

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 19, 1927

Number 2261

Every Man's Home

Every man's home is the best old home,
And every man's wife the sweetest;
Every man's child is the best little child,
The best behaved and the neatest,
Every man's baby is better than all
The babies that ever were born—
And just so it's babies and wives and homes,
Why, let 'em blow their horn.

Every man's wife makes the finest preserves,
And every man's wife bakes bread
That beats all the bread that ever was made
From Hatteras to Stony Head.
Every man's home is the place to see
The finest housekeeping on earth—
And just so it's bread and preserves and home,
Let 'em keep on with their mirth.

When every man thinks that his own home's best
And his own wife sweetest, why then
We'll swing back unto the golden dream
Of a heaven on earth again.
And isn't it beautiful, fine and sweet,
That faith of a man in his child,
And his wife and his home and his simple life
That he boasts of undefiled.

When every man's home is the sweetest place
On earth for a man to be;
When every man's wife is the sweetest wife
In all the world to see;
When every man's child is the dearest child
That ever drew breath—ah, then,
We shall have better children and women and homes,
And a darned sight better men.

To Dealers—
If you are not
now handling
Stanolax
(Heavy)
let us send
you information
about this
popular mineral
oil.



Stanolax Relieves Constipation

It is a fact generally recognized by physicians that constipation is the most prevalent of all human ills. Constipation is doubly dangerous, because it not only floods the system with poisons which should be eliminated through the bowels, but it also reduces the resistance to contagion and infection.

At this time of the year, constipation is especially common. Few people take enough exercise in the open air during cold weather, and most people eat an excess of concentrated foods. Lack of exercise and the eating of concentrated foods are among the most common causes of constipation.

The best way to prevent constipation is by the use of Stanolax (Heavy). Stanolax (Heavy) is a pure white mineral oil which lubricates the intestines, enabling them to eliminate the waste matter promptly and easily, thus doing away with the possibility of intestinal poisons passing back into the system.

Stanolax (Heavy) does not excite the bowels to sudden and unnatural action, as do cathartics and purgatives. It simply enables them to function normally. It leaves no ill effects, and is not in any sense habit forming. Within a short time the dosage may be decreased, and in most cases, eventually discontinued.

Standard Oil Company
[Indiana]

MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 19, 1927

Number 2261

MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

(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.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

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

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

MENACE OF INFLUENZA.

If we are not to pay the penalty of a false security regarding the danger of an invasion of influenza, we shall have to face the facts of the situation in something other than the Polyanna spirit. It happens that conditions in Europe are exceptionally favorable for the spread of the disease. The mortality in Madrid is grim evidence of the seriousness of the scourge.

Health authorities will render the public a poor service if they convey the impression that by some magic of science or administration the contagion can be prevented from entering our ports. The strictest possible inspection of every incoming passenger would not be any guarantee of immunity. Persons carrying the germs might have no signs of such condition.

This is no excuse for relaxing precautions. We should redouble our scrutiny of those coming in. But we should also frankly recognize that this scrutiny leaves more loopholes than it closes.

The authorities are correct in saying that there is no danger now. The danger will come about a month from now. There is a bare possibility that we may escape, but it would be foolish to take that possibility as anything more.

The wise course is to be mentally prepared and to act promptly if the disease appears on this side of the water. In particular, a person who has a touch of fever should go to bed and stay there. Otherwise he will not only injure himself but he will spread the disease. Prompt action will limit its damage materially.

Long and arduous as was the campaign to educate the public in doing its Christmas shopping early, the result has more than justified the labor. Under the old method countless thousands received their presents on Christmas Eve and had to live through the day

either hiding some of their gifts or explaining to their friends that they intended to exchange them as soon as possible. Early shopping, to some extent, has reformed this condition. It has led in the first place to early giving, with the result that recipients are now enabled to rush back to the stores before Christmas and exchange less welcome gifts for articles they prefer—which adds materially to the happiness of the day. Novel as this plan itself is, merchants are already pointing out that there is room for further improvement. They suggest that it will be better to send one's one's friend a purchasing order and allow him the privilege of selecting his own gift. It is an admirable plan. By lumping these orders one may readily buy himself something worth while instead of cluttering up his home with a variety of things which he can never use—to say nothing of the satisfaction of thanking each of the givers for a gift far beyond the value of his order. And fancy the giver's joy in finding he was one of fifteen to contribute in buying something useful for you!

If the first reports of France's concessions to Alsace and Lorraine in the matter of wider autonomy for the two provinces are to be taken at their face value, a vexed and troublesome question is on the way to settlement. The recovered provinces have not been altogether happy since they returned to the French fold, and concessions were plainly indicated, as many of their contentions regarding the necessity for decentralization of government were soundly based. They could not be attributed merely to the presence of alien elements of population left over from the long German occupation. The measures which affect the three departments composing the two recovered provinces affect the general relation of the communes to the central government and are indications of a definite liberalization of policy in reference to local self-government, but they are naturally of greater importance in their application to particular areas. France is to be congratulated for this step; in the end it may be a way of avoiding another Irish situation. Her example might well be followed by Spain in Catalonia, where once moderate demands for more or less modified autonomy have now grown into a separatist movement which, while seemingly hopeless for the moment, is bound to be a thorn in the side of the Madrid Government.

The analysis of the recent religious census conducted by a number of newspapers discloses the not altogether startling fact that we are still largely loyal to the faith of our fathers. This announcement coincides with the news

that a \$4,000,000 church is shortly to be built in New York, the favorite stamping ground of the devil himself, as our friend from Georgia, Representative Upshaw, told the world only a few days ago. The complete significance of the census and the building of this greatest of all Protestant churches is not easy to determine, since they face the contradictory facts that crime is on the increase in many parts of the country and that, after the outburst of good feeling occasioned by the holiday season, New York will settle down to its daily routine of robberies, murders, Browning cases and other evidences that man has not, after all, done a very broad jump from the times of his aboreal ancestors. But we suspect that what the census and the proposed Baptist church indicate, taken along with the other matters, is that man is still the half-angel, half-devil that everybody has seen who has ever taken a square look at him—a creature as much Ariel as Caliban and as much Caliban as Ariel.

Even a President ought to have some rights, and so the country will rejoice that Mr. Coolidge has defied the doctors and sticks to maple syrup—and buckwheat cakes—for breakfast. When it was announced that he had substituted Virginia ham for sausage, people wondered whether at last he was "slipping." If to this change he had added banishment of the buckwheats from the White House, the country would have been prepared for the worst. A Vermonter who could give up buckwheat cakes for breakfast merely because some well-meaning M. D. told him to could do anything. After that nobody would have been surprised at a message to Congress in which President Coolidge solemnly warned the lawmakers against excessive economy and urged the appropriation of several hundred millions of dollars for rivers and harbors which hitherto have been neglected—if any such exist. But that danger is past. No Presidential veto menaces the matutinal buckwheats. What is a touch of obesity when the alternative is to start the day hopelessly wrong?

While the new Emperor of Japan was telling his people that his regime was to be marked by simplicity instead of vanity, originality rather than imitation, and, especially, a desire for peace and harmony with all nations, his younger brother was saying to New York ship news reporters that he was glad to be in a country "which had brought his own to the position it now enjoys." These statements will not please the jingoes, although they will regard them with their accustomed cynicism. Still, there may be something in them. Traditional friendships

between nations count for something in world peace, as unstable as they have often proved to be, and certain extremely irritating and disturbing incidents have not altogether destroyed the story of an America which opened the doors of Japan to the world and which has been a good friend since on many occasions. A war of aggression against the United States by the Japanese has always seemed a little fantastic, and certainly there is small danger of the situation being reversed. The new Emperor takes his throne with fair words and amid the wishes of the rest of the world that he will realize his dream for a peaceful administration both at home and abroad.

General Smedley Butler's verdict upon the Volstead law is one of the most surprising events of his brief but constantly amazing career in civilian affairs. He originally thought, he said in California yesterday, that "this fool law" was meant to be enforced, and enforced against everybody alike. His experience has led him to believe that it was meant to be enforced only against the non-privileged classes. This is a hard verdict. We do not believe it to be accurate. Those who conceived and put through the law probably had the honesty of purpose which General Butler denies them; indeed, if they had any class animus it was probably against the rich rather than the poor. But that a man who became known as an almost fanatical enforcer of the Volstead act now turns against even its honesty of purpose is another impressive demonstration of the present unsatisfactory condition of our prohibition problem. We must face this issue honestly, open-mindedly, courageously before we can consider it properly settled.

The announcement that 138,591 checks were sent out by the Pennsylvania Railroad in December to pay quarterly dividends to its shareholders emphasizes the change in the ownership of American railroads. Formerly the great carriers were personally owned and controlled. In that era a Scott, a Vanderbilt, a Gould or a Hill had more power over living conditions in a recognized territory than many a ruling prince with a medieval ancestry. Sporadic rebellions of the employes threw large sections of the country into confusion. To-day the roads are more democratically owned, and it is a strong argument for democracy to say that they are more reasonable in their treatment of their workers. That the financial management of the roads has also been improved is attested by the fact that many financial institutions in almost every quarter of the globe, as well as individuals, now hold our railroad stocks as permanent investments.

A DAY IN DELAND.

Out in the Open Where Sunshine Prevails.

Here we are in the beautiful city named by the Apostle of Salaratus. More important than his culinary contribution are the trees he planted with a vision of the delight they would give to coming generations.

This is a beautiful city, a college city, a city of dignity and kindness. We love it for what it gives us: The quietness of our life, mingled with the interesting diversions afforded by a university town, which add greatly to the pleasures of living.

At the opening of the day we look out of our Eastern window and we are edified by a glimpse of the orb which gives character and satisfaction in this wonderful clime. We recall at once the song writer's words:

How gently breaks the dewy morn,
How kind and how serene—
And hushed and still all nature seems,
Beneath the day's first beam
The Eastern Heavens are all aglow.
And lo! the glorious Sun
Hursts forth in majesty arrayed;
And lo! the day's begun!

We dress with deliberation and go down to the goodly company represented in our circle. The salutations open the joy of the day. We greet each other with hilarity and courage and hopefulness and thoughtful kindness. We sit down to our morning meal, which is a very simple affair, and ask God's blessing upon our goodly wishes for the day. The breakfast is punctuated by good talk and interesting references, kindly memories, useful suggestions and, as we arise, someone says, "We have had a lovely breakfast" and then starts in to the tune of America "So say we all of us," and all join in the refrain.

Usually, as we arise from breakfast, there is a bevy of colored children who go by on their way to school. We watch them with great interest. They do not know they are on dress parade, because they do not see us; and their natural actions betray the happy-go-lucky life of the little people. They are neatly dressed and I have occasionally followed them to their school. I wish they could be treated with the same fairness in connection with the public money accorded to primary education as the white children, for to my mind the school building and environment mean so much as an accompaniment of the school curriculum. The school yard is a barren waste; no trees, nothing attractive about the premises. The arrangement of attractive and well embellished school premises is the white man's burden and he has fallen down under it. I am not an apostle of the abolition of race prejudice, but in this country where people are supposed to be free and equal, my definition of "people" is that it means everybody. I would like to see these little people given equal opportunities with white children, in all fairness, and it seems to me the response would be so wonderful that all who had to do with the making it possible would be proud of the initiative that would bring it about. Immediately after breakfast, my boon companion always says, "Now shall we rest?" and I nod assent. Resting

means sitting down to the table and playing a game of dominos. This we do with the utmost regularity and feel that it is a good digestive proposition.

It is always interesting to get out on the streets and use to the best possible advantage our observing powers. I like to look at the various markets and learn the prices of things. You know Mark Sullivan in his wonderful book, "Our Times," makes a good deal of the prices of ordinary things which go to make up a living. He then uses these figures to illustrate the reason for the growth of bi-metalism and free silver. We find good apples from Virginia orchards are selling at the rate of three pounds for 25 cents; good old potatoes bear the price of 5 cents per pound; butter, 57 cents to 60 cents; eggs not far from the same price. Isn't it strange that we should have, competing with local head lettuce grown in the out-of-doors, the wonderful head lettuce of California? That California product is placed in this market in prime condition. This illustrates how important must be the adjustments of our wonderful methods of distribution. Good oranges are on the market at 15 cents a dozen and they are good oranges—none of your dry, tasteless things which we have to endure far in the North. They are fresh from the orchards and groves, juicy, delicious and satisfying.

