper space an announcement of your offer; also have small slips printed for enclosing in mail and packages.

Print in your newspaper advertisements the name and address of the parents and baby of each acceptance of your offer.

Request photos of baby from parents and as soon as you have received several of them, make a window display of them. People are always interested in such a window.

Emphasize that homes make a nation strong and prosperous and that your merchandise, makes a home comfortable and happy.

Malt Extracts.

Malt extracts containing 3½ per cent. alcohol by weight are now on the market under prevailing trade names. On account of the increase in extractive matter, customers looking for a beverage beer with a kick will be count of the newspaper publicity and the attitude of the curious public, there will be many million "first sales" in the United States, of this new malt extract. The drug stores must use tact and judgment now that these malt extracts are again legally sold. The press and the public will not hesitate to brand the drug store as a modern saloon if given the opportunity. We

have already had enough of this unfair and unpleasant notoriety.

Heard in a Drug Store.

The new drug clerk could not find De Witt's Early Risers and wanted to substitute an alarm clock.

A call for "Angel Bum" for Analgesique Baume.

Call for "Corrugated Vaseline"—Carbolated was wanted.

A call for "Scott's Emotion."

Wanted a Profitable tooth brush—Prohplactic answered.

Call for one bottle Side Track Macnecher—Citrate of magnesia was not far off.

Call for Fiddle Stick Wafers for children—Phenolax filled the bill.

Look For the New Ones.

Reach out for the trade of new families. June—the month of weddings—brings more homes to your city.

Dress a window with articles for the bride—or for the groom. Articles of wearing apparel, for the wedding trip, for the home, etc. All will make a neat and inviting display and watch the papers for marriage licenses and call the attention of prospective brides and grooms to the window.

At the beginning of their home life is a psychological time for the cementing of a lasting trade connection of your store with the new family.

Feature Seasonable Items.

June is a month of pleasant weather in most sections of the country. As the poet epitomized the month, "Oh, what is so rare as a day in June."

It is followed, however, by the summer heat so the merchant can do some statesmanship advertising to his trade by using his newspaper and other advertising space to suggest needed merchandise for us during the nearby hot weather.

This advertising can advantageously be coupled with special "summer good sale" or through featuring items from stock at regular prices.

This One Is Timely.

The fishing season offers the retailer an opportunity to use his window in a seasonable treatment.

Obtain a large fish net from a fisherman or from your local sporting goods dealer. Fasten it in your window so it forms a pocket similar to that formed in a seine or net. Attach to the

net miscellaneous articles from stock, each with a price tag attached.

A background of light or dark colored paper, according to the color tone of the merchandise articles, should be placed bak of the net in order to bring out a lear visibility of the merchandise.

At Vacation Time.

If you handle merchandise which could be purchased by folks going out of town on a vacation or trip, suggest such a purchase through a window display.

Place an open suitcase in a tilted position in your window. Pack it with various articles which are carried by travelers.

On the floor of the window, place the various articles which you handle which can be carried, worn or used by the traveler. Let a window card read: "Take these articles with you on your vacation."

Hair Fix.

Powdered Tragacanth ----- 40 grs.

Essence of Parma Violet ---- 50 min.
Alcohol ----- 2½ drs.
Glycerine ----- ½ oz.
Pure Liquid Paraffin ----- ½ oz.
Distilled Water ----- to 10 ozs.

Mix the essence and spirit and with them damp the tragacanth; then add the glycerine and water, shake and lastly add the liquid paraffin.

The amount of the last-mentioned ingredient can be increased if desired.

BIG CASH RESULTS

We are now engaged in closing out the stock of **HARDWARE** of Rogers & Brail, at Parma, Mich. These people investigated every reputable sales concern they knew of; after five weeks deliberation they employed Greene Sales Co. If you knew the cash results from this sale in this little town you would see why merchants employ us to conduct their sales. If you are considering a sale, whether in Hardware, Dry Goods, Clothing, Shoes or General Stock, get our proposition for conducting it. "Dependable Sales for Retail Merchants"

A. E. GREENE SALES CO.
142-146 N. Mechanic St.
JACKSON, MICHIGAN

CELEBRATE MEMORIAL DAY AT RAMONA PARK

(Reed's Lake, Grand Rapids)

Highclass Amusement for Everybody.

RAMONA THEATER
Keith's Best New York Vaudeville
Matinee and Night

RAMONA GARDENS
"The Dancer's Paradise"
Chuck Helwegen and His Orchestra
Dancing Afternoon and Night.

Thrilling Balloon Ascensions.

Bring the Family and Your Lunchbaskets and
Enjoy a Real Outing.

Plenty of Free Parking Space.



WELCH-WILMARTH CORPORATION GRAND RAPIDS, MICH.

*Store Planners, Designers and
Manufacturers of Finest Store
Fixtures in the World.*

**DRUG STORE
PLANNING**

*Recommendations
to fit individual
conditions.*

**DRUG STORE
FIXTURES**

*Planned to make
every foot of store
into sales space.*

To Quit or Not to Quit Business.

(Continued from page 7)

cent. next year. Surely something is wrong to entail anything like 20 per cent. expenses. The wrong should be ferreted out and corrected without the least hesitancy or ceremony. Even so, no rent is charged. Evidently, expenses, repairs and depreciation are figured on the real estate. Perhaps that is taken to offset rent; but that is not good business.

What to do? Maybe I can tell better after I have further details in the light of what I have now written. But reduction in expenses is always wise—at least, almost always, and certainly in this case. Curtailed buying—no futures—no gambles—no round lots—all these principles must enter and enter to stay. With such a volume of good will as to produce such sales, I cannot believe this business has not

a good fighting chance; but that means the management must fight.

Paul Findlay.

Camphor Tooth Powder.

- Calcium Carbonate, precipitated ----- 720 parts
- Magnesium Carbonate ----- 120 parts
- Sugar of Milk ----- 130 parts
- Camphor ----- 20 parts
- Ether ----- 30 parts

Dissolve the camphor in the ether, mix with the calcium carbonate, dry in the air, and mix with the other ingredients.

Paint For Warts.

- Chrysarobin ----- 1 dr.
- Salicylic Acid ----- 1 dr.
- Alcohol ----- 2 dr.
- Collodion, enough to make ----- 1 oz.

Dissolve the chrysarobin and salicylic acid in the alcohol and add the collodion.

Summer Specialties

Better Place Your Orders Now For

- INSECT DESTROYERS DRY CLEANERS
- WALL PAPER CLEANERS
- CHAMOIS SKINS HAT CLEANERS
- SPONGES STRAW HAT COLORING
- SHOE POLISHES DYES SHOE DYES
- SHOE BRUSHES FEATHER DUSTERS

Window Brushes, Window Rubbers, Vacuum Bottles, Etc.

SHERWIN-WILLIAMS PAINTS
Complete Line Everything They Make

SPORTING GOODS
Baseball, Tennis, Golf Goods—Full Line

BATHERS SUPPLIES
Hats, Caps, Slippers, Water Wings, Ear Drums, Water Balls, Bandeau's, Suit Carriers, Etc.

FOUNTAIN SUPPLIES
Everything for the Fountain. If you have no catalogue write for one.

Hazeltine & Perkins Drug Company

Wholesale Only
MICHIGAN Grand Rapids

Manistee

Sell
ZIPPER
the candy bar hit of the year

A.R. WALKER
CANDY CORP.

OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) 12 1/2 @ 20	Boric (Xtal) 15 @ 25	Carbolic 39 @ 45	Citric 52 @ 68	Muriatic 3 1/2 @ 15	Nitric 9 @ 15	Oxalic 15 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 40 @ 50																																																																																																																																						
Ammonia	Water, 26 deg. 08 @ 16	Water, 18 deg. 07 @ 13	Water, 14 deg. 06 @ 11	Carbonate 20 @ 25	Chloride (Gran.) 10 1/2 @ 20	Balsams	Copaiba 85 @ 125	Fir (Canada) 2 55 @ 2 80	Fir (Oregon) 65 @ 100	Peru 3 00 @ 3 25	Tolu 2 25 @ 2 50																																																																																																																																				
Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 50 @ 60	Sassafras (pw. 50c) @ 50	Soap Cut (powd.) 30c 18 @ 25	Berries	Cubeb @ 1 00	Fish @ 2 25	Juniper 10 @ 20	Prickly Ash @ 1 25	Extracts	Licorice 60 @ 65	Licorice, powd. @ 1 00																																																																																																																																			
Flowers	Arnica @ 30	Chamomile (Ged.) @ 40	Chamomile Rom. @ 50	Gums	Acacia, 1st 50 @ 55	Acacia, 2nd 45 @ 50	Acacia, Sorts 20 @ 25	Acacia, Powdered 35 @ 40	Aloes (Barb Pow) 25 @ 35	Aloes (Cape Pow) 25 @ 35	Aloes (Soc. Pow.) 65 @ 70	Asafoetida 50 @ 60	Pow. 75 @ 1 00	Camphor 1 10 @ 1 16	Guaiac @ 90	Guaiac, pow'd @ 1 00	Kino @ 1 10	Kino, powdered @ 1 20	Myrrh @ 60	Myrrh, powdered @ 65	Opium, powd. 19 65 @ 19 92	Opium, gran. 19 65 @ 19 92	Shellac 65 @ 80	Shellac Bleached 70 @ 85	Tragacanth, pow. @ 1 75	Tragacanth @ 1 75 @ 2 25	Turpentine @ 20																																																																																																																				
Insecticides	Arsenic 08 @ 20	Blue Vitriol, bbl. @ 0 07	Blue Vitriol, less 08 @ 15	Bordea, Mix Dry 13 @ 22	Hellebore, White powdered 18 @ 30	Insect Powder 40 @ 55	Lead Arsenate Po. 18 @ 31	Lime and Sulphur Dry @ 22	Paris Green 20 @ 37	Leaves	Buchu 1 00 @ 1 25	Buchu, powdered @ 1 30	Sage, Bulk 25 @ 30	Sage, 1/2 loose @ 40	Sage, powdered @ 35	Senna, Alex. 50 @ 75	Senna, Tinn. 30 @ 35	Senna, Tinn. pow. 25 @ 35	Uva Ursi 20 @ 25	Oils	Almonds, Bitter, true 7 50 @ 7 75	Almonds, Bitter, artificial 3 00 @ 3 25	Almonds, Sweet, true 1 50 @ 1 80	Almonds, Sweet, imitation 1 00 @ 1 25	Amber, crude 1 25 @ 1 50	Amber, rectified 1 50 @ 1 75	Anise 1 50 @ 1 75	Bergamont 10 00 @ 10 25	Cajuput 1 50 @ 1 75	Cassia 4 00 @ 4 25	Castor 1 70 @ 1 95	Cedar Leaf 1 50 @ 1 75	Citronella 1 25 @ 1 50	Cloves 3 00 @ 3 25	Cocconut 25 @ 35	Cod Liver 1 55 @ 1 85	Croton 2 00 @ 2 25																																																																																																										
Potassium	Bicarbonate 35 @ 40	Bichromate 15 @ 25	Bromide 69 @ 85	Bromide 54 @ 71	Chlorate, gran'd. 23 @ 30	Chlorate, powd. or Xtal 16 @ 25	Cyanide 30 @ 30	Iodide 4 66 @ 4 86	Permanganate 20 @ 30	Prussiate, yellow 65 @ 75	Prussiate, red @ 1 00	Sulphate 35 @ 40	Roots	Alkanet 30 @ 35	Blood, powdered 35 @ 40	Calamus 35 @ 75	Elecampane, pwd 25 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 30 @ 35	Ginger, Jamaica. 60 @ 65	Ginger, Jamaica, powdered 45 @ 50	Goldenseal, pow. @ 3 50	Ipecac, powd. @ 5 50	Licorice 35 @ 40	Licorice, powd. 20 @ 30	Orris, powdered 30 @ 40	Poke, powdered 35 @ 40	Rhubarb, powd. 75 @ 1 00	Rosinwood, powd. @ 40	Sarsaparilla, Hond. ground @ 1 00	Sarsaparilla Mexican, ground @ 30	Squills 25 @ 40	Squills, powdered 40 @ 70	Tumeric, powd. 20 @ 25	Valerian, powd. @ 75																																																																																																												
Seeds	Anise @ 25	Anise, powdered 35 @ 40	Bird, ls 13 @ 17	Canary 10 @ 20	Caraway, Po. 30 25 @ 30	Cardamon @ 4 00	Coriander pow. 30 20 @ 25	Dill 18 @ 25	Fennel 25 @ 40	Flax 08 @ 15	Flax, ground 08 @ 15	Foenugreek pow. 15 @ 25	Hemp @ 1 25	Lobelia, powd. 17 @ 25	Mustard, yellow 20 @ 25	Mustard, black 15 @ 30	Poppy 1 50 @ 1 75	Quince 1 50 @ 2 00	Rape 15 @ 20	Sabadilla 38 @ 45	Sunflower 11 1/2 @ 15	Worm, American 30 @ 40	Worm, Levant. 4 50 @ 4 75	Tinctures	Aconite @ 1 80	Aloes @ 1 45	Arnica @ 1 10	Asafoetida @ 2 40	Belladonna @ 1 35	Benzoin @ 2 10	Benzoin Comp'd. @ 2 65	Buchu @ 2 55	Cantharides @ 2 85	Capsicum @ 2 20	Catechu @ 1 75	Cinchona @ 2 10	Colchicum @ 1 80	Cubebs @ 3 00	Digitals @ 1 80	Gentian @ 1 85	Ginger, D. S. @ 1 20	Guaiac @ 2 20	Guaiac, Ammon. @ 2 00	Iodine @ 95	Iodine, Colorless @ 1 50	Iron, Clo. @ 1 85	Kino @ 1 40	Myrrh @ 2 50	Nux Vomica @ 1 85	Opium @ 85	Opium, Camp. @ 85	Opium, Deodors'd @ 2 50	Rhubarb @ 1 70	Paints	Lead, red dry 15 1/2 @ 15 1/2	Lead, white dry 15 1/2 @ 15 1/2	Lead, white oil. 15 1/2 @ 15 1/2	Ochre, yellow bbl. @ 2 1/2	Ochre, yellow less 3 @ 6	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 8	Putty 5 @ 8	Whiting, bbl. @ 4 1/2	Whiting @ 5 1/2 @ 10	L. H. P. Prep. 3 05 @ 3 25	Rogers Prep. 3 05 @ 3 25	Miscellaneous	Acetanald 47 @ 55	Alum 08 @ 12	Alum, powd. and ground 09 @ 15	Bismuth, Subnitrate 3 87 @ 4 07	Borax xtal or powdered 07 @ 12	Cantharides, po. 1 75 @ 2 00	Calomel 2 02 @ 2 22	Capsicum, pow'd 48 @ 55	Carmine 7 00 @ 7 50	Cassia Buds 35 @ 40	Cloves 50 @ 55	Chalk Prepared 14 @ 16	Chloroform 51 @ 60	Chloral Hydrate 1 35 @ 1 85	Cocaine 12 10 @ 12 80	Cocoa Butter 50 @ 75	Corks, list, less. 40-10%	Copperas 2 1/2 @ 10	Copperas, Powd. 4 @ 10	Corrosive Sublim 1 65 @ 1 50	Cream Tartar 31 @ 38	Cuttle bone 40 @ 50	Dextrine 6 @ 15	Dover's Powder 3 50 @ 4 00	Emery, All Nos. 10 @ 15	Emery, Powdered 8 @ 10	Epsom Salts, bbl. @	Epsom Salts, less 2 1/2 @ 10	Ergot, powdered @ 2 00	Flake, White 15 @ 20	Formaldehyde, lb. 12 @ 30	Gelatine 80 @ 90	Glassware, less 55%	Glassware, full case 60%	Glauber Salts, bbl. @ 02 1/2	Glauber Salts less 04 @ 10	Glue, Brown 21 @ 30	Glue, Brown Grd 15 @ 20	Glue, white 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 30 @ 50	Hops 65 @ 75	Iodine 6 45 @ 6 90	Iodoform 7 35 @ 7 65	Lead Acetate 20 @ 30	Mace @ 1 50	Mace, powdered @ 1 60	Menthol 9 00 @ 9 50	Morphine 11 18 @ 11 92	Nux Vomica @ 30	Nux Vomica, pow. 17 @ 25	Pepper black, pow. 40 @ 50	Pepper, White, pw. 50 @ 55	Pitch, Burgudry 12 1/2 @ 20	Quassia 12 @ 15	Quinine, 5 oz. cans @ 59	Rochelle Salts 30 @ 35	Saccharine @ 80	Salt Peter 11 @ 22	Selditz Mixture 30 @ 40	Soap, green 15 @ 30	Soap mott cast. 22 1/2 @ 25	Soap, white castile case @ 13 50	Soap, white castile less, per bar @ 1 45	Soda Ash 3 @ 10	Soda Bicarbonate 3 1/2 @ 10	Soda, Sal 02 1/2 @ 08	Spirits Camphor @ 1 35	Sulphur, roll 3 1/2 @ 10	Sulphur, Subl. @ 04 @ 10	Tamarinds 20 @ 25	Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 75	Vanilla Ex. pure 1 75 @ 2 25	Vanilla Ex. pure 2 50 @ 3 00	Zinc Sulphate 06 @ 15