I like to listen to the conversation on the streets. I am not an eavesdropper, but, as one stands on the corners, he can, without discourtesy, listen to the words which tell about the style of the man and his outlook upon life. With all this glorious sunshine and attractive climate there are a lot of grunTERS here. They tell about the cold nights and unpleasant conditions that they find, indicating that when they came down here they expected they were entering Heaven, and, some of them, because of their viewpoint and unwillingness to appreciate the good things are having a "Hell of a time."

It is quite noticeable that a majority of the tourists are elderly people, evidently coming here to avoid the rigors of our Northern winters, and a goodly percentage of them are appreciative of the enjoyments which are afforded in this climatic paradise.

I step into the bank and watch the people coming in and out. Here is the one place where I find absolute equality, independent of sex, color or nationality. The utmost courtesy is expressed to everybody and there seems to be no unfairness to the poor, the sparsely clad or the unfortunate. I love to frequent the atmosphere of the bank.

On the streets are modern refuse cans—a most sanitary and delightful arrangement in the interest of neatness and health. The city has done its part by furnishing the receptacles, but ought to have followed it up in the education of the people by example, precept and police mandate, so that they shall do their part in accomplishing the results expected by this sanitary arrangement. You would rather expect these little colored children, in peeling their oranges, to drop

the pieces upon the sidewalk or scatter them along the way. They haven't been taught to be differently, but when you see a sage, college professor, who recalls something which he wants to put down in his note-book, open the book and tear out a used leaf, crumple it up and throw it on the sidewalk, you feel that you have a right to expect better things, and that the community as a whole should be taught the value of a clean city and each one expected to respond thoughtfully to the wish.

What a consolation there is in a happy life! As I stood upon the corner to-day, watching the moving populace, a hearty laugh rang out upon the air and I saw a man expressing his delight in some story which had been told him by a friend. Everyone in the vicinity felt like joining him, although they had not heard the story and did not know what he was laughing about. What a delightful contagion it is! It is worth the while, if one can do it naturally, to radiate this type of happiness.

I enjoy stepping into the stores and watching the attitude of the clerks toward the public. Lots of people do not know how to behave when they go into stores; they are meddlesome and say unpleasant things and make themselves a general nuisance, but when I go into a store and find a clerk alert to give the best possible service and at the same time willing to take what comes along, without talking back or adding to an unpleasant situation, I am grateful for the desire that prompts these people to a wise treatment of the public. A smile, a pleasing gesture, an attractive salutation, an expressed willingness to serve kindly, make one feel glad that he is in the world and that there are such delightful people in it.

I passed by a new hotel not quite finished. It is called The DeLand and I learned that it has been erected by a Grand Rapids woman—one of our former townswomen—who came down here for her health and found what she came for, with the addition of a good husband and an opportunity to express her commercial instincts, all of which have led to a successful life and to usefulness in this community.

I pass on to the tourists' camp, which a year or two ago was filled with people of all sorts and kinds. Largely, however, the population was made up of families who came down here because they could live as cheaply as anywhere and have the benefits of travel and an opportunity of earning enough to pay expenses. This was a golden opportunity for a great many people and it was a delight to see the joy it gave to families who took advantage of an outing in this Southern country. To-day it is different. There is no work for this type of people to do. There is really no opportunity for service and possible earnings, and so, if they have come down here, they have gone again, because the tourists' camps are very scantily patronized.

The coming of the mail is a very important epoch in the day. What wonderful delight comes from the opening of letters from friends when

you are far from home—and the opening of your home paper and reading the story of the activities about the home town. We get the Grand Rapids Herald very regularly and the one which came to-day told of the final tributes to our broad-minded and useful citizen, Edmund Booth. I have heard him express some visions of the life beyond; and now he is able to observe the demonstration. In the same paper was announced the resignation of Hugh Lynch as Secretary of the Planning Commission and I wonder what has brought it about; and I am disturbed about it, because he has been such a useful factor in the development of our comprehensive city plan.

After our noonday meal, we indulge in a game of golf croquet. It is a most attractive method of inducing us to go into the open and live in the sunshine and get the pure enjoyment, clear air, attractive vistas and an interest in the results of the game.

We take the New York Times and, as a part of our daily routine, browse through the news of the world and feel, in conning its editorials, we are getting the very best judgment upon matters of statecraft.

When it comes to the evening we enjoy to the fullest the opportunity given us to read in a realm of literature we cannot utilize when following the affairs of our home life. It is such an opportunity to read a good book and have it enjoyed by our entire circle and have the privilege of exchanging views and presenting comment as we go along. This adds richness to our lives and inspiration to our thoughts. Then we usually have a game of cards and retire early. As we arise from the card table, someone will say, "What a lovely day we have had!" and then will start in the refrain, "Good Night, Ladies, We are about to leave you now," and with the utmost good nature and kindly thoughts and visions of enjoyment, we pass to peaceful rest, preparing for another day of satisfactions.

Charles W. Garfield.

Costs Money To Deal With Butterick.

In Chicago, two merchants, S. B. Andersen, of 2831 Armitage avenue, and Felix Augustyn, 3048 Milwaukee avenue, had Designer contracts. When the Designer Co. was taken over by the Butterick Co., the latter proceeded to load up the contracting parties with Butterick stuff they did not need and would not accept. They at once put their case in the hands of an attorney. The attorney notified Butterick that unless settlement was promptly made, a suite against the Butterick Co. would be filed. The Butterick Co. thereupon settled these cases by paying the merchants 75 per cent. of the cost of the patterns returned, which was what the contract provided should be paid.

"Yes, suh."

"How far do you think you can see at night?"

"'Bout a million miles, I reckon. How fah is it to de moon?"



WHAT THE DUB THINKS

Poetry.

We all have our weak spots—dubs in particular. Mine broke out in poetry and as I look back over a somewhat spasmodic career, I can now see where perhaps I lost what might otherwise have proven lifelong friendships by over-indulgence in this weakness. Well, anyhow, you all know:

Music hath charms to soothe the savage,
To rend a rock or bust a cabbage.

Yes, poetry is like that. It has been said to have caused many a heartache, where other people have bellyached about it. At some time or other in our lives it gets us all. "Coming down through the corridors of time" the walls have been plastered with this "goo." All have had a fling at it from clowns to kings. The kaiser had the bug and worked at it. Judges and strong men have fallen before it, including truck drivers. Invariably it has been a he man's game—women adore it, but seldom resort to it.

Foremost in the long line of departed poetic geniuses we find Longfellow, Shakespeare, Byron, Scott, Shelley, Trench, Somerville, and many more, all favorites with the fair sex, as their works will prove.

The dictionary says poetry is "rhythm" and a poem is "a metrical imaginative composition." That, of course, puts Shakespeare in a class by himself, for if there is any rhythm" in anything he wrote we have failed to find it. Anyhow this article relates to poetry, not wise cracks.

Men who have done brave deeds and died have been eulogized in poems which, had they been written beforehand, would have caused their death anyway. We are told swains in love resort to it, and I don't mean swans, although we have all heard the song of the dying swan. That of the swain is more akin to the dying calf. However, many swains who used it went pop eyed forty years later when they heard it read in court by her lawyer—not with malice, but at the poem. Listen:

Dearest little angel face
Don't 'oo love 'oo daddy?
When I gaze into those eyes
My heart goes pldy pady.

The jury agreed with him after she looked in their eyes.

Always in the springtime we feel its lure. Even the feline family becomes inoculated with it. As one poet says:

Gentle spring has come again
The cows begin to frolic,
And cats begin to caterwaul
As though they had the colic.

They will congregate on back yard fences and give forth unusually pathetic sounds which pierce the night and arouse the deepest emotions in the human bosom. Many with inhuman bosoms have gone out of their way to dampen this ardor with various household accessories.

Perhaps you begin to feel the urge to do a little "poeting" yourself, and while I might say it, but shouldn't, I am somewhat of an authority on poetry myself. Although I have never broad-

cast it, I will improve this opportunity to "put you hep."

To begin with, poetry comes in two shades—inspirational and mechanical—which is built up from spare parts, automatically assembled and used principally by the daily press. Anyone can put it together. You first select your subject and then your rhythm; i.e. girl, pearl; goo, blue; kiss, bliss; slush, mush; etc., indefinitely. Arrange this rhythm down the right hand side of the sheet in alternate lines and place the theme in front. Easy? I'll say it is. Even Walt Mason does it and gets away with it.

But inspirational poetry—ah, that's different. To begin with you must have atmosphere—if you know what I mean. If you don't, step into the nearest auto sales room. Here you will find beautiful decorations, a beautiful girl with henna hair, rubber palmettos, some wicker settees, and perhaps a bird cage or two, with potted plants. All this is supposed to prepare you for the ordeal—give you calm and composure when you sign on the dotted line. All temperamental persons, such as writers, poets, musicians, modistes, designers, actors, even lawyers and judges, must have atmosphere. Before prohibition most of them got it in liquid form. A lot of old time poets gained more notoriety from the atmosphere they consumed than their poetry. With enough atmosphere a man could do almost anything from marriage to murder. Undoubtedly as many persons have been drunk with verse as was ever caused by the eighteenth amendment. To get further atmosphere you must commune with nature among the trees and bees—not the bumble kind—listen to the twitter of birds like the whippoorwill and bobolink or the katydid. Woodpeckers don't go. Avoid all harsh sounds. There is no poetry in the braying of a jackass, a real estate or book agent, a politician, or the bellowing of a bull.

You must then familiarize yourself with a lot of endearing terms—moon, spring, birds, lambs, buds, blossoms, heart strings, palpitation, shimmer (not shimmy). The syllable "let" tied to almost anything makes it poet'ic, as brook-let, leaf-let, bird-let, cow-let and bul-let, etc.

Haunted houses give a spooify atmosphere. Poems to be effective must appeal to the passions—love, mirth and battle all have a kick. Remember the thrill in "The boy stood on the burning deck," "Jim Bloodso," "Curfew" and "Casey at the bat," but, as they say: "Tempus plugged it." The time, the place and the girl permits only one brief illustration of atmospheric genius, which I will give you:

I imagine myself sauntering along a beautiful wooded lane. It is springtime; the sun is setting, sheep bleating, birds twitter and cows lowing. A peaceful calm seems to hover over the universe, and afar I hear the murmur of the babbling brook and the deep sigh of the whangdoodle mourning for its young. My very soul is wrapped in applesauce. Suddenly a beautiful maiden appears upon the scene with pail in hand, her golden locks rippling over her rounded shoulders. Ah ha. Everything is set even to the hen.

I approach the maiden with that old one:

Where are you going, my pretty maid,
I'm going a milking, sir, she said.

Placing my arm gently about her slender waist (they're always slender) we stroll over by the fence—rails, not barbed—then, with a sudden palpitating burst of inspiration I fold her in a fond embrace and spill these passionate lines:

Oh, maiden fair I love you.
Do not keep me in suspense.
My soul is warped with passion
And I kiss her on the fence.

We are married now and happy.
Little Willie is a wow.
His eyes are like his mama's
And hers are like a cow.

That's what atmosphere will do, with genius, and yet people are in favor of prohibition.

Poetry is like golf. It's an interesting diversion, but you can't eat off

it. Few poets have gained what you might call opulence. Talk about the farmer's dollar, why the poet's dollar never had a look in with real money. An abnormal appetite and a clinging vine have caused many a genius to give up ideals for a pick. More poets have gone hungry to bed than farmers, and what has the Government ever done about it? Anyhow, don't let this discourage you. Nothing bars one from writing poetry but atmosphere and total paralysis. The Dub.

Satisfied.

Customer: That chicken I bought yesterday had no wishbone.

Dealer: He was a happy and contented chicken, ma'am and had nothing to wish for.

Let Us Co-operate



IT ALWAYS IS A PLEASURE TO GO over with investors the matter of fitting the securities which they own to their particular needs or desires and, being in close touch with the more important security markets of the country, we often are in position to advise a change or concentration of holdings which will increase the earnings and desirability of such holdings.

Our Bond Department is ready to co-operate with you at any time.

THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

MOVEMENTS OF MERCHANTS.

Detroit—The Lax Furniture Co., 640 Gratiot avenue, has changed its name to the Lacs Furniture Co.

Detroit—The Pearsall Service Co., 418 Brainard street, has changed its name to the Automotive Maintenance Co.

Kalamazoo—The Rose Tire Co., 230 North Rose street, has increased its capital stock from \$20,000 to \$40,000.

Detroit—The Rouge Investment Co., 915 Hammond building, has increased its capital stock from \$90,000 to \$176,000.

Detroit—The Sable Furniture Co., 409 West Jefferson avenue, has increased its capital stock from \$50,000 to \$100,000.

Mendon—F. W. Fenner has purchased the news stand of W. G. Simpson and will conduct it in connection with his restaurant business.

East Grand Rapids—The J. G. Johnson Auto Co., 642 Lovett street, S. E., has changed its name to the East Grand Rapids Auto Co.

Lansing—George Berner has opened a modernly equipped bakery in connection with the grocery department of the J. W. Knapp Co. department store.

Nashville—Perry A. VanTuyt has purchased the business of the Moneyworth Sales Co. here and in Hastings of Fred G. Baker and will continue the business.

Marcellus—The State Bank of Marcellus has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Constantine—Albert Hirseman, proprietor of the Bon Ton Bake Shop, has sold it to Wilbur Mann, of Three Rivers, who will continue the business under the same style.

Kalamazoo—The Lizzie & Charles H. Caryl book and music store, located for the last thirty years at 238 West Main street, has been removed to 417 North Burdick street.

Holland—Jack West and Peter Hieftje have formed a co-partnership and engaged in the meat business at 206 East 15th street, under the style of the Community Wholesale Market.

The Michigan Refining Sales Co. has changed its name to the Pennsylvania Petroleum Corporation, 2 303 First National Bank building and increased its capital stock from \$50,000 to \$150,000.

Kalamazoo—Morris S. Wasserman has sold his jewelry stock at 136 West Main street, to Roy M. Amos, of Goshen, Ind., who has taken possession and will continue the business at the same location.

Kalamazoo—The Commercial Storage & Brokerage Co., 536 East Main street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$7,200 paid in in property.

Detroit—The Mid-West Laboratories, Inc., General Motors building, has been incorporated to job from manufacturers, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Plainwell—Basil Stewart and Char-

les Burton have formed a co-partnership and purchased the J. D. Darling general stock and store building at Silver Creek and will continue the business under the style of Stewart & Burton.

Saginaw—James J. Ronan, for 25 years connected with the William H. Foote drug store, has been admitted to partnership and the business will be continued under the style of Foote & Ronan, at the same location, 524 Potter street.

Hartford—Nick Hoffman, of Holland, who for the past year has conducted the business of the Van Buren Canning Co., has sold his interest to Charles L. Corey, who was manager of the Holland Canning Co. before it went into bankruptcy.

Detroit—The Pine-Cre-Os Co., 8000 Harper avenue, has been incorporated to deal in medicinal preparations and supplies for drug stores, with an authorized capital stock of \$1,000, all of which has been subscribed, \$153 paid in in cash and \$97 in property.

Lansing—The Callard Warehouse Furniture Co., 313 East Michigan avenue, has been incorporated to deal in furniture at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$12,000 has been subscribed and \$1,200 paid in in cash.

Detroit—The Charles J. Yokom Co., Inc., 1799 West Jefferson avenue, has been incorporated to engage in the fruit and commission brokerage, with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,000 paid in in cash and \$10,000 in property.

Ann Arbor—The Schlenker Hardware has merged its business into a stock company under the style of the Schlenker Hardware Co., 213 West Liberty street, with an authorized capital stock of \$150,000, \$90,000 of which has been subscribed and paid in in property.

Detroit—The Chase & West Jewelry Co., 5882 Dix avenue, has been incorporated with an authorized capital stock of \$1,000 common and 1,000 shares at \$1 per share, of which amount \$1,000 and 264 shares has been subscribed, \$632 paid in in cash and \$632 in property.

Grand Rapids—M. J. Dark & Sons Inc., 106 Fulton street, W., have merged their business into a stock company with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in property. The company will deal in food products and beverages.

Petoskey—The Bremmeyr-Bain Co., 324 East Lake street, jobber and retailer of hardware, has merged its business into a stock company under the same style, with an authorized capital stock of \$125,000, all of which has been subscribed and paid in, \$10,903.54 in cash and \$114,096.45 in property.

Battle Creek—The Old National Bank of Battle Creek, three-quarters of a century old and one of the pioneer banking institutions in Southern Michigan, will hereafter be known as the Old National Bank & Trust Co. The bank was founded in 1851. It was first known as the First National, then

the National and then the Old National.

Kalamazoo—After 60 years continuous business, J. J. Van Kersen, Inc., was dissolved, Dec. 31, 1926. Late in August the building and all of the property at 401-3 East Main street was sold. Since then the stock has been disposed of in the regular way and with special sales. The stock remaining has been taken over by I. M. Van Kersen, who will open the stock for business about Feb. 1, at 1611 Seminary street, specializing in roofing, paints, builders' hardware, stoneware, etc.

Grand Rapids—Theodore Peterson, of the Peterson Drug Store, Fulton street, East, has sold the Stuyvesant Pharmacy to R. Douglas Matthews, Florence M. Matthews and Fred J. Curran, who have incorporated it under the style of the Stuyvesant Pharmacy, with an authorized capital stock of \$10,000, \$4,000 of which has been paid in. Mr. Peterson will devote all of his time to the new drug store which he will open in the building now near completion at the corner of Jefferson avenue and Fulton street.

Coldwater—H. C. Loveridge of Coldwater has been appointed receiver for the Hooser Shoe Co., on application of the company's directors. C. E. Chandler, formerly treasurer of the Princess factory, has been retained as book-keeper and is going over the books. He will render a report to the board in about two weeks of the condition of the business as left by Messrs. Gunther and Weismann. At the present time there are about twenty people employed finishing up the work that has been in process of manufacture. No new work will be started for the present.

Adrian—The Wesley Co., dealer in clothing and men's furnishings, 109 West Maumee street, will close out its stock at special sale, under the management of W. G. Montgomery, of Detroit and the unexpired lease of the property has been taken over by the McClellan Co., of New York, which plans the opening of a chain general merchandise store there and in the store property adjacent to it on the west, as soon as the necessary alterations to the buildings are completed. Charles G. Wesley, who has been engaged in business here for 43 years, will retire from trade. But two other Adrian merchants exceed Mr. Wesley in the length of their business careers. Byron L. Shaw, of the Hart-Shaw Drug Co. began business here 63 years ago and A. J. Kaiser, proprietor of the A. J. Kaiser grocery, opened his business 53 years ago.

Manufacturing Matters.

Hastings—The Hastings Table Co. has changed its capitalization from \$160,000 and 4,000 shares no par value to \$200,000.

Kalamazoo—The Acme Machine Products Co., 1830 Reed street, has increased its capital stock from \$260,000 to \$575,000.

Detroit—The Albion Glove & Manufacturing Co., has changed its name to the Geo. P. Kaul Manufacturing Co., 219 West Larned street.

Detroit—The Universal Electro Plating Co., 1354 Buhl Bldg., has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and \$666.66 paid in in property.

Alpena—The Artcraft Garment Co., Chisholm street, has been incorporated to manufacture apparel for women, with an authorized capital stock of \$25,000, \$7,500 of which has been subscribed and paid in in cash.

Jackson—The Macklin Co., Wildwood avenue, has been incorporated to manufacture and deal in abrasive wheels and products, with an authorized capital stock of \$250,000, of which amount \$85,000 has been subscribed and \$17,000 paid in in cash.

Zeeland—The Herman Miller Clock Co., has been incorporated with an authorized capital stock of \$100,000 preferred and 4,000 shares at \$25 a share, of which amount \$30,000 and 1,600 shares has been subscribed, \$25,000 paid in in cash and \$45,000 in property.

Detroit—The Rolland Products Co., 1127 Shelby street, has been incorporated to manufacture and sell egg preserver and similar products, with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed, \$800 paid in in cash and \$34,200 in property.

Detroit—Puncture Seal, Inc., 13031 Mack avenue, has been incorporated to manufacture and sell at wholesale and retail, fluid to seal punctures in pneumatic tires, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in, \$1,000 in cash and \$500 in property.

Detroit—Clifford A. Karr, manufacturer and dealer in women's wearing apparel, has merged his business into a stock company under the style of Clifford A. Karr, Inc., 505 Stroh Bldg., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$100 in cash and \$1,900 in property.

Sturgis—Work has started in construction of an addition to the factory of the Sturgis Register Co., which will add over 7,000 square feet of floor space. The Sturgis Register Co. is one of the youngest firms in Sturgis and has been enjoying a steady growth. At present a force of fifty is employed.

Kalamazoo—The Voightmann Metal Window Corporation is now located in its new plant at Reed and Fulford streets, formerly occupied by the Kalamazoo Motors Corporation. Nearly all the machinery has been placed. Galvanized strips are being cut, preparatory to beginning the manufacture of window frames.

Owosso—Purchase of the Steere Engineering Co., which has its main offices in Detroit and its plant in Owosso, by the Allied Chemical & Dye Corporation, is announced. It is also reported that the Semet-Solvay Engineering Co., a consolidation of the Steere Company, and the engineering and construction departments of the Semet-Solvay Co., a subsidiary of Allied Chemical, had been effected. The Owosso plant, which manufactures gas refining machinery, will be continued.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 7.10c and beet granulated at 6.90c.

Tea—This market has shown a much better tone, and the existing low level of prices has stimulated interest. Enquiries come in more frequently, and the trade looks for these to develop into orders shortly. So far there has been no real volume to business transacted, but this, too, is expected to increase in the near future.

Coffee—The market seems to be waiting for inspiration from a movement in actual coffee, but there is as yet no indication that the country is disposed to do more than fill in depleted stocks. Unless a substantial demand for spot coffee comes in, it is held by conservative traders that the futures market is likely to run along in the same indeterminate manner that has characterized it for a long time past. The statistical position and crop prospects offer no new incentive to speculative operations and, moreover, there is still much uncertainty felt as to whether Brazil will succeed in its efforts to put milreis currency on a stable basis in the near future.

Canned Vegetables — The active movement which has been so far in January continues in tomatoes, and reports from the Pacific Coast indicates that a better volume of business has been done there, also, in spite of the fact that the 1926 pack of tomatoes in California was larger than in any year prior to 1919. There was apparently but slight change in corn or peas. It is understood that canners in the Eastern section of lower Delaware have already begun to close contracts with farmers for peas, lima and stringless beans for the spring of 1927, and acreage for the coming season, it is expected, will be larger than it was last year. With the markets becoming cleared of surplus stocks canners feel that they will be able to move their crops to much better advantage. One interesting development in tomatoes was an advice from Ogden, Utah, that growers would receive \$11 a ton for tomatoes during the 1927 season, whereas last year when the crop of tomatoes was below normal the canners offered only \$10. The first packs met with a fair amount of buying.