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

- Lard
- Fruit Cans
- Gasoline
- Veal
- Egg Cases

DECLINED

Nucoa

AMMONIA

- Arctic, 10 oz., 3 dz. cs. 3 75
- Arctic, 16 oz., 2 dz. cs. 4 00
- Arctic, 32 oz., 1 dz. cs. 3 25
- Quaker, 36, 12 oz. case 3 85



AXLE GREASE

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

BAKING POWDERS

- Arctic, 7 oz. tumbler 1 35
- Queen Flake, 16 oz. dz. 2 25
- Royal, 10c, doz. 95
- Royal, 6 oz., doz. 2 70
- Royal, 12 oz., doz. 5 20
- Royal, 5 lb., doz. 31 20
- Rocket, 16 oz. doz. 1 25

K. C. Brand

- 10c size, 4 doz. 3 70
- 15c size, 4 doz. 5 50
- 20c size, 4 doz. 7 20
- 25c size, 4 doz. 9 20
- 50c size, 2 doz. 8 80
- 80c size, 1 doz. 8 85
- 10 lb. size, 1/2 doz. 6 75

Freight prepaid to jobbing point on case goods. Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BECH-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, 8 1/2 oz. 1 85
- Peanut butter, 5 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 2 50
 - Quaker Puffed Wheat 4 30
 - Quaker Brfst Biscuit 1 90
 - Ralston Branos 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 4 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
- Postum 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 No. 50 1 80
- No. 60 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 14.4
- Paraffine, 12s 14.4
- Wicking 40
- Tudor, 6s, per box 30

CANNED FRUIT

- Apples, 3 lb. Standard 1 50
- Apples, No. 10 4 75
- Apple Sauce, No. 10 7 75
- Paraffine, 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. 10 14 50
- Cherries, No. 2 3 75
- Cherries, No. 2 1/2 4 50
- Cherries, No. 10 15 50
- Loganberries, No. 2 3 00
- Loganberries, No. 10 10 00
- Peaches, No. 1 1 50
- Peaches, No. 1, Sliced 1 25
- Peaches, No. 2 2 75
- Peaches, No. 2 1/2 Mich 3 25
- Peaches, 2 1/2 Cal. 3 00
- Peaches, 10, Mich. 8 50
- Pineapple, 1 sl. 1 75
- Pineapple, 2 sl. 2 60
- Papple, 2 br. sl. 3 40
- Papple, 2 1/2, all. 2 90
- Papple, 2, cru. 3 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 Haddle, 10 oz. 3 30
- Clam Bouillon, 7 oz. 2 50
- Chicken Haddle, No. 1 2 75
- Fish Flakes, small 1 85
- Cod Fish Cake, 10 oz. 1 85
- Sove Oysters, 5 oz. 1 80
- Lobster, No. 1/4, Star 1 75
- Shrimp, 1, wet 6 10
- Sard's, 1/4 Oil, Ky 6 10
- Sardines, 1/4 Oil, k'less 6 25
- Sardines, 1/4 Smoked 6 75
- Salmon, Warrens, 1/2 2 75
- Salmon, Red Alaska 4 25
- Salmon, Med. Alaska 3 40
- Salmon, Pink Alaska 1 95
- Sardines, Im. 1/4, ea. 10 28
- Sardines, In., 1/4, ea. 2 25
- Sardines, Cal. 1 65
- Tuna, 1/2, Albocore 9 5
- Tuna, 1/4, Curtis, doz. 2 20
- Tuna, 1/2, Curtis, doz. 3 50
- Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

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

- Beef, 3 1/2 oz. Qua. sil. 1 75
- Beef, 5 oz., Qua. sil. 2 35
- Beef, No. 1, B'nut, sil. 4 50
- Beefsteak & Onions, s 4 45
- Chili Con Ca., 1s 1 35
- Devised Ham, 1/4 s 2 20
- Devised Ham, 1/2 s 3 60
- Hamburg Steak & Onions, No. 1 3 15
- Potted Beef, 4 oz. 1 10
- Potted Meat, 1/2 Libby 5 1/4
- Potted Meat, 1/4 Libby 9 1/4
- Potted Meat, 1/2 Qua. 9 0
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/4 1 45
- Vienna Sausage, Qua. 9 5
- Veal Leaf, Medium 2 65

Baked Beans

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

CANNED VEGETABLES.

- Asparagus.
- No. 1, Green tips 3 75
- No. 2 1/2, Lge. Green 4 50
- W. Beans, cut 2 1 45
- W. Beans, 10 8 00
- Green Beans, 2s 1 45
- Green Beans, 10s 7 50
- L. Beans, 2 gr. 1 35
- Lima Beans, 2s, Soaked 9 25
- Red Kid. No. 2 1 25
- Beets, No. 2, wh. 1 75
- Beets, No. 2, cut 1 20
- Beets, No. 3, cut 1 60
- Corn, No. 2, stan. 1 25
- Corn, Ex. stan. No. 2 1 55
- Corn, No. 2, Fan. 1 80
- Corn, No. 10 8 00
- Hominy, No. 3 1 00
- Okra, No. 2, whole 2 00
- Okra, No. 2, cut 1 75
- Dehydrated Veg. Soup 90
- Dehydrated Potatoes, lb. 45
- Mushrooms, Hotels 36
- Mushrooms, Choice 3 oz. 43
- Mushrooms, Sur Extra 55
- Peas, No. 2, E. J. 1 65
- Peas, No. 2, Sift, June 1 85
- Peas, No. 2, Ex. Sift. E. J. 2 25
- Peas, Ex. Fine, French 25
- Pumpkin, No. 3 1 45
- Pumpkin, No. 10 4 75
- Pimentos, 1/4, each 12 14
- Pimentos, 1/2, each 12 27
- Sw't Potatoes, No. 2 1/2 2 25
- Sauerkraut, No. 3 1 40
- Succotash, No. 2 1 65
- Succotash, No. 2, glass 2 80
- Spinach, No. 1 1 25
- Spinach, No. 2 1 60
- Spinach, No. 3 2 10
- Spinach, No. 10 6 00
- Spinach, No. 10 6 95
- Tomatoes, No. 2 glass 3 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 49
- Paramount, 6, 10s 10 00
- Sniders, 8 oz. 1 75
- Sniders, 16 oz. 2 55
- Quaker, 8 1/2 oz. 1 25
- Quaker, 10 1/2 oz. 1 40
- Quaker, 14 oz. 1 90
- Quaker, Gallon Glass 12 00

CHILI SAUCE

- Snider, 16 oz. 3 30
- Snider, 8 oz. 3 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
- Wascenberg, small tins 2 25
- Camenbert New 23
- Longhorn 23

- Michigan Full Cream 23
- New York Full Cream 33
- Sap Sago 40
- Brick 24

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 00
- Delft Pastelles 2 15
- 1 lb. Rose Tin Bon 18 00
- 7 oz. Rose Tin Bon 9 00
- 13 oz. Creme De Caraque 13 20
- 12 oz. Rosaces 10 80
- 1/2 lb. Rosaces 7 80
- 1/4 lb. Pastelles 3 40
- Langues De Chats 4 80

CHOCOLATE.