Canned Fish—Better than normal buying has been done in the canned fish line during the week. Coincident with the new publicity drive which is being undertaken on the Pacific Coast, the larger holders there are asking \$1.35 for pink salmon, as they are looking forward to a smaller pack of these this season. Pale pinks, evidently rather poor in quality, are said to be available for coast shipment at as low as \$1.25. For regular standard pink salmon on the spot holders are quoting \$1.35@1.45, with some of the larger holders asking outside prices. Holders of red salmon on spot are endeavoring to hold the market up to a basis of \$2.50, but all camps are not yet in accord on this price and it is said that occasional offerings are coming out as low as \$2.25@2.35. Fair buying has developed in Maine sardines in anti-

pation of the advance which becomes effective January 17. Orders for forty and fifty cases at a time have been fairly numerous. Foreign buyers have also started to show a little more interest and it was known that an enquiry for at least one carload was in hand from foreign sources. New York agents will also require another carload of Maine sardines to take care of their own trade it develops. Practically all other sardines have ruled firm in keeping with the strength of the Maine pack. The Portuguese skinned and boneless have been entirely cleaned up at the source and it is not expected that additional stocks will be available until another pack is put up next summer.

Salt Fish—The large buyers of salt fish stepped in the past week and realizing the strength of the market, bought practically everything that was available. The buying has been more or less general in all of the various sizes and stocks are now reported as quite short. It was brought out a week ago that practically everything available in mackerel would be taken before another new pack commenced. The supply of herring for smoking purposes continues quite small. Nova Scotia herring fishermen have only experienced one week of moderate weather in the past month but with the colder weather the fish are expected to come closer in shore, affording good opportunity for frozen herring.

Nuts—A slow but sure advance is in progress in all varieties of California almonds, and as these are being taken in place of walnuts to some extent, continued activity seems to be in prospect. The firmness of the European almond outlook has been emphasized the past few weeks and holders who have been holding the nuts back are only offering at an advance. Walnuts are moving up slowly as the small crops in France and California are now being discounted in trade circles. Local houses were making offers of new crop Manaos Brazil nuts at 10c for large washed, these being due Jan. 22. Offers of Texas pecans were made at 11c for two-crown natural, 12c for two-crown polished and 13c for three-crown natural, with fancy Jumbo Georgia paper shell pecans quoted on spot at 27c.

Review of the Produce Market.

Apples — Wagners and Baldwins command 75c@1.25 per bu.; Northern Spys, \$1.50@2; Delicious in boxes, \$3.75.

Bagas—Canadian. \$1.75 per 100 lbs. Bananas—7½@8c per lb.

Beans—Michigan obbers are quoting as follows:

C. H. Pea Beans ----- \$5.15
Light Red Kidney ----- 8.25
Dark Red Kidney ----- 7.25

Beets—\$1 per bu. for old; \$1.75 per bu. for new from Texas.

Butter—The market is weak and 2c lower. Jobbers hold fresh packed at 47c, prints at 48c and June packed at 43c. They pay 25c for packing stock.

Cabbage—\$3 per crate for new from Texas.

Carrots—\$1.25 per bu. for old, \$1.75 per bu. for new from Texas.

Cauliflower—\$3.75 per doz.
Celery—Home grown, 30@60c per doz.; Rough California, \$8 per crate.
Cocoanuts—\$1 per doz.

Cranberries—\$5.50 for Late Howes.
Cucumbers—\$3 per doz. for Southern hot house.

Eggs—Local jobbers are paying 37c this week for strictly fresh. Cold storage operators quote storage eggs as follows:

April Extras ----- 36c
Firsts ----- 33c
Seconds ----- 30c
Cracks and dirties ----- 27c

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$3.75@4.50 per crate for Floridas.

Grapes—Calif. Emperors, \$6.50 per keg.

Green Onions—Chalots, 75c per doz. bunches.

Honey Dew Melons—\$3 per crate for either 6, 8, 9 or 12.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.00
360 Red Ball ----- 5.50
300 Red Ball ----- 5.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. --\$3.50
Hot house, leaf, per lb. ----- 15c

Onions—Home grown, \$3 per 100 lb. sack; Spanish, \$2.50 per crate.

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

80 ----- \$5.50
100 ----- 6.00
126 ----- 6.50
150 ----- 6.50
176 ----- 6.25
200 ----- 6.25
216 ----- 6.25
252 ----- 6.25
288 ----- 5.50
344 ----- 4.50

Sunkist Red Ball, 50c cheaper. Floridas are sold on the following basis:

100 ----- \$5.25
126 ----- 5.50
150 ----- 5.50
176 ----- 5.50
200 ----- 5.50
216 ----- 5.50
252 ----- 5.00
288 ----- 5.90
344 ----- 4.75

Parsnips—\$1.50 per bu.
Pears—\$3.50 per crate for California.

Peppers—Green. 75c per doz.
Potatoes—\$1.65@1.80 per 100 lbs. Market steady.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 24c
Light fowls ----- 16c
Springers, 4 lbs. and up ----- 25c
Radishes—75c per doz. bunches for hot house.

Spinach—\$1.35 per bu. for Texas grown.

Squash—4c per lb. for Hubbard.
Sweet Potatoes—\$2 per hamper for Delaware kiln dried.

Tomatoes—Southern stock, \$1.75 per 7 lb. basket.

Turnips—\$1.75 per bu. for new from Texas.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c
Good ----- 16½c
Medium ----- 15c
Poor ----- 12c

Cold Weather in Southern Florida.

Fort Meyers, Jan. 15—If you folks up home think it is cold only in Michigan you are very much mistaken. We are having a nice little cold spell here at present and consequently business seems to be rather at a standstill or rather very slow. I took in the main street and found that the merchants had plenty of time to visit.

There are a great many real estate offices all along the line, but the rush from last year seems to be a thing of the past.

I called on the Secretary of the Chamber of Commerce and he promised me some publicity stuff as they issue it.

I visited the local Elks lodge and club building to-day. They have a magnificent structure on a large piece of ground and the building is a model club house. They have various rooms —on the first floor a library, parlor and ladies room, on the second floor a lodge room which would be a pride to any city. Most of the furniture was supplied by a local dealer who receives his furniture from our dear old Grand Rapids.

The new dining room of the Hotel Moran was opened to-day and I was the first guest to have the honor to be seated therein. The hotel is owned by John M. Dean, of Providence, R. I., and Fort Meyers, and managed by William Holmes Nevin, who is trying to do his best for some of us old folks. His letterheads show that "special courtesy will be paid to elderly people" and I hope it will be so, as I intend to spend some time here. The house is new and fireproof, equipped with automatic sprinklers and the 100 rooms are all newly furnished and the table is supplied with fresh vegetables and poultry from Mr. Dean's farm and orchard. The hotel will be open all the year round and should be well patronized by the traveling public as well as by tourists.

The city does not show any bad effects from the recent storm and while business is somewhat slow, they expect a good season.

Smudge pots were burning in citrus groves and water was flowing in truck gardens last night as South Florida fought Jack Frost for a million dollars worth of crops periled by a cold wave which swept into the State Monday and has continued its frigid sway since then.

The Fort Myers area, which escaped unscathed Monday night had hopes of repelling the blighting invasion again last night, but lacked an ally in a brisk wind which kept the frost off the winter vegetables the night before. At midnight the breeze had died to a whisper and the mercury, which had slid to 37 degrees just before dawn yesterday, stood at 38 and seemed on its way to a lower level before morning.

Not much apprehension was felt over the danger of damage to the citrus crop, but the truck farmers feared another visitation of the unprecedented frost which cut their prospective yield on Dec. 30. At that time the mercury dropped to 36 degrees, one degree lower than the minimum just before dawn yesterday.

To-day the cold wave is due to wane, the weather bureau predicting slowly rising temperatures. L. Winternitz.

Refusal to do what is not his job keeps many a man from getting a better job.

Padding your inventory with dead stock is like cheating at solitaire. It doesn't fool anybody but yourself.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The Russell-Stanton Co., Cleveland, is writing Michigan merchants regarding the financial standing of certain of their customers. No such name appears in the city or telephone directories and the mercantile agencies are unable to unearth the identity or location of such a concern which leads to the belief that it is the creation of some mail order house to clandestinely filch information from reputable dealers concerning their customers. The Realm advises that all letters of enquiry from this concern be immediately commended to the waste basket.

Kalamazoo, Jan. 17—I would like your advice as to the firm on the enclosed card and as to whether it is all right to put accounts in their hands or not. Let me know by return mail their standing. A. B. Boerman.

This concern, the National Clearing Co., evidently has an office or desk room in 707 Hammond Bldg., Detroit. The name of the Michigan agent is Charles Frey. Authentic information from Albany, N. Y., which purports to be the headquarters of the concern, leads to the belief that the organization is a good one to avoid, because it does not always settle with its clients after it has succeeded in collecting accounts placed in its hands.

Another alleged blind man has come forward for public recognition or condemnation in the necktie game. This time it is Dad Smith, the Blind Tie Man of Chicago. Investigation will probably disclose that he is not blind and that he is only another of the swindling ilk who burden the mails with cheap neckties which are not worth 10 per cent. of the amount the recipients are asked to pay for them.

An agent is circulating among the merchants of Michigan, soliciting orders for coupons redeemable in silverware from the American Profit Sharing Co., 24 West 18th, New York City. The concern evidently has desk room at 67 Irving Place, 949 Broadway and 175 Fifth avenue. The owners of the concern are somewhat notorious through their connection with similar organizations of similar character. They and their partners in swindling have been at different times connected with the following concerns, all of which have been repeatedly exposed as fraudulent in this department:

National Certificate Corporation.
United Publicity Service of America
Rogers Silverware Redemption.
Bureau, 40 North Weld St., Chicago
National Advertising Redemption
Bureau.

Among the names used by the crooks conducting the above fraudulent concerns are the following:

Robert Hartman
Raymond L. Jacoby.
Louis H. Geller.
James J. Brown.
Cornelius W. Hirsch.
B. W. Bemis.

Close acquaintance with this class of concerns leads to the belief that not

one in a hundred are conducted on the square. If any merchant thinks he can gain any trade by distributing trash such as these concerns purport to put out, he can obtain the silverware (so-called) from the International Silverware Co., for \$1.50 per gross and obtain the necessary coupons from any printer. To buy the coupons at ten to fifteen times their value from a stranger is to invite disaster.

The Federal Reserve Bank of New York issues a warning against two counterfeit notes which the Treasury Department has been advised are in circulation.

One is a \$5 United States note, series of 1907, check letter A, face plate No. 389, back plate No. 122, bearing the names of H. V. Speelman, Register of the Treasury, and Frank White, Treasurer of the United States, together with a portrait of Jackson. The other is a \$10 Federal note, on the Federal Reserve Bank of San Francisco, series of 1914, check letter D, face plate No. 191, back plate number indistinct, probably 1816, and bearing the names of Mr. White and Secretary of the Treasury Mellon, with a portrait of Jackson.

Time To Act on Sunday Closing Legislation.

Bay City, Jan. 17—I would like to call attention to the fact that the State Legislature is now in session and will be for some time to come. Last year at the State convention, held at Muskegon, the Sunday closing law was brought up by myself. For some time you had editorials and letters from different grocers and meat merchants throughout the State, both for and against Sunday closing, and in order to not let this thing die now, when the time is ripe for this matter to be attended to, I am writing this article. On going through your paper, the Michigan Tradesman, I know it will be read by those who are interested in this matter and I wish that whenever it be possible those interested would take this up with their Senator or Representative of their district and ask them to lend their support to this bill when it comes up. If we can get this through at this session it will be one of the largest things that the Association has ever accomplished.


F. H. Kuhlrow.

Shades of Poe.

One who lives close to a railroad yard is said to have written the following to the railroad company:

"Gentlemen— Why is it that your switch engine has to ding and dong and fiz and spit and clang and bang and buzz and hiss and bell and wail and grate and grind and puff and pant and rant and howl and growl and bump and click and clank and chug and moan and hoot and toot and crash and grunt and gasp and groan and whistle and wheeze and squawk and blow and jar and jerk and rap and jingle and twang and clack and rumble and jangle and ring and clatter and yelp and howl and hum and snarl and puff and growl and snort and snicker and clamor and throb and crinkle and quiver and rumble and roar and rattle and yell and smoke and smell and shriek like hell all night long?"

Avoid opening book covers and by and by you will uncover your ignorance.