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

COCOANUT

- Dunham's
- 15 lb. case, 1/4s and 1/2s 49
- 15 lb. case, 3/4s 48
- 15 lb. case, 1/2s 47

CLOTHES LINE.

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

FANCY CHOCOLATES

- Bittersweets, Ass'ted 1 70
- Choc Marshmallow Dp 1 70
- Milk Chocolate A A 1 70
- Nibbles Sticks 1 85
- Primrose Choc. 1 14
- No. 12, Choc, Light 1 45
- Chocolate Nut Rolls 1 84

GUM DROPS

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

LOZENGES

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

HARD GOODS

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

PUTNAM'S

- Putnam's 1 35
- Smith Bros. 1 50

PACKAGE GOODS

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

SPECIALTIES

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

- Quaker, Tall, 4 doz. 4 65
- Quaker, Baby, 8 doz. 4 55
- Quaker, Gallon, 1/2 ds. 4 55
- Blue Grass, Tall 4 85

CREAM OF TARTAR

- 6 lb. boxes 33

DRIED FRUITS

- Blue Grass, Baby, 96 4 55
- Blue Grass, No. 10 4 50
- Carnation, Tall, 4 doz. 5 00
- Carnation, Baby, 8 dz. 4 90
- Every Day, Tall 5 00
- Every Day, Baby 4 90
- Pet, Tall 5 00
- Pet, Baby, 8 oz. 4 90
- Borden's Tall 5 00
- Borden's Baby 4 90
- Van Camp, Tall 4 90
- Van Camp, Baby 3 75

CIGARS

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

WORDEN GROCER CO. BRANDS

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

CONFECTIONERY

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

MIXED CANDY

- Kindergarten 11
- Leader 13
- X. L. O. 18
- French Creams 16
- Cameo 19
- Grocers 11

FANCY CHOCOLATES

- 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, 3 doz. 2 90

PEARL BARLEY

- Chester 4 50
- 0000 7 00
- Barley Grits 5 00

PEAS

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

SAGE

- East India 10

TAPIoca

- Pearl, 100 lb. sacks 07 1

GELATINE



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

HORSE RADISH

Per doz., 5 oz. 90
JELLY AND PRESERVES
Pure, 30 lb. pails 3 30

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb. 26
Nucoa, 2 and 5 lb. 25 1/2
Wilson & Co.'s Brands
Certified 25 1/2

MATCHES

Swan, 144 4 75
Diamond, 144 box 6 25
Searchlight, 144 box 6 25

SAFETY MATCHES

Quaker, 5 gro. case 4 25
MINCE MEAT
None Such, 4 doz. 6 47

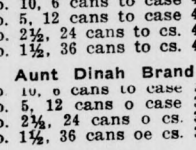
MOLASSES

Parowax, 100 lb. 9 3
Parowax, 40, 1 lb. 9 5



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



SENDAC

Semdac, 12 pt. cans 2 70
Semdac, 12 qt. cans 4 60

PICKLES

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

PIPES

Derby, per doz. 2 75
Bicycle 4 75

POTASH

Babbitt's, 2 doz. 2 75
FRESH MEATS
Beef...

TOP STEERS & HEIF.

Good Steers & Hf 14 @ 16
Med. Steers & Hf 13 1/2 @ 15
Com. Steers & Hf 10 @ 12 1/2

COWS

Top 14
Good 13
Medium 12
Common 10

VEAL

Top 17 1/2
Good 16
Medium 14
Lamb...

MUTTON

Good 16
Medium 14
Poor 12 1/2

OLIVES

Bulk, 5 gal. keg 8 50
Quart Jars, dozen 6 50
Bulk, 2 gal. keg 3 60

PARIS GREEN

1/8 21
1 29
2s and 5s 27

PEANUT BUTTER

Bel Car-Mo Brand
24 1 lb. pails 24
8 oz., 2 doz. in case 25 1/2



5 lb. pails, 6 in crate 12
12 lb. pails 14
50 lb. tins 25 1/2

PETROLEUM PRODUCTS

Iron Barrels
Perfection Kerosine 16.6
Red Crown Gasoline
Tank Wagon 19.7

Polarine

Light Iron Barrels 62.2
Medium 64.2
Heavy 66.2

Transmission Oil 62.2
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 25

ROLLED OATS

Silver Flake, 12 Fam. 2 25
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70

RUSKS

Holland Rusk Co.
18 roll packages 2 30
36 roll packages 4 50

SALERATUS

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

COD FISH

Middles 15 1/2
Tablets, 1/2 lb. Pure 19 1/2
Tablets, 1 lb. Pure 1 40

HERRING

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

LAKE HERRING

1/2 bbl., 100 lbs. 6 50
Mackerel
Tubs, 100 lb. fncy fat 24 50

WHITE FISH

Med. Fancy, 100 lb. 13 00
SHOE BLACKENING
1 in 1, Paste, doz. 1 35

STOVE POLISH

Blackine, per doz. 1 35
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz. 1 26

PORK

Light hogs 16
Medium hogs 16 1/2
Heavy hogs 18
Loins, Med. 28

PROVISIONS

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

LARD

Pure in tierces 17
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4

SAUSAGES

Bologna 14
Liver 14
Frankfort 19
Pork 18 @ 20

SMOKED MEATS

Hams, Cert., 14-16 lb. 32
Hams, Cert., 16-18 lb. 32
Ham, dried beef sets @ 24

BEET

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

PIG'S FEET

Cooked in Vinegar
1/4 bbls. 2 50
1/2 bbls., 35 lbs. 4 50

CASINGS

Hogs, per lb. @ 63
Beef, round set 20 @ 30
Beef, middles, set @ 1 75

RICE

Fancy Blue Rose 08 1/2
Fancy Head 10 1/2
Broken 05

SOAP

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

WOLLETT

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

WOLLETT

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

WOLLETT

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

WOLLETT

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

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

SALT

Colonial, 24, 2 lb. 98
Colonial, Iodized, 24-2 2 40
Med. No. 1 Bbls. 2 50

MORTON'S IODIZED SALT

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

WORCESTER

Bbls. 30-10 sks. 5 48
Bbls. 60-5 sks. 5 63

SEASONING

Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90

STARCH

Kingsford, 40 lbs. 11 1/4
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 4 05

CORN SYRUP

Blue Karo, No. 1 1/2 2 27
Blue Karo, No. 5, 1 dz. 3 11
Blue Karo, No. 10 2 91

MAPLE

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

TABLE SAUCES

Lea & Perrin, large 6 00
Lea & Perrin, small 3 35
Pepper 1 60

YEAST CAKE

Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 74
Sunlight, 1 1/2 doz. 1 35

YEAST-COMPRESSED

Fritschmann, per doz. 3 80

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
Brillo 85
Climaline, 4 doz. 4 20

TEA

Japan
Medium 27 @ 33
Choice 37 @ 46
Fancy 54 @ 59

CEYLON

Pekoe, medium 55
English Breakfast
Congou, Medium 28
Congou, Choice 35 @ 38

OLONG

Medium 36
Choice 45
Fancy 50

TWINE

Cotton, 3 ply cone 40
Cotton, 3 ply palls 42

VINEGAR

Cider, 40 Grain 21
White Wine, 80 grain 25

WICKING

No. 0 per gross 75
No. 1, per gross 1 25
No. 2, per gross 1 50

WOODENWARE

Baskets
Bushels, narrow band, wire handles 1 75

CHURNS

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

EGG CASES

No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00

MOP STICKS

Trojan spring 2 00
Eclipse patent spring 2 00

PALLS

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

TRAPS

Mouse, Wood, 4 holes 60
Mouse, wood, 5 holes 70

TUBS

Large Galvanized 9 25
Medium Galvanized 8 00

WASHBOARDS

Banner, Globe 5 50
Brass, single 6 00

WRAPPING PAPER

Fibre, Manila, white 05 1/2
No. 1 Fibre 08
Butchers Manila 06 1/2

YEAST CAKE

Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 74

YEAST-COMPRESSED

Fritschmann, per doz. 3 80

TEA

Japan
Medium 27 @ 33
Choice 37 @ 46
Fancy 54 @ 59

CEYLON

Pekoe, medium 55
English Breakfast
Congou, Medium 28
Congou, Choice 35 @ 38

OLONG

Medium 36
Choice 45
Fancy 50

TWINE

Cotton, 3 ply cone 40
Cotton, 3 ply palls 42

VINEGAR

Cider, 40 Grain 21
White Wine, 80 grain 25

WICKING

No. 0 per gross 75
No. 1, per gross 1 25
No. 2, per gross 1 50

WOODENWARE

Baskets
Bushels, narrow band, wire handles 1 75

CHURNS

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

EGG CASES

No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00

MOP STICKS

Trojan spring 2 00
Eclipse patent spring 2 00

PALLS

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

TRAPS

Mouse, Wood, 4 holes 60
Mouse, wood, 5 holes 70

TUBS

Large Galvanized 9 25
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WASHBOARDS

Banner, Globe 5 50
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Fibre, Manila, white 05 1/2
No. 1 Fibre 08
Butchers Manila 06 1/2

YEAST CAKE

Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 74

YEAST-COMPRESSED

Fritschmann, per doz. 3 80



30 can cases, \$4.00 per case

Failure of Merchant to Read Contract For Purchase.