Recommend

**FRANKLIN
DAINTY LUMPS**

They are exactly the
right size and shape
for Tea and Coffee.
Be sure to talk them
during the holidays.

**The
Franklin Sugar Refining Company**
PHILADELPHIA, PA.
"A Franklin Cane Sugar for every use"



**Where
Tire Trouble
is most apt
to occur**

The sidewall is the vulnerable point of attack on all tires. Here every jolt and jar makes an attempt at destruction.

The CORDUROY CORD is the only tire possessing real *Sidewall Protection*. Investigate CORDUROYS for yourself. Obtain this genuine saving and economy. Test a CORDUROY against the other tires on your car. Results will convince you. Try it.

CORDUROY TIRE COMPANY
GRAND RAPIDS, MICHIGAN

Corduroy Cords
Sidewall Protection

Added Reinforcement—An Original Patented and Visible *PLUS* feature

When on Your Way, See Onaway.

Onaway, Jan. 18—Russell Hitzert, the ice man with a warm heart and inventive brain, has installed a labor saving machine in the way of a ford chassis and engine equipped with a buzz saw; this is propelled across the ice at a rapid rate of speed, making a cut fourteen inches deep. The ice averaging about eighteen to twenty inches leaves but a little hand work to complete the cut. The ice is propelled directly up a long slide into his mammoth ice house for immediate packing. And such ice—cakes clear as crystal formed from pure Black River spring water—no foreign matter—no contamination, as this stream is noted for its purity, receiving no drainage or sewerage; the home of the gamey trout, the truly named sport fish that spurns filth. Mr. Hitzert is also loading cars with ice for shipment, in addition to filling the Koepsel creamery house, the home of pure butter. No use for electric refrigeration as long as these conditions last.

Not to be outdone, the farmers are equally busy delivering their annual supply of stove wood, for which there is always a ready market; beech, birch, maple, ash and tamarack delivered at the door at \$2.25 to \$3 per cord; at that price there is little excuse for burning coal, furthermore the money is kept and put in circulation in our own community.

George B. Peterson, better known as "Bernie," advertises to pay cash for all beef, pork and veal calves delivered to his market. When a farmer is offered a cash market for his stock and produce it is an indication that he is living in a good live country.

The Parent Teachers meeting, held Monday night in the auditorium at the high school, was attended by an unusually large crowd. Community singing led by Mrs. Olive Reese was entered into enthusiastically by the entire audience. The girls chorus composed of forty voices rendered excellent selections. Discussions occupied a large part of the evening and the co-operative spirit shown between teachers and parents demonstrated most emphatically that the participants have the interest of the school at heart.

The Community Council, which might be interpreted as a Civic League, has shown activities during the past year which bespeak enterprise, public spirit, philanthropy and loyalty. The reports handed in at the meeting Tuesday night by the chairman of the welfare committee revealed the fact that after taking care of all the requests from the needy, there still remains a very comfortable sum in the treasury for future requirements. After the appointment of the entertainment committee was made names were placed in nomination for officers for the ensuing year to be elected at the next meeting. The Community Council members are working diligently and lending their support to the City Commission and the moral uplift of county and State. Squire Signal.

A Million Miles or More.

A negro employe was being questioned during an investigation after a trespasser had been killed when he fell from a moving freight train.

"Did you see the man on the train?" he was asked.

"Yes, suh."

"Where was he?"

"Bout thuty cahs back-fum de engine."

"Where were you?"

"On de back end of de tendah of de engine."

"What time of night was it?"

"Bout leben o'clock."

"Do you mean to tell me that you

saw that man thirty car lengths away at eleven o'clock at night?"

Price Fleeced Underwear Lines.

One of the most comprehensive, and what was said by buyers to be the most attractive, lines of heavyweight underwear ever turned out by the Union Mills, Inc., has been opened for 1927. The outstanding feature of the goods is said to be their markedly improved appearance, due to the use of contrasting rayon trimmings and other manufacturing changes. Prices on the fleeced-lined goods range from \$5.87½ a dozen on 11 to 11½ pound shirts and drawers to \$10 on 16½ pound union suits, including randoms, and are substantially under the opening levels of a year ago. Randoms, incidentally, are included in every weight of both union suits and shirts and drawers. Part-wool and ribbed "numbers" have also been priced.

Trends in Boys' Clothing.

More orders for boys' clothing for Spring are now reaching wholesalers,

with the arrival of an increased number of buyers in the market here. For the very small boy, the new business covers plain and Norfolk styles in casimeres. For the boy up to 14 years of age, the demand is for suits with one pair of golf knickers and one pair of regular knickers or two pairs of the former. These models are copied from the golf styles in men's wear and are expected to sell well. Novelty wools are used for the knickers. In 15 year sizes and up the merchandise is all of

the long-trouser variety in both wools and worsteds, with two-pants suits the rule.

Lovely Sentiment.

He had been looking over the Christmas cards on the counter for some time, when the saleswoman suggested: "Here's a lovely sentiment, 'To the only girl I ever loved.'"

"That's fine," he said, brightening. "I'll take five—no, six of those, please."

Even a cork can rise with the tide.

REYNOLDS

- Slate-Clad -

SHINGLES

"BUILT FIRST TO LAST"

\$1,500,000

STANDARD MORTGAGE COMPANY

6% Real Estate Gold Bonds, Series G

SECURED BY GUARANTEED FIRST MORTGAGES

Dated December 1, 1926.

Due Serially

Coupon Bonds in Denominations of \$500 and \$1,000 registerable as to principal. Redeemable at the option of the Company on any interest date at 101 and accrued interest.

Principal and semi-annual interest payable at Offices of
THE BALTIMORE TRUST COMPANY, BALTIMORE, MD.,
THE CENTRAL UNION TRUST COMPANY OF NEW YORK
or at the office of the Trustee,
The Central Bank & Trust Company, Asheville, N. C.
Resources \$17,000,000.

GUARANTEE CERTIFICATE

ENDORSED ON EACH BOND

The United States Fidelity & Guaranty Company, Baltimore, Md.
(with resources in excess of \$50,000,000)
certifies upon each definitive bond that it has guaranteed the payment of the principal and interest of the underlying Mortgage Security.

Titles to the mortgaged properties are guaranteed by the
New York Title and Mortgage Company, New York, N. Y.
Resources \$35,000,000

SECURITY:

- Direct obligation of Standard Mortgage Company, having capital assets in excess of \$450,000.
- Secured by deposit and pledge with the Trustee of first mortgages or instruments of like legal effect constituting first liens upon the property known as Lake View Park, a suburb of Asheville, N. C. The appraisal referred to below assigns a valuation of \$4,457,025 to the mortgaged property, in addition to which the Trustee holds further security consisting of notes secured by other properties and cash held in escrow aggregating \$464,257. The total appraised value of the security so held by the Trustee, as above stated, amounts to \$4,921,282, which is over \$3,200 for each \$1,000 bond of this issue.
- The principal and interest of the first mortgage security of this issue is guaranteed by the United States Fidelity & Guaranty Company and certificate thereof endorsed upon each definitive bond.

APPRAISAL:

Appraisal made by a Committee of the Asheville Real Estate Board and accepted by the United States Fidelity & Guaranty Company as a basis for their guarantee of the mortgage.
Legal opinions by Messrs. Semmes, Bowen & Semmes, of Baltimore, Maryland, for the Bankers, and Messrs. Merrick, Barnard and Heazel, of Asheville, North Carolina, for the Company.
Offered when, as and if issued and received by us, and subject to the approval of our counsel.

Price 100 and Interest, Yielding 6%

LINK, PETTER & CO., Inc.

Investment Securities

MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICH.

The information, statements and figures contained in this circular were taken from sources which we consider trustworthy and while not guaranteed by us to be correct all such information, statements and figures have been relied upon by us in the purchase of these securities for our own account.

BUYING AT FIRST HAND.

With the approach of the conventions of wholesale dry goods buyers, which are being held in New York City during the present week, there has been a renewal of the discussion concerning the need and value of the wholesale distributor. Curiously enough the same question has recently been discussed at length in a number of the British trade periodicals. The topic appears to be a perennial one, with two sides, one theoretical and the other practical. In theory it appears to be quite an ideal thing for a person wanting something to go to the factory where it is made, pay his money for it and carry off his purchase. This makes a complete transaction and the price charged under the circumstances may be made surprisingly low. As a matter of fact, this was actually the practice at a hat factory which sold its products where they were made at quite a reduction from the ones asked at its stores in the primary markets. But the procedure was not a common one nor was much merchandise disposed of in this way. It could not have been carried on had not the factory been quite near to the customers. But, even as it was, all but a small fraction of the latter preferred to go to stores nearer by in order to waste less time and get better and more satisfactory service. When it came to obtaining goods of any kind made at a distance, the buying at first hand was simply out of the question. The retail buyer had to turn for his supplies to what was, to all intents and purposes, a neighborhood store.

Of course, when it comes to the buying, not of a single article but of the very many that are needed by individuals and households, the problem becomes complicated to such an extent as to make the procedure of buying at first hand impossible. The articles in common use are very often manufactured in places very remote from those where the purchasers reside. They are made usually where it is most advantageous for economic or other reasons to do so. The distribution has to be made in such a way as to enable the ultimate consumer to get what he wants when he wants it. This implies a flexibility in the distributive plan so that the retailer may obtain what his customers call for and in no greater quantity than he can dispose of to advantage. The factory cannot sense what a particular locality may prefer at any given time, and in order to be prepared to meet demands, would have to establish depots in various convenient centers, to meet whatever calls might come in. A system of this kind would be costly to maintain and the expense so incurred would have to be added to the prices of the goods. Here is where the experienced jobber or wholesaler comes in. He serves all the wants of a locality for a number of manufacturers and, by being in close touch with the retailers, is better able to learn the kinds and qualities of merchandise that will be called for. He is a kind of local reservoir to be drawn upon when needed and to whatever extent is required. And he performs this service at a minimum of expense.

That is why he has become an established institution and why the various efforts to eliminate him have thus far failed. He can only be got rid of by substituting something to take his place.

PROGRESS IN AVIATION.

Few days pass without seeing recorded notable advances in aviation. Occasionally there is simultaneous progress in a number of different directions, the accounts of which when brought together give a rosy glow to the future of the science.

A new air-cooled motor developing 525 horse power, which goes the famous French Gnome-Rhone engine of a similar type 45 horse power better, is the latest contribution of the Wright plant to American aviation. It will be used exclusively for army and navy planes for the present, although there is little doubt that its perfection will eventually help civil aviation as well.

The air mail record from New York to Chicago has been cut to four hours and twenty minutes, which means an average flying speed of 167.3 miles an hour. This is a rate attained in practical, commercial aviation; in spite of all we know of flying, there is something astonishing about the thought that the Nation's two great cities are so closely linked by its magic.

The completion of the flight of Sir Samuel and Lady Hoare from London to Delhi exactly on schedule is a triumph worth recording; 6300 miles were flown in sixty-three hours and the entire journey, with stopovers, consumed only thirteen days. And the two British flyers who took two tiny Moth planes from London to Karachi, 5500 miles without any ground organization, wrote another interesting paragraph in the current chapter of aviation.

What this new year may bring forth in flying it would be reckless to forecast. It is reasonably certain that among its triumphs will be several successful crossings of the Atlantic, perhaps by large passenger-carrying planes. The other day the anniversary of the first Wright flight at Kittyhawk was celebrated. The progress since that epochal event on the Carolina sand dunes is as nothing compared to what will yet be accomplished, if one may prophesy from the signs of the times.

COTTON AND COTTON GOODS.