A very good rule for a merchant to follow is never to sign any kind of a contract in the absence of positive knowledge of its contents. This is true because, regardless of the conversation that has led to the signing, the paper when signed will usually be held to constitute the contract between the parties.

It follows, if a merchant neglects to read a contract this will not, as a general rule, in the absence of fraud, relieve him from liability under the contract on the ground that it did not state the agreement. In other words, where a merchant claims that a written contract does not contain the agreement, and seeks to escape liability thereunder on the ground that he did not read it, he will, as a general rule, not be successful unless he can show that he has been the victim of fraud in some measure. For example:

In one case of this kind a merchant was approached by a traveling salesman to buy a shipment of goods. The salesman finally induced the merchant to sign a contract of purchase by the terms of which the latter agreed to execute two notes in the sum of \$148.80 each, upon receipt of the goods.

The contract was accepted by the salesman's company, and the two notes which the merchant had agreed to sign were sent to him. Upon the arrival of the goods the merchant declined to receive them, and wrote the company that the contract he signed did not require him to pay anything until the goods had been sold. A lawsuit followed.

Upon the trial of the cause the merchant stated that his eyesight was defective, and that he did not read the contract before signing it; he further claimed that the salesman represented to him that the contract did not contain any terms other than those agreed upon between them. These terms, according to the merchant, did not obligate him to make payment before the goods were sold.

The merchant admitted that he had never seen the salesman before, and that he took the latter's word for the contents of the writing. He, however, testified that he could read and write and that he habitually engaged in all sorts of business transactions. The trial resulted in a judgment in favor of the merchant. The case was taken to the higher court, and here in reviewing the record and in holding the merchant liable on the contract, the court said:

"There was no evidence in the present case to support a contention that enquiry by John Shay (the merchant) was lulled by fraud and deceit. His testimony gives no hint or suggestion that he acted in haste, or that he was busy about other matters. His frank statement of what occurred established that he had no excuse for not reading the contract before signing it.

"The judgment could only be sustained by a decision which would not be followed as a precedent for the reason that it would tend to destroy the effect of written instruments generally; would permit one who signs a note, mortgage, lease, or deed without read-

ing it to avoid his contract by proof of that fact and by testifying that the terms of the instrument differ from his understanding of what the agreement was. And so John Shay must pay for the perfumery; judgment must be ordered against him."

The foregoing case constitutes an illustration of force and value on the importance of care in signing written contracts, in the absence of a thorough knowledge of their terms. In this case according to the language of the court the merchant was not prevented by fraud or deceit from reading the contract. He had, it appears, every opportunity to read and examine the paper he was asked to sign. His only excuse for not reading it appears to have been that his eyesight was very defective, and yet he admitted that he habitually engaged in all sorts of business transactions.

There was no reason shown why the merchant could not have had someone read the contract to him, if that was necessary. In fact the case appears to be one in which he simply neglected to take any precautions in the matter, and placed his name on the dotted line, at the request of the salesman. In view of which, it is difficult to see how the court could have done otherwise than to hold him liable under the terms of the written paper. In its holding the court unquestionably states the general rule in situations of this kind, for by the weight of authority a person, signing a paper under conditions as they were shown to be in this case, cannot hope to escape liability on a plea that he did not read the contract before signing it. Leslie Childs.

After Shave Lotion.

Menthol 1 dr.
 Acid Boric 4 drs.
 Glycerin 4 ozs.
 Alcohol 1 pint
 Water or Witch-hazel to make 1 gal.
 Mix. Let it stand for a while, and filter. It may be perfumed with a little oil of bay leaves.

Success consists not of having but of living.

REYNOLDS

- Slate-Clad -

SHINGLES

"BUILT FIRST TO LAST"

The advertisement features a central illustration of a 'White House Coffee' box, labeled 'GROUND', 'WHITE HOUSE COFFEE', 'DWINELL-WRIGHT COMPANY', and 'ONE POUND NET'. The box is set within a decorative circular frame. Below the box, a shield-shaped graphic contains the following text:

Your foundation block for agood business
DWINELL-WRIGHT COMPANY
 Boston Chicago Portsmouth, Va.
 LEE & CADY
 Wholesale Distributors for Michigan
 Lower Peninsula

White House
COFFEE
 The Flavor is
 Roasted In!

LAWRENCE SCUDDER & COMPANY

ACCOUNTANTS AND AUDITORS

ANNOUNCE THE REMOVAL OF THEIR
 GRAND RAPIDS OFFICES FROM
 THE HOUSEMAN BUILDING

TO

ROOMS 924 TO 927
 GRAND RAPIDS NATIONAL BANK BUILDING

Telephones { 9-3431
 { 9-3432

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 19—We have to-day received the schedules, order of reference and adjudication in the matter of the Raber Lumber Co., Bankrupt No. 2929. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Zeeland. The schedules show assets of \$3,837.42 with liabilities of \$24,635.09. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Treasurer of United States	\$1,725.35
Associated Employers Reciprocal	
Chicago	191.65
Lumbermans Mutual Insurance Co., Chicago	549.63
Collins and Clock, Fond Du Lac, Wis.	174.44
Drs. Webster and Mehlig, Sault Ste. Marie	3.00
T. Gresley Fox, Pickford	35.00
M. D. Frailek, Cheboygan	unknown
Leo M. Seaman, Sault Ste. Marie	139.02
John Moeke, Zeeland	3,600.00
Bert Moeke, Zeeland	3,600.00
Herbert Van Eenenaam, Zeeland	3,600.00
Benj. Van Eenenaam, Zeeland	3,600.00
B. J. Berghorst, Zeeland	3,600.00
A. J. Brower, Holland	3,600.00
St. Mary's Hospital, Sault Ste. Marie	150.00
Zeeland State Bank, Zeeland	75.00

May 19. We have to-day received the schedules, order of reference and adjudication in the matter of Emanuel E. Hansen, Bankrupt No. 2930. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a retail grocer. The receipt 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 schedules show assets of \$523.69 of which \$400 is claimed as exempt, with liabilities of \$2,356.09. The list of creditors of said bankrupt are as follows:

City of Muskegon	\$ 10.00
Moulton Grocery Co., Muskegon	400.00
Wolffis Bros., Muskegon	50.00
Peoples Milling Co., Muskegon	30.00
C. W. Mills Paper Co., Grand Rap.	40.00
Voigt Milling Co., Grand Rapids	30.00
Arbuckle Coffee Co., Chicago	43.00
McLaughlin Coffee Co., Chicago	19.00
Anderson Packing Co., Muskegon	10.00
Muskegon Baking Co., Muskegon	6.00
E. J. Beukema, Muskegon	75.00
A. R. Walker Candy Corp., Muskegon	40.00
W. W. Richards Candy Co., Muskegon	10.00
Piper Ice Cream Co., Muskegon	25.00
Coca Cola Bottling Co., Muskegon	10.00
David G. Johnson, Muskegon	60.00
G. J. Haan Calendar Co., Grand R.	20.00
Webb Coffee Co., Chicago	25.00
Butler Bros., Chicago	15.00
Robert A. Johnston Co., Milwaukee	43.00
Hekman Biscuit Co., Grand Rapids	50.00
Hasper Biscuit Co., Muskegon	80.00
A. Hartsema, Muskegon	50.00
Henry Filion, Muskegon Heights	700.00
Ruiter Bros., Muskegon Heights	10.00
Roy Doane, Muskegon	5.00
G. O. Oslund, Muskegon	16.00
Lahey's, Muskegon	24.00
William D. Hardy Co., Muskegon	8.00
Square Clothing Co., Muskegon	50.00
George L. LeFevre, Muskegon	93.00
Lakeshore Seed Co., Dunkirk, N.Y.	10.00
John Pell, Fremont	7.00
United Home Tel. Co., Muskegon	9.00
Northville Chemical Co., Northville	6.00
Muskegon Candy Corp., Muskegon	4.70
Fred L. Winter, Muskegon	5.00
Olsen Coal & Supply Co., Muskegon	37.00
Levy & Son Co., Muskegon	3.00
Swift & Co., Muskegon	13.39
T. Schillaci, Muskegon	108.00
Morris & Co., Chicago	5.00
Crane Medicine Co., Chicago	7.00
A. Krauthelm, Muskegon	10.00
Victor Nordstrom, Muskegon Hts.	20.00
Hans Michelson, Muskegon	75.00

May 19. We have to-day received the schedules, order of reference and adjudication in the matter of Roy M. Unrue, Bankrupt No. 2931. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Niles, and his occupation is that of a contractor and builder. The schedules show assets of \$14 of which \$10 is claimed as exempt, with liabilities of \$14,007.50. The receipt 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:

J. E. McEnderfer, South Bend	\$ 50.00
Dr. W. B. Schristophel, Mishawaka, Ind.	40.00
Dr. E. M. Zewmey, Mishawaka	20.00
A. Piser, Mishawaka, Ind.	25.50
A. J. and J. W. Schindler, Mishawaka, Ind.	14.50
National Plumbing Co., Chicago	600.50
U. S. Lumber Co., Mishawaka	2,000.00
Mich. Bell Tel. Co., Niles	10.00
Arnold Ruff, Eau Claire	40.00
Ecklers Lumber Co., South Bend	200.00
L. W. Ostrander, Niles	50.00
Stevens Brothers Garage, Niles	175.00

Winter & Schulte, Niles	100.00
Haff's Tire Shop, Niles	40.00
Runner Bros., Buchanan	60.00
Folger-Barick Co., South Bend	75.00
Eyehler Bros., South Bend	150.00
Reynolds Hardware Co., So. Bend	200.00
Funk Bros., Niles	75.00
Henry T. Richter, Niles	100.00
Uvan Smith, Mishawaka, Ind.	30.00
Hartman Furniture Co., Chicago	75.00
Niles Battery Co., Niles	50.00
Niles Star-Sun, Niles	175.00
O. E. Lang Co., Mishawake, Ind.	150.00
Rice Dairy, Niles	45.00
Amon Dairy, Niles	30.00
Fred Exner, Niles	50.00
Knauf Bros., Niles	125.00
G. E. Myers & Sons, South Bend	200.00
Frank Lumber Co., Mishawaka	250.00
Peterson Battery Co., South Bend	100.00
Jack Baird Co., South Bend	175.00
Mishawaka Elec. Co., Mishawaka	200.00
Chas. Poy & Co., Mishawaka	150.00
Jacob K. Stickel, Mishawaka	250.00
Schroder Coal & Ice Co., Mishawaka	200.00
Niles Fuel & Supply Co., Niles	20.00
Lloyd Custer, Mishawaka	2,000.00
Eli Carter, Mishawaka	2,000.00
L. W. Ostrander, Niles	150.00
W. H. Nichols, South Bend	1,600.00
W. A. Stanner, Niles	200.00
Home Furnace Co., Mishawaka	400.00
Niles City Bank, Niles	600.00
Eagle Oil Co., Cleveland	75.00
Holland Furnace Co., Niles	300.00
Frazee Motor Co., Niles	300.00
Niles Gas Light Co., Niles	15.00
Niles Board of Public Works, Niles	5.00
Tallerday Auto Supply Co., Niles	12.50
Dr. D. A. Z. VanNoppen, Niles	50.00

May 19. We have to-day received the schedules, order of reference and adjudication in the matter of Jacob Tuinstra, Edward Heeren and Cornelius Heyboer, Bankrupts No. 2928. The matter has been located on Monroe avenue, Grand Rapids, and their occupation was that of a Sandwich Shop. The schedules show assets of \$2,094 with liabilities of \$3,869.14. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Poorless Mfg. Co., Columbus	\$ 80.76
H. Leonard & Sons, Grand Rapids	152.66
Taylor Typewriter Store, Grand R.	35.00
G. R. Store Fixture Co., Grand Rap.	576.76
Enterprise Elec. Co., Grand Rapids	75.00
Albert Picks & Co., Chicago	63.00
Woodhouse Co., Grand Rapids	79.90
Valley City Pie Co., Grand Rapids	21.10
P. D. Mohardt, Grand Rapids	373.27
Worden Grocer Co., Grand Rapids	52.13
Venema Bros., Grand Rapids	105.96
Bell Tel. Co., Grand Rapids	7.55
Kent Grocer Co., Grand Rapids	54.88
DuBois Soap Co., Cincinnati	15.00
Red Star Sweeping Co., Grand Rap.	5.50
B. Heller & Co., Chicago	10.20
Hill Plumbing Co., Grand Rapids	119.00
Steindler Paper Co., Muskegon	11.00
Holsum Bakery, Grand Rapids	79.90
V. C. Rusk Co., Grand Rapids	22.22
Burton Hts. Creamery Co., Grand Rapids	450.00
Wolverine Spice Co., Grand Rapids	4.00
VandenBerge Cigar Co., Grand R.	37.15
Ferris Coffee House, Grand Rapids	90.03
G. R. Gas Co., Grand Rapids	200.00
National Grocer Co., Grand Rapids	80.39
Consumers Power Co., Grand Rap.	41.73
Consumers Ice Co., Grand Rapids	10.00
Harry Sanford, Grand Rapids	750.00
G. R. Water Works, Grand Rapids	3.00
Art Craft Sign Co., Lima, Ohio	64.00

The following are creditors of Jacob Tuinstra, individually:

J. Siestma, Grand Rapids	\$2,300.00
Theodore Gore, Grand Rapids	100.00
Meint Holst, Grand Rapids	4,050.00
Standard Auto Co., Grand Rapids	50.00
J. Siestma, Grand Rapids	1,150.00
J. Bowmaster, Grand Rapids	500.00
G. R. Savings Bank, Grand Rapids	20.00
J. Yoinkers, Grand Rapids	500.00

The following are creditors of Edward Heeren, individually:

Besterman & Co., Grand Rapids	\$300.00
Hecht Produce Co., Grand Rapids	400.00
Ellis Bros., Grand Rapids	70.00
Theodore Gore, Grand Rapids	100.00
G. R. Savings Bank, Grand Rapids	200.00

The following are creditors of Cornelius Heyboer, individually:

In the matter of Lee C. Rynbrand, Bankrupt No. 2660, the final dividend has been found to be at the rate of 5.3 per cent.

May 20. On this day was held the first meeting of creditors in the matter of Albert Schanz, surviving partner of Schanz & Clark, Bankrupt No. 2917. The bankrupt was present in person and by attorney Fred G. Stanley. No creditors were present or represent. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of Thomas-Daggett Co., Bankrupt No. 2708, the adjourned first meeting was adjourned until June 2.

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.

BIDS WANTED

FOR \$40,000 ISSUE OF REFUNDING BONDS, GRADED SCHOOL DISTRICT NUMBER THREE FRACTIONAL, GRAND RAPIDS AND PARIS TOWNSHIPS, KENT COUNTY, MICHIGAN

The Board of Education of Graded School District Number Three Fractional, Townships of Grand Rapids and Paris, Kent County, Michigan, will offer for sale at Grand Rapids Savings Bank, 60 Monroe Ave., N. W., in the City of Grand Rapids, County of Kent, State of Michigan, on Saturday, May 29, 1926, at eleven o'clock A. M. Eastern Standard Time. Forty Thousand Dollars (\$40,000) of School Refunding Bonds issued by the Board of Education of the District on May 17, 1926, said bonds to be of the denomination of One Thousand Dollars each, dated June 1, 1926, and payable serially Two Thousand Dollars on June 1st of each year from 1927 to 1946, inclusive, with interest at 4 1/2% per annum, payable semi-annually, on December 1st and June 1st of each year.