On several days during the past week there were quite sharp upward movements in cotton quotations. Most of these were based on prophecies that the ginning figures which are to be made public a week from to-morrow would show the Government's estimate of the crop to be a few hundred thousand bales more than is likely to prove to be the case. It will be about two months more before the final figures of the crop actually ginned are given out and lots of things may happen meanwhile. Outstanding factors which tend to keep cotton prices firm are the increases in exports and in the consumption in domestic mills. Efforts to bring cotton into more varied use are also meeting with some success. One of these is the movement to

popularize cotton dresses. An attractive exhibition of such garments is to be staged in a number of the big stores throughout the country after being first shown to the wholesale buyers of dress goods at their meeting this week. The combination of producers of gingham to increase the use of such fabrics is another effort in the same direction. The stability in cotton aided in inducing very large sales of gray goods during the week just ended, with prices holding quite firm and even advancing in some instances. Fall lines of flannels have been opened at reductions of 15 to 20 per cent. On the other hand, denims have been advanced to the basis of 14 cents for 2.20 white backs. Underwear lines for the heavyweight season are being lowered in price by Northern mills to the levels recently made for such goods. This applies to fleeced-lined goods as well as the regular ones. Hosiery sales are mostly confined to the silk lines as yet.

WHEN ABRAHAM WAS YOUNG.

Archaeologists' discoveries of vast old temples somehow do not touch the chord that is set vibrating by such finds as those of the University of Pennsylvania and British Museum expedition in Mesopotamia.

For we are given a glimpse of the everyday life of a period more than two thousand years before Christ; we see houses in general plan strikingly like those which the Moors built in Spain and which in turn have passed into our civilization—two-story structures, well and solidly built, the living quarters upstairs around a central court, the rooms for the business of housekeeping downstairs. Few traces of the decorations remain, but what few are left indicate that beauty of surroundings was not neglected and that the furnishings were on a scale commensurate with the quality of the homes themselves.

While the Sumerians were living in this relatively high state of civilization, puzzling over mathematical problems, writing poems and stories, conducting complicated commerce and fighting great wars, Abraham and the Hebrew patriarchs were nomads, tent-dwellers, tending their flocks and living lives comparable in simplicity to the desert tribes of our own times. Further details of the civilization now revealing itself will be supplied when a large number of tablets containing literary work are translated.

The tendency of all such explorations is to indicate that, except for the development of machines, we have gone forward very little in five or six thousand years in the everyday business of living.

PRICE STABILITY HELPFUL.

A circumstance that encourages the wholesalers of textiles into venturing somewhat more than they have recently been in the habit of doing is the conviction on their part that prices have touched bottom and that further recessions are not to be looked for. This is of considerable moment, following, as it does, a period of an entirely different character. Last year, for example, values were especially

unstable, with prices dropping right along until its end. As a result, concessions had to be made from time to time and profits got in many instances to the vanishing point. A continuously falling market is always bound to be discouraging. A steadily rising one, on the other hand, tends to foster speculation and is calculated to lead to embarrassment. With stability in values, however, such as the present circumstances appear to show in prospect, forward preparations may be made with some degree of confidence. With a continuance of such conditions one great element of risk is put out of the calculations, and this appears to be the case so far as the first half of the present year is concerned. After that period everything is yet a matter of pure conjecture, except, as concerns prices, the chances favor a rise rather than a decline in the levels of both raw materials and of finished fabrics. Circumstances will have to change materially in agriculture and in the industrial field to bring about a different result.

WOOLS AND WOOLENS.

Little change is shown in the wool situation. Prices appear to have reached a somewhat stable basis at the low levels recently set. This was shown at the Australian auction sales during the past week. Beginning on Tuesday, the auction of Colonial wools will be resumed at London. The sales will go on until Feb. 2. In all there will be offered 131,300 bales, of which 80,350 bales will be from Australia and 41,850 bales from New Zealand. It is expected that prices at these sales will correspond to those recently established. In this country trading in wool has been rather restricted in volume and the effort by dealers has been to prevent any sagging in prices. Imports of wool have been on a fairly large scale, about two-thirds of the quantity being of carpet stock. Domestic mills are in some instances complaining of the slowness of orders for Spring requirements. They will show their Fall lines at the end of the month or shortly thereafter. Some blanket lines have been opened at reduced prices and the principal factor has announced its showing for Tuesday. Women's wear fabrics are still moving slowly except such as have been in demand for sports wear, in which a great business is confidently awaited. More activity is expected within the next fortnight, following the jobbers' meetings.

The trouble with learning salesmanship is that there is no set of hard and fast rules that will be a sure guide to success. A man must use some judgment. That is why one should learn wisdom.

If you can get nothing of value or profit out of your trade paper, the fault is with you. The value is there for anyone who can read and who will think about what he reads.

Study the life of a man who has become an outstanding success, and you will find that he began by doing the little things well—and never broke

WHITE PINE BLISTER RUST.

Part of Michigan's Problem and Opportunity.

White-pine blister rust is a destructive disease of white pines, brought into the United States during the years 1898 to 1910 on white pine planting stock imported from Europe. It is now well established in the New England States and New York and is spreading in Pennsylvania, New Jersey, Wisconsin, Minnesota and Washington and has been found in Michigan. It is also in the Canadian provinces of Quebec, Ontario and British Columbia.

Currants and gooseberries, both wild and cultivated, are the chief agencies in the spread of this disease.

The blister rust is caused by a parasitic fungus which grows on the leaves of currants and gooseberries and then attacks and kills white pines—the five-needle pines growing in various parts of North America.

In order to attack a pine tree, it must first undergo an intermediate development on the foliage of the currant or gooseberry. It can not pass directly from a diseased pine tree to a healthy one. A diseased pine tree can infect no other plants with the rust except currants and gooseberries.

The blister rust first attacks the needles and young twigs of a pine tree. It grows in the inner bark and kills by girdling. Trees of every size are destroyed, sometimes by direct infection of every twig and branch on the tree, but usually the fungus gradually grows back from a single infected twig into the trunk and girdles it.

The rust fungus lives and grows in the pine bark from year to year until the tree dies. Early in the spring of the third or fourth year after a pine tree is attacked by the rust, orange-colored blisters burst through the diseased bark and continue to do so each spring as long as the diseased tree remains alive.

These blisters about the size of a navy bean and contains immense numbers of dustlike spores so small and light in weight that they can be carried far by the wind.

These spores of the blister rust correspond to the seeds of plants. They may retain their power of germination for several months, but the only "soil" in which they can grow is the foliage of currant and gooseberry bushes.

There the spores germinate and later appear as tiny orange colored pustules on the under side of the infected leaf and from these pustules come more spores that infect other leaves and other bushes. Each succeeding generation intensifies the rust locally on currants and gooseberries, and by repeated jumps the disease may reach currant and gooseberry bushes at a considerable distance from bushes infected earlier.

The cultivated black (European) currant is the favorite host of the blister rust. A diseased cultivated black-currant plant usually produces three or four times as many of the spores which infect white pines as are known to be produced by any other currant or gooseberry, and hundreds of times

as many as are produced by most varieties. The first summer stage of the rust on currants or gooseberries is harmless to white-pine trees, but from late June to the end of the growing season the rust develops another stage on currant or gooseberry leaves which enables the disease to pass back to the pine by means of different spores. However, these pine-infecting spores retain their power to germinate for only a very brief period after being blown from the host leaf, instead of remaining alive for weeks or months, as is the case with the spores in the other stages. The spores that transmit the rust to pine are so delicate and short lived that infected currant or gooseberry bushes, with the exception of cultivated black currants, have not been found to cause damage to pines beyond a distance of 900 feet from where they are located. This must not be confused with the spread from pine to currant, which is many miles.

Control Measures to Protect Pines.

The white-pine blister rust can be controlled because there are two weak points in its life cycle. It can not spread to the pines without first growing on currant and gooseberry plants, and on these produce pine-infecting spores of very short life. To protect white pines from damage by the rust, it is only necessary to destroy the currant and gooseberry bushes within a short radius of the pines. The exact distance varies with local conditions, but ordinarily 900 feet is a safe distance—if cultivated black currants are absent.

In the Eastern States pines standing more than 900 feet from currant and gooseberry bushes infected with blister rust have not suffered commercial damage from the disease except when the rust spread from cultivated black currants.

Wild currant and gooseberry bushes are commonly found growing with the pines. Local control of the blister rust is accomplished by pulling up all wild and cultivated currant and gooseberry bushes within 900 feet of the pines to be protected.

In addition to this, cultivated black currants must be eradicated.

Control Measures in New York State.

Under trained foremen gangs are organized to pull or destroy all currant and gooseberry bushes in or within 900 feet of white pine stands. Up to the end of 1924 the total area protected was 25,262 acres. It was then estimated that there were then between 300,000 and 400,000 acres of white pine land yet to be protected. The N. Y. Conservation Commission has this to say: White pine blister rust is a subtle disease. It is so deceptive that from the very beginning of the fight to check the further spread of white pine blister rust, the majority of white pine owners have not realized how serious it really is. The most deceptive features of this disease are: (1) After entering a white pine tree its presence is not easily recognized under a period of two to three years and only then by the eye of a trained observer. White pine blister rust may incubate so slowly in the tree as not

to be noticeable for a period of five to ten years. (2) Blister rust kills every tree upon which it obtains a foothold, but a period of five to ten years or even more may elapse before the tree is killed, depending largely upon its size and the place at which it was attacked by the disease. The above characteristics of the rust are so deceiving to many white pine owners that they believe their white pine trees are perfectly healthy and they may appear to be, when as a matter of fact they are badly diseased with blister rust and doomed to die.

The Problem.

Probably the white pine blister rust obtained a foothold in British Columbia about 1910 and has since appeared in the State of Washington. The climate and wind currents are favorable to its spread. There are three species of five needle pines subject to attack. Northwestern Washington, where the white-pine blister rust has been found, is directly connected with Idaho and California by unbroken chains of five-needle pines, and scattered among these pines are some sixty species of wild currants and gooseberries which are possible carriers of the disease. These valuable Western five-needle pines are in an extremely hazardous position.

Wherever they grow, from Maine to California, the white pines constitute the cream of the forest. Their value far outstrips that of the associated species. Foresters advise that the maintenance of the white pines in our forests is a matter of great importance and one of National concern.

These trees are known and valued because of their rapid growth, excellent work, high yield and adaptability to forest management.

The Lesson and the Opportunity.

The Eastern states are struggling with an "established" disease. The Northwest has just awakened to realization that the region is confronted with a similar problem, having several important factors to retard and nullify their efforts. Michigan, so far, has little of the disease and was early awake to the need for action. And the superlative lesson now is to intensify the control—make sure the control is adequate. Then, as time goes on, we may be sure that fine forests in Michigan will have a market sure and certain as the law of gravity.

Make the lands of Michigan safe for white pine and white pine will build future prosperity that will be amazing in its far reaching results.

Consider this opportunity from all possible angles and the conclusion will surely grow upon you that it is a real, a far reaching opportunity and that resolute action will confirm and solidly place in our possession the good fruits and abundant usefulness thereof.

We, the people of Michigan, can so act as to make this year the time of greatest opportunity ever experienced by any State.

We should see to it that the State secures all the land being abandoned for taxes. Private parties, striving for various parcels, have no conception of the actual permanent development of

it. They may see some growth to be skinned off or in some cases a stream or lake to monopolize—but that is the point right where the State should put its foot down and say no!

The State is the only safe custodian for 99 per cent. of the abandoned land. The State can reforest in the way it should be done—in the way that will mean permanent development. Forests are somewhat different from other natural resources. They are out in the open; they are not fire resistant; they are subject to other forms of injury requiring close supervision by a trained service for their successful maintenance.

And because of the long periods of time required to restore forests once destroyed or impaired and because of the far-reaching public interests which they serve, therefore the State must intervene with special measure for the protection of forests which are applicable to no other form of property.

The State has power and time to do that, and should exercise that power wisely and thoroughly for generations yet to come, to the end that those far-off generations shall have cause to regard Michigan as a good place to live.

This land is coming to the State. Why fritter it away for one or two dollars per acre, practically on a guess or bet that some individual can do the right thing.

If it is very poor land, it will come to the State eventually. Why not now? If it is good land, then surely the State ought to have some of that grade to even up the score.

Let Us So Act.

For State welfare—for real progress on a scale commensurate with the age-long desire of our people hoping for a live, prosperous commonwealth.