Unconditional sealed bids shall be filed with the Secretary of the Board before the hour of sale.

The District will furnish executed bonds for immediate delivery on June 1, 1926, and will furnish the opinion of Miller, Canfield, Paddock & Stone, attorneys of Detroit, Michigan, approving the legality of the bonds, the purchaser to pay the cost of the legal opinion.

Each bid shall be accompanied by certified check for Five Hundred Dollars to be forfeited in case the bidder, if awarded the bonds, shall refuse to complete the purchase. The Board reserves the right to reject any or all bids.

By order of the Board of Education.
MARY VANBLOIS,
Secretary, Board of Education,
735 Bagley Avenue,
East Grand Rapids, Michigan.

May 18, 1926.

Henry Smith Floral Co., Inc.

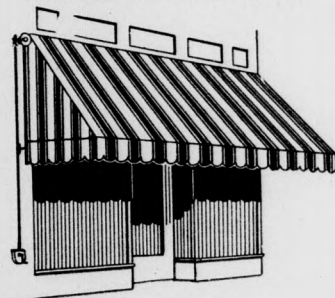
52 Monroe Ave
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173. Bell Main 173

CODY CAFETERIA

Open at 7 A. M.
TRY OUR BREAKFAST
Eat at the Cafeteria it is Cheaper
FLOYD MATHER, Mgr.

COYE AWNINGS

for
STORE, OFFICE, HOME



TENTS, COVERS, CAMP EQUIPMENT
Our merchandise is backed by over Forty Years of SERVICE and EXPERIENCE.
Prices and Samples sent on request.

CHAS. A. COYE, Inc.
Campau Ave. and Louis St.
Grand Rapids, Michigan

Business Wants Department

FOR SALE—Established shoe business. Electric machinery, fixtures, etc., complete. Low rent, good stand. Invoice \$5,000. Other business plans. Deur's Shoe Store, Holland, Mich. 267

IF YOU HAVE—A store that can take on a men's clothing department, in a Michigan town of 3000 to 5000 population, we will furnish and maintain on your part, giving liberal commission on sales. Merchandise is well known and priced from \$17.50, two pants, to \$35, two pants. Ability and good character total requirements. Address Hautin Co., Grand Rapids, Mich. 268

Fine Opening—For a hardware, also a dry goods store. New stores, rent reasonable. No competition in the neighborhood, and is on one of the good streets of this city. Middleton & Drummond, Grand Rapids, Mich. 269

Will Sell—Building and stock, consisting of general store and meat market. This is an old established business. Selling because of ill health. Middleton & Drummond, Grand Rapids, Mich. 270

WILL SELL or EXCHANGE—Farm for grocery and building. Inquire C. Jaquish, McBrides, Mich. 271

Let me help you sell your store—Buyers waiting with cash and income property. If stock is too large, will reduce it for quicker selling. See me before listing elsewhere. R. H. Speese, 1712 Jefferson Ave., S. E., Grand Rapids, Mich. 272

For Sale—A furnace and Sheet Metal Works in Grand Rapids, Michigan. A good opportunity for somebody. Long established, good location. Ill health cause for selling. Address No. 273, c/o Michigan Tradesman. 273

HOTEL—For sale or exchange, City Hotel, Luther, Mich. Fully equipped, now doing business. Only hotel in town. Ill health reason for selling. 274

FOR SALE OR RENT—Physician's practice and drug store. Easy terms. Town 800 people and large farming country; no opposition. Reasons, seventy-eight years old and wish to retire. Lock Box 447, Alba, Mich. 275

FOR SALE—Full store equipment, counters, tables, shelving, cases, electric fixtures, etc. Oak finish; cost \$3,000.00 one year ago. Now located in Albion, Mich. Price, \$600. James H. Fox, Grand Rapids, Mich. 276

For Rent—Wonderfully well located store in Ionia, Mich. Available August 1. Building now in construction. 100% location for any line of business. James H. Fox, Grand Rapids, Mich. 277

For Sale—Meat market, fully equipped. Price right. Owner wants to go West. Address No. 257, c/o Michigan Tradesman. 278

RESTAURANT—For Sale. First-class. Old, established business in Kalamazoo, across from Michigan Central depot. Bargain for some one. Owner interested in another business. Inquire Sunset Restaurant, 452 N. Burdick St., Kalamazoo, Mich. 258

For Sale—Cigar store. Established 1903. \$1,200. Good back room. Carl Cigar Store, Allegan, Mich. 262

For Sale—Owing to failing health, old established hardware store doing a prosperous business. Only one in town. \$5,000 stock. Rent reasonable. Wonderful opportunity for the right man. Address Mores Marks, Oscoda, Mich. 264

FOR SALE—McCray refrigerator, good as new. Size: fifty-five inches long, thirty-two inches deep, seventy-five inches high. Will take \$75. A. H. Saur & Sons, Kent City, Mich. 266

Exchange For Merchandise—Splendid eighty-acre farm, located in potato and resort section North Western Michigan. Good buildings. D. H. Hunter, Rockford, Mich. 254

For Sale—The landmark of Ionia. On the best corner in the town. The Bailey Hotel, which is known all over the state. I have other business to take care of so I will sell very cheap. Price \$7,500. Terms to suit. Rent less than \$1 per room per week. Fifty rooms. The house has been kept in very good shape. For further particulars address Bert B. Baxter, Proprietor, Ionia, Mich. 255

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

Gall Stones—Your bilious colic is the result; no indigestion about it. Free booklet. Avoid operations. Brazilian Remedy Co., 120 Boylston St., Room 320, Boston, Mass. 251

FOR SALE OR RENT—A new store building, in a live town, 500 feet from railroad, across the street from bank. Has electric lights and large show windows. Inquire BENJAMIN RANKENS, Hamilton, Mich. 246

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

The Newly Married Clerk and the Astute Boss.

Written for the Tradesman.

It was in a small-town hardware store. The head clerk glanced at the boss.

"I'm not so sure," he remarked, "that it was an accident. But if it was, the boss and I, between us, accidentally hit upon as good a selling scheme as I ever saw worked."

The commercial traveler waited while the head clerk chuckled, and then waited some more while the hardware dealer grinned. But at last he got tired of waiting.

"What's the story, anyway?" he demanded.

The clerk regained his composure. "I suppose I may as well tell you, although I suspect the joke is on me. It's all past and gone now, though."

With this auspicious beginning, the clerk proceeded:

"I was married last winter."

"It happens to all of us," commented the dealer, and the commercial traveler chimed in:

"What, anyway, has your marriage to do with a store advertising scheme? Did you get married just to advertise the fact that newly-weds need stoves? Why not get on with the story?"

"See here," protested the clerk, "I'm telling the story. And anyway, my marriage was the big event, not only in my life, but in our stove campaign. Sure it was. I'll leave it to the boss."

"You're all right," corroborated the boss, somewhat equivocally. "But it's your story. Go ahead, and get it off your chest."

"Well," continued the clerk, "before I was married the boss gave me a range as a wedding present."

"He gave your wife a range, you mean," corrected the commercial traveler.

The clerk smiled a sheepish smile. "She does regard it as her range," he conceded. "But, anyway, the boss gave me or my wife a range. I don't care which he gave it to, we've got it. But that isn't the point. The point is that the news of the present got into the papers—one of those pre-wedding locals, you know. They gave the make of the stove, and all the pretty particulars.

"I was sore at the notoriety of the thing—sore as a boil. But in time the soreness wore off.

"I wasn't away from the store very long, and when I got back people began to come in and ask me, 'Jim, let's see one of those ranges the boss gave you.'

"Well, I took those people to see the ranges similar to the one the boss gave me—or gave my wife. 'It must be a good stove,' they'd say, 'or the old man—I mean, the boss—would not have given it to you.'

"Naturally, I could tell them all about that stove. I knew more about it than anyone else. I could explain all the points which made the somewhat high price necessary. I could show just how that stove worked."

"How many of those stoves did you sell, Jim?" chuckled the boss.