The various facts about blister rust and its spreading infection are derived from official sources down to the report of proceedings of the eleventh annual blister rust conference at Springfield, Mass., Dec. 9 and 10, 1925, and report on Michigan conditions Feb. 1, 1926.

I will mention that the rust is reported as found eighty miles South of the mouth of the Columbia River and that is indicative of a grave condition periling the great sugar pine forests of Southern Oregon and Northern California; also the reports from Ontario, Wisconsin and Minnesota are not encouraging. Where it seemed important, almost the exact language has been used in this article in describing conditions without undertaking to credit each publication.

You have here the facts and my deductions, based on those facts and the abundant proof that our old pine land will again grow good pine.

We can well understand and conclude that here is a great opportunity to combine present conditions with resolute courage and dauntless energy by using all the power of the State for the common welfare.

Here is the opportunity to do justice to the powers that endow our land, our intelligence and our collective strength.

Frederick Wheeler,
Vice-Pres. Mich. Forestry Assn.

SHOE MARKET

Another Suggestion For Clearing Stocks.

Possibly you would rather use a new sale idea to replace the customary winter clearance.

Why not a series of sales, each featuring one price, instead of one big sale offering all your bargains at once? The merit of such a plan is that each new offer flags the waning interest of your trade and keeps business running along at a more even pace than during a clearance, which ordinarily starts off with one or two big days and then tapers off into mediocre results.

First, perhaps you will find that you have a considerable quantity of women's shoes that you can offer at \$7.50. You can come out then with a \$7.50 sale for three or four days, and make considerable capital out of it.

The next week you could come back with a sale of men's shoes at one price. Then follow with a children's shoe event. Then if you have enough stock to offer at any other single price you can follow with another women's event.

When you find you have exhausted your possibilities for these one-price events you can wind up with a big two-day final clearance if it seems advisable.

None of these sales will run long enough to lose interest, and each new event will mean one or two big days of business. In the aggregate you will find you have tided yourself over the in-between business period with more activity than you might have expected from one store-wide sale.

If It Really Gets Cold During Your Sale.

Here's an old suggestion, made more than a year ago in this section that's recalled because the writer saw it in actual use one zero day in December.

When it's biting cold, zero or below, nothing is quite so good as a piping hot cup of coffee. The writer dropped into a little general store on just such a day. In a corner at the front of the store was a shining electric percolator, bubbling away, and a girl in a neat white apron asking if you would not like a cup of hot coffee.

The idea sounded good to us when we told you about it, but it sounded one hundred per cent. better after we had been facing a cold wind and came into contact with it in actual use.

And considering it from a purely practical point of view, how much more apt the customer is to be in a buying mood after a little unexpected treat like this than before! It strikes us as a good idea to start the percolator bubbling whenever the mercury gets around the zero mark.

Hosiery Market Is Rather Dull.

With jobbing buyers of knit goods showing more interest in the opening of 1927 lines of heavyweight underwear than in offerings of hosiery, trading in the latter merchandise during the current week has been none too heavy. That there are plenty of goods needed by both jobbers and retailers seems pretty well established, and mills and

selling agents are optimistic of the near future in the belief that neither type of buyer can go on stinting purchases of hosiery and continue to do anything like a normal business. This is held to be true of all types of hose, and especially of the more popular-priced lines of all-cotton, rayon and silk-boot goods. Recent cuts in important lines of women's full-fashioned silk hose have stimulated buying of this merchandise not a little the new figures apparently being more in keeping with buyers' ideas of what prices should be. In men's goods the demand continues best for popular-priced novelties.

Ideas For Sale Time Use.

If there's a vacant store nearby, secure the use of the windows and put in a display of your bargains during your sale.

When sale interest wanes run a bargain special on new rubber heels to bring folks into the store.

Have an "Odd Lot" table for your one and two pair lots, where shoppers can rummage about for themselves.

If you have your sale shoes out on tables place a card on each table showing the sizes on that table. It will help direct shoppers to the right tables and prevent useless hunting.

Keep a file of all your competitors' sale advertisements and check their prices carefully with yours. Next year you will find this file useful in planning your sale.

If you're going to include party slippers in your sale run a special advertisement on them and try to get the newspaper to place it on the society news page.

This Idea Will Get January Business

Perhaps you want to hold off on your Clearance sale until late in the month. Here is an idea that will help get some business, and sell some shoes at regular prices.

Suppose you advertise for a Saturday special that you will sell a pair of rubbers for 50c, or some such unusually low price, with every pair of shoes purchased. Or you might use hosiery as "bait" and offer a regular \$1.25 pair of silk stockings for 50c with a pair of shoes at regular price.

At first thought this seems too generous, but when you do begin your shoe clearance won't you take more than this reduction on the shoes? Why not get this added business ahead of your sale? You must consider too that each such sale of shoes and hose constitute a larger sale in actual dollars and cents than you would otherwise get, and helps out January volume.

Twenty-five Per Cent. Increase in Volume.

Middle West shoe manufacturers are showing a substantial increase in sales for the first month of the new year.

The Herold-Bertsch Shoe Co., whose fifteen salesmen took out a new line of men's and boys' shoes Jan. 3, show shipments 25 per cent. in excess of the same period last year and, in addition, during the past two weeks have booked a substantial amount of future business.

The Torson shoe, an arch support Vici Kid, built in brown and black

shoes and oxfords to retail at \$6 has found a ready and ever growing market. The repeat mail orders on this shoe are 20 per cent. of the sales.

Young men's kip and calf skin oxfords to retail at \$5 are also moving in volume.

The Paving Stones of Hell.

According to an old proverb, hell is paved with good intentions. With the best of intentions, but with questionable wisdom, men frequently name their wives, their sons, their business associates, or friends as executors of their wills or trustees of their estates. A graceful tribute, no doubt, and if that were all, there would be no occasion for printing this. But that is far from being all.

The work of an executor or trustee is technical, complicated, exacting; it requires expert knowledge of legal procedure, accounting, taxation in all forms, investments and business administration; it involves heavy moral and financial responsibilities. Instead of being merely a complimentary gesture, the appointment of your wife or friend as executor or trustee is the imposition of an unfair burden, embarrassing to your appointee and prejudicial to the efficient and economical administration of your estate.

Using Belts on Coats.

The liberal use of belts on women's coats this season, as well as on every kind of sports costume, has much encouraged members of the women's belt trade. Novelties are being asked for, and manufacturers have laid themselves out to meet this demand. They are offering suede belts in all the wanted Spring shades, and unusual things in kid are also being made up in the new colors. A number of novel combinations of leathers are likewise meeting a good reception on the part of buyers, who include jobbers, retailers and cutters-up. The widths of the most wanted belts, according to a bulletin from the United Belt League of America, are varied.

Week End Specials Help Volume.

Saturday is the big shopping day of the week, and of late an increasing number of aggressive shoe retailers are making a regular practice of "Saturday Specials." They find it a big help when they offer specials that are worth while.

A tempting shoe bargain each Satur-

day advertised in the papers, and displayed in your windows may divert a few extra dollars to your cash register.

Perhaps.

Mrs. Knowall took a great interest in the doing of all the neighbors.

"Well," said her husband, when he returned from business in the evening, "have you found out anything about the social standing of the new folks across the street?"

"Not yet," was the reply. "They have no car."

"No?"

"Yes, and they have no pom, no phonograph, no radio, and not even a grand piano. I can't imagine what they have got."

"Humph," remarked the husband, "perhaps they have a bank account."

FIRESTONE INDIVIDUALITY

is your biggest asset or 1927.

Fifteen daily newspapers in Michigan will back up the national advertising campaign in the Saturday Evening Post and ten other magazines.

Firestone is the best known name in the rubber industry.

Firestone means Quality.

Firestone means Style.

Firestone means Fit.

WATCH FIRESTONE

The exclusive Firestone Franchise may be open for your community. Write today to

HEROLD-BERTSCH SHOE COMPANY

Distributors for Michigan

Grand Rapids, Michigan

Michigan Shoe Dealers Mutual Fire Insurance Company LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

Selfridge Will Soon Have Forty Stores.

A London correspondent writes as follows:

Any English merchant would scorn to invite people to leave the big store of Selfridge, the American merchant in London, to trade with a British firm.

Selfridge continues expansion within and without London. I hear him spoken of as a man with eighteen stores, and of twenty-five stores. As a matter of fact, he has about twenty and will soon have several more, as well as connection with twenty distributors of food and groceries. I asked him how his business compared with his old firm of Marshall Field & Co. He replied:

"There are probably to-day about 200,000 people in my stores, which represent a retail business of \$50,000,000 per annum. They bring in shillings. If they brought in dollars I would outrank the world in department store sales.

"Forty years ago, or in 1885, Marshall Field & Co. had a business of \$30,000,000 per annum. In twenty-three years it was built up to \$25,000,000 per annum, and is now \$90,000,000 per annum in retail alone. Retailing pays much better than wholesale business, which is pretty well cut to pieces over the world.

"Marshall Field & Co. still hold leadership in many respects, and the partners are deserving of all the money they made. Its recent head, the late John G. Shedd, made a fortune of between \$30,000,000 and \$40,000,000, but several years ago he divided more than \$10,000,000 in his family, and recently he gave \$3,000,000 to establish the John G. Shedd Aquarium in Chicago. American merchants are enterprising, give the best in business and service, and aim to serve their fellowman truly before and after they have gone. They recognize the trusteeship of wealth."

Selfridge himself has recently taken the public into partnership to solidify his position and expand his service. In putting his equity in his great stores in Oxford street in shape for public subscription, he frankly declares in the financial prospectus that when in 1904 he left the greatest store in the world, Marshall Field & Co., of Chicago, it was with the intention to found a house under his own name that would take its place among the greatest of similar organizations. Selfridge & Co., of London, was therefore opened in 1909 with 260,000 square feet of floor space and 1,300 employees. Now it has 750,000 square feet and 4,300 employees, and it is to be still further expanded on Oxford street and throughout England. It has purchased branches in twelve different centers and will soon have forty stores, of which one-half will be chain grocery and food stores.

Vegetable Oil Production of U. S. Increases.

The tremendous increase in the development of the vegetable oil industry in the United States over a comparatively short period is forcibly il-

lustrated by figures just published by the United States Department of Commerce which show that the factory production of vegetable oils during the three month period ended Sept. 30, 1926, was 445,150,318 pounds, as against animal fats, 498,715,225 pounds, and grease, 91,512,761 pounds. These figures are exclusive of refined oils and derivatives.

The production of refined oils during the period was as follows: Cottonseed, 109,968,513 pounds; cocoanut, 60,491,260 pounds; peanut, 2,659,457 pounds; corn, 23,092,079 pounds; soyabean, 4,309,330 pounds; and palmkernel, 173,350 pounds. The quantity of crude oil used in the production of each of these refined oils is included in the figures of crude consumed.

It is only in the last ten or fifteen years that vegetable oils have been consumed in the United States to any appreciable extent, and the present large production would seem to indicate a radical and interesting change in the dietary habits of the American people.

From an economic standpoint, the rapidly increasing consumption of vegetable oils is of particular interest since vegetable oils are a product of the ground and require very much less care than the raising of live stock to produce the fat.

How Grocery Business Is Divided.

Here is one estimate on the way the business of the average grocery store is divided up. How does it compare with your experience?

13.6 per cent. of gross sales are sugar
12.9 per cent. of gross sales are butter.

11.5 per cent. of gross sales are cured meats.

7.6 per cent. of gross sales are canned milk.

5.6 per cent. of gross sales are fresh fruits and vegetables.

5.5 per cent. of gross sales are soap.

5.2 per cent. of gross sales are eggs.

4.2 per cent. of gross sales are butter substitutes.

2.6 per cent. of gross sales are flour.

1.9 per cent. of gross sales are coffee

1.8 per cent. of gross sales are canned salmon.

1.5 per cent. of gross sales are canned corn, peas and tomatoes.

1 per cent. of gross sales are cheese.

.7 per cent. of gross sales are raisins.

.2 per cent. of gross sales are canned fruits.