"I'm not going to say," retorted the head clerk. "But I know we sold a

lot of them. You see," he turned to the commercial traveler, "everyone in town, practically, had read that local in the paper about me getting the stove. Or my wife getting it. I guess they argued, 'This fellow, Jim, knows a good stove when he sees one. His boss wouldn't have the nerve to give him anything but the best.' So they jumped at the conclusion that the stove I got was the best, whether it was or not. And they came to ask me about it. They weren't so far wrong, either," commented the clerk. "The stove surely was a good one. It is giving us fine satisfaction, and I guess it is doing the same for all those we sold it to.

"But it was this advertising I started in to tell you about. Did you ever hear of such a business-getter as that newspaper local? We never thought of it as an advertisement, but it surely worked that way. And the best of it is, its effect will probably be lasting, for those people who bought the stove because I got one given to me will tell their friends they have the best range to be had. They'll tell them how they came to get it; then their friends will come and ask for a similar stove."

Victor Lauriston.

Memorial Day Should Be a Sacred Anniversary.

Grandville, May 25—Memories of long ago come swarming into the hearts and souls of the old veterans when they recall the days of that war which wrenched the Nation from center to circumference. The long four years of struggle, the final fall of Lee at Appomattox.

That ninth of April was a glad day for all America, not leaving out the Southern half of our country, for on that day human slavery on the American continent went down forever and the sorrowing South learned to accept the decision of the sword as altogether for the best.

Memorial day was originated for the decorating with flags and flowers our dead soldiers who fell for country and flag in the days of the Civil War. It was not imagined then that other wars would soon come, in which the heart of America would be as fully interested as in that strife to save the Union intact as bequeathed to us from the grandsires of the Revolution.

The Spanish war, followed a few years later by the war with Germany, has left us a heritage rich in memories, and the graves of those heroes of more modern wars are as dear to us as were those of the sixties. America has never hesitated when the Nation called for soldiers to protect her honor and good name.

Equal with those who followed Grant, Sherman and Sheridan through fire and blood are these later boys who wore their country's khaki instead of the old time Union blue, and who, under Pershing, met the enemy and gave him a full dose of Yankee lead and iron.

The graves of these later heroes for the flag come in for our tender remembrance with wreaths from the woods and flowers born under glass, until every hillock which covers one of America's soldier dead is swathed in bloom.

Every mother who lost a boy in the kaiser's war and whose grave is unknown will turn with an added heart throb toward that unknown soldier's grave at Arlington and say in her heart that here lies the dear son she has lost.

The little copper button is a reminder of the old days when civil war was with us, and every home, both North and South, was girded in mourning for

the fallen brave. The boys in khaki may have a badge which has come to be as sacred as this little comrade button of the older war; if so I have not seen it. Comradships made over there under a foreign sky were as strong as any in other wars and the Spanish conflict has its heroes and its memories.

One young soldier of that older war, who fell down South, was returned to his Northern home on the Nation's birthday. Instead of a celebration, the solemn notes of the funeral dirge went out on that Fourth of July, 1864, and beneath the sod of his home town lies buried the remains of as brave a lad as ever wore the uniform of his country.

We recall these scenes of that time, as do the many sorrowing home folks of to-day when they think of the great rush of American manhood to resent the insults and murders of that Germany which has brought so much of sorrow and suffering into this world of ours.

O heroes of the G. A. R.,
O veterans of the line!
Accept this day, so dear to you,
This little wreath of mine,
Though you may never hear again
The stirring battle drum,
Your gallant deeds the land will crown
A thousand years to come.

Such is the feeling that fills the hearts of the American people for those brave men and true who fought their country's battles when such devotion to duty saved the Nation, one and indivisible. That story is an epic as sweet and glorious as any recorded on the pages of either ancient or modern history.

When America forgets her soldier dead who fell in line of duty from colonial days down through the years thrilling with civil war, Spanish war, the kaiser's war, then we as a Nation are on the down grade to inglorious extinction. That day, let us believe, is a long way off, despite the platitudes and cowardly whimperings of pacifists in different parts of the country.

Old Timer.

Preliminary Programme For Mackinac Island Convention.

Lansing, May 25—It is now six weeks before the date of our annual convention and some changes may occur. Naturally the arrangement of the numbers on the program will be changed. We would like to have our members look this tentative program over and make suggestions. By careful analysis you will observe that the committee attempted to make a good all-round program touching the different topics of interest to retailers.

Co-operation for Honest Advertising—Kenneth Barnard, Manager Better Business Bureau, Detroit.

Credits and Personal Experiences—W. L. Kirby, Manager Lansing Credit Exchange, Lansing.

Standardization of Sizes—Viewpoint of the Manufacturer, Roy A. Chenev, Secretary Associated Knit Underwear Manufacturers of America, Utica, N. Y.

Michigan as a Resort State—Hon. John A. Doelle, Executive Secretary Michigan Real Estate Association, Lansing. (Incidentally Mr. Doelle will speak of the retailers interest in the St. Lawrence Waterway.)

Things to be accomplished by Co-operation—Joseph C. Grant, President Joseph C. Grant Co., Battle Creek.

The Safeguarding of our Business—Charles N. Hoag, Office Manager J. R. Jones' Sons & Co., Kalamazoo.

Problems in Business Research—Prof. Carl N. Schmalz, Associate Professor Retail Store Management, Ann Arbor.

Mental Attitude of the Sale—Ray Morton Hardy, Manager Michigan Business Institute, Lansing.

The Merchant of the Future—H. S. Ames, Merchandise Manager of the Rike-Kumler Co., Dayton, Ohio.

Some Suggestions for Bigger Profits—F. J. Nichols, Merchants Service,

National Cash Register Co., Dayton, Ohio.

Retail Merchants Problems in 1926—Ernest C. Hastings, President Caldwell Store, Inc., Washington, Pa.

A Half Dozen Interesting Problems—H. O'Toole, Merchandise Manager Dancer-Brogan Co., Lansing.

In addition to the above topics and assignments which have already been agreed upon we hope to have an address by Donald S. Gilmore, of Gilmore Brothers, Kalamazoo, discussing their "Stock Control System" as printed on Page 26 of the May Bulletin of the National Retail Dry Goods Association. Mr. Gilmore has not as yet consented to act in this capacity. We hope he will. Announcement later.

We also expect that a representative of the Chicago Association of Commerce will be present. Naturally his topic will coincide somewhat with the address by Mr. Doelle.

We also expect to have with us R. S. Hudson, head of the Department of Simplified Practice of the Department of Commerce of Washington, D. C. If Mr. Hudson accepts our invitation, his discussion will naturally follow that by Mr. Cheney.

Our former President, J. C. Toeller, has consented to act as the chairman of the evening banquet program and will conduct the question box and round table discussions. Think up your questions and send them in to Mr. Toeller ahead of time, so that he may assign them to persons who will be present whom he believes are capable of giving thorough answers. This does not necessarily eliminate the question box idea, but impromptu answers to impromptu questions are sometimes unsatisfactory.

The present week will be spent with the Secretary-Treasurer of our insurance company, John DeHoog in the Eastern half of the Upper Peninsula, telling the merchants about the convention we will have at Mackinac Island, July 6 and 7, and also telling them about the amount of money they can save on their fire insurance.

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

Life has a way we never quite can catch. Thousands of men and women were thrilled when Bobby Leach in his steel barrel a few years ago went over Niagara Falls safely, as well as later when he dared Whirlpool Rapids in the same way. And many more had watched him since as he dropped from great heights and airplanes with a parachute, for he traveled far and wide in seeking new scenes to risk his life and furnish sensational moments for morbid multitudes. No exploit was too dangerous for him, no chance too desperate, and he came through unharmed so often that he seemed immune from death in a violent way. Then, a small piece of orange peel, carelessly dropped on the sidewalk, ended a life that had been spent in recklessly defying death. And in this anti-climax his end was even more dramatic and ironical than he could have imagined.

As It Looked To the Boy.

Little Johnny, a city boy in the country for the first time, saw the milking of a cow.

"Now you know where the milk comes from, don't you?" he was asked.

"Sure," replied Johnny. "You give her some breakfast food and water and then drain her crankcase."

To come out all right, go to it with both feet—and both your head and heart.