It certainly looks as though canned foods should have a bigger per cent.

Simply Sound.

Fred was a long-winded individual. He always insisted on giving anyone and everyone his views at great length, regardless of whether or not he had been asked for them. In short, he was a bore.

"Well, what did you think of my argument?" he asked a friend after one particularly tiring tirade.

"Sound—most certainly sound," replied his friend.

"And what else?" asked Fred anxiously.

"Nothing else—merely sound," was the laconic answer.

With the Price Established

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same price for over 35 years

25 ounces for 25¢
(more than a pound and a half for a quarter)

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by the
Government**

FINANCIAL

New Capital Needs of Power Companies.

Students of the public utility industry by this time are probably able to estimate quite accurately the accomplishments in that field during 1926. One of the first resumes of the business of an authentic character to be made public so far has just been completed by Pynchon & Co. It relates that the industry established new high records during the year in the amount of money spent for expansion purposes, in the production of electric current and in the generating capacity of central power stations.

Almost \$1,000,000,000 was raised during the year for extensions to properties, according to the Pynchon booklet, and preliminary figures from Government sources indicate that at least 1,500,000 kilowatts were added to plant capacities during that period.

It adds that actual figures for the first ten months of 1926, now available, indicate that the output of electricity by all power plants in the United States for the full year aggregated between 70,000,000,000 and 75,000,000,000 kilowatt hours. In 1925 the output was 65,870,000,000 kilowatt hours.

Discussing the prospects for 1927, the booklet says in part:

"It is conceded that the greatest expansion in sight for the electric power and light companies must come from increased general industrial activity. Just how much is to be derived from further expansion of individual industries is, of course, a matter of conjecture, but it is the acknowledged goal of every public utility management to corral for its territory as great a diversification as possible of industrial concerns. Another phase of this broad grouping is to be found in the fact that many of the older industrial plants are as yet not connected with distribution systems feeding from central generating stations. Such connections, however, must be effected for purposes of economy, if for no other reason.

"The subject of railroad electrification opens up a broad avenue for consideration, and when it is realized that hardly more than 1 per cent. of the railroad mileage of the United States to-day is electrified, at least one answer immediately is given to the question involved.

"Another bright spot in the future expansion of the electric power and light industry is visualized in the rural sections of the country, as opportunity for much future growth is apparent from the fact that 93 per cent. of the Nation's farms, of which there are more than 6,000,000, is without electric current. To electrify properly this potential outlet for current it is estimated that \$15,000,000,000 will be required, and it is equally well recognized that such an expenditure must of necessity cover a number of years.

"Possibilities of increased domestic uses of electricity are countless, as the number of home appliances already is large and steadily growing. Briefly, increased power consumption from this source includes better lighting, labor-

saving devices, radio connections and automatic refrigeration."

Pynchon & Co. estimate that \$1,500,000,000 will be needed in 1927 for expansion purposes, or approximately 50 per cent. more than was expended last year.

Ralph Hendershot.

[Copyrighted, 1927.]

Banker Wiggin Sees Business in a Sound Position.

Albert H. Wiggin, chairman of the board of the Chase National Bank, of New York, is one of the more prominent bankers of this country whose opinion on business did not find its way into the annual forecasts. In his annual report to stockholders submitted to-day, however, Mr. Wiggin makes one of the most interesting statements on the position of affairs that has appeared to date. "After two and a half years of extraordinary business activity," says Mr. Wiggin, "there are some indications of moderate reaction," but the volume "remains very high."

What the future may hold is not entirely clear even to so well informed a man as Mr. Wiggin, but he comments upon the fact that business has been conducted prudently and that in a general way the financial position of the country is sound. He deprecates the fact that we have had too much speculation in securities and in real estate, but to him the most unsatisfactory phase of the business situation "is to be found in agricultural sections and notably in the cotton-growing South." Improvement in the textile industry, of course, is certain to follow the reduced price of the raw material, and already that industry is recovering from the doldrums.

The consistent policy of the Federal Government since August, 1919 toward a reduction of the public debt is, in the opinion of this authority, "one of the most wholesome financial developments" of the recent period of general prosperity. The benefits of that program have provided a partial offset to the rapid expansion of bank credit and to the similar expansion in State and municipal indebtedness. So wide have been the benefits from debt reductions that Mr. Wiggin does not believe the time has arrived, apparently, for distribution of the surplus through a reduction in the 1927 tax payments.

The better policy in the long run would appear to be to use the present surplus in reducing further the public debt. He does not mince words in declaring to his stockholders that in his opinion "it is especially unsafe to make the existence of the surplus the occasion for the permanent reduction of taxation at the present time, as proposed by the minority members of the House Committee." As a matter of fact public sentiment toward immediate further tax cuts has undergone a change within the last sixty days, and whereas formerly the taxpayer was anxious for action immediately, he now seems reconciled to the advantages of debt reduction over a long period as against small tax cuts.

Paul Willard Garrett.

[Copyrighted, 1927.]

AUDITS-SYSTEMS-TAX SERVICE

LAWRENCE SCUDDER & CO.

ACCOUNTANTS AND AUDITORS

924-927 GRAND RAPIDS NAT'L BANK BUILDING, GRAND RAPIDS, MICH.

313 PECK BUILDING, KALAMAZOO, MICHIGAN

452 W. WESTERN AVE., MUSKEGON, MICH.

New York - Chicago - St. Louis - Washington - Philadelphia - Boston

WE BUY AND SELL

MUNICIPAL

REAL ESTATE

INDUSTRIAL and

PUBLIC UTILITIES BONDS

Michigan Bond & Investment Co.

10th Floor Grand Rapids National Bank Building

Phone 94205



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

GOODRICH
STEAMSHIP
LINES

Important Announcement

Of The Extension of Goodrich Transit Service. Direct Into Grand Rapids, Via Holland, With a Fleet of Up-To-Date Trucks.

Better Than Express Service At Freight Rates.

Your patronage is respectfully solicited via this line and also via our other connection, the G. R., G. H. and M. Ry.

Goodrich Transit Company

Office and Warehouse, 25-27 Market St.

Phone—62011

Need For Caution in Selection of Foreign Bonds.

Wall Street has always taken a cautious attitude toward anything that is new and untried, especially when it has had to do with a bond flotation. Once convinced that a new type of security is safe, however, it usually gives it full support. In fact, Wall Street has been known to become too enthusiastic over a promising type of bond and to overstep the bounds of ordinary caution.

There probably never was a time when New York's financial leaders were more apt to forget their usual prudence than at present, and for that reason conservative bankers are now becoming more than a little nervous.

The investment appetite of this country was never larger and never was there a greater dearth of the better grade investment securities. Naturally under such conditions competition is usually keen. Careful banking houses are faced with the danger of losing much of their business unless they are willing to grant to borrowers the same terms as their more courageous competitors.

That to-day's greatest dangers from the banker's and investor's standpoint lies in the foreign field there is little room for doubt.

When the foreign bond first made its appearance in the New York market caution was probably carried to an extreme. In addition to the fact that such issues were new in this country and being so warranted careful investigation, the borrowing country was badly in need of funds and was willing to yield almost any point within reason to the banker. The result was a high grade bond issue at an extremely attractive price.

To-day a somewhat different situation exists. The buying public has gradually but almost completely lost its aversion to the foreign security division. Many of them no doubt have failed to take into consideration that, as a whole, the cream, to use a popular term, is off the foreign bond business.

Simultaneously with the change of attitude toward foreign securities in this market, credit conditions in outside countries have shown consistent improvement. No longer is it found necessary to offer unusual security for a loan, and the better grade securities in recent months have begun to find a receptive market at home on many occasions.

The conclusions can by no means be drawn, however, that all or perhaps any large part of the future foreign bond issues which will be offered for public subscription in this market will be dangerous. It is reasonable to assume, though, that the investor should use more discretion in his selection of such bonds from now on than ever before. **Ralph Hendershot.**

[Copyrighted, 1927.]

Rise in Bond Prices Reflects Comfortable Position.

In the securities markets of the new year to date the primary activity has been in bonds and not in stocks. Notwithstanding the increased number of listed shares, the volume of stock trans-

actions has fallen smartly from that of a year ago. Activity in the bond market, on the other hand has picked up in remarkable fashion and transactions far exceed those for the same period last year. Bond prices have advanced steadily since early in 1923 until now they are higher than at any time since the war.

A switch in interest from stocks to bonds in the last year may in part reflect a change in the attitude of investors towards business but other influences enter in. No small portion of the flurry in the bond market arises from the vigorous demands for foreign description and for the lower priced railroad issues. Presumably interest in the foreign obligations has been stimulated by the world return to gold and the increased confidence in foreign governments. As the faith of American investors in foreign bonds to gold and the increased confidence in foreign governments. As the faith of American investors in foreign bonds grows, the supply diminishes.

While the total volume of foreign flotations in this country last year about equaled that for the year before, the volume of foreign government flotations fell far behind that of the previous year. Naturally the stabilization of currencies overseas draws attention to the increasingly sound position of well chosen foreign risks, so that the two forces—the greater demand and the smaller supply—tend to lift prices. That is why improvement in foreign government bonds over the last two and a half years has been more rapid even than in our own government issues.

Expectation in the financial district of still higher prices for liberty and treasury bonds in the next three months reflects, of course, the more comfortable position of the money market and the prospect that somewhat easier money is likely to come before many months have passed. It must also be borne in mind that the persistent efforts of the Administration towards debt reduction gradually will be reflected in a declining volume of available government securities. Already the total has been reduced to \$19,000,000,000 of U. S. Government securities and within another seven years we may awaken to the fact that the Nation has only about \$100 in Federal Government bonds for each individual. **Paul Willard Garrett.**

[Copyrighted, 1927.]

Living and Thinking.

It is more difficult to live on the level than it is to think on the level. In your mind you may have a pack of splendid ideals. You may admire fine actions, and abhor the other sort. But when it comes to putting these thoughts into practice that is something else again. But it is better to think good and do bad than it is to think bad and do bad also. We're not altogether sure it isn't better than it is to think bad and do good. That marks either a coward or a hypocrite. But if you really think right a lot of your thinking is bound to crop out in your actions. Keep the old brain on the decent track and it's apt to pull the rest of you along with it.

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

\$7,000. Lenoir Co., N. C., 5 1/2% Road bonds, full county obligation, dated June 1, 1919, due June 1, 1948, denomination \$1,000., interest June and Dec. 1, at New York.

FINANCIAL STATEMENT

Real valuation, estimated\$50,000,000.
Assessed valuation, 1922 22,038,000.
Total debt 2,110,000.

Population, 1920 Census—29,555

Opinion Reed, Dougherty & Hoyt, New York City

These bonds are payable from taxes levied against all the real and personal property in the county and we believe will make you a thoroly satisfactory investment. If interested, please write or wire any of the offices below.

VANDERSALL & COMPANY

410 Home Bank Bldg., Toledo, Ohio
29 So. LaSalle St., Chicago, Illinois
1006 Penobscot Bldg., Detroit, Michigan

THE OLD NATIONAL BANK

Every man at the head of a business— or of a family—needs a safety deposit box. You will find the vaults of the Old National safe and convenient.

A Bank for Everybody

MONROE AT PEARL

NO BRANCHES

Grand Rapids Man Away From Home.

"Grand Rapids, Michigan," continued the Grand Rapids man who half filled the Pullman smoker, "isn't as important a city as Chicago or Greater New York, but that fact doesn't put Grand Rapids out of the running. Grand Rapids long ago took its place among the full page advertisements, not alone as a famous manufacturing city but as a center of culture and the arts. Grand Rapids," went on the Grand Rapids, Michigan man, with swelling pride, "is no place to go if you are a loafer, a dunce, a crook, or any other sort of good-for-nothing. To live in Grand Rapids is as much as to say plainly that you are equal to the best in American citizenship, for Grand Rapids—"

"That's not the same place as Battle Creek, is it?" enquired the paper house salesman. "I always get those two towns mixed. Don't they both deal in excelsior?"

"Sir," exclaimed the stout man from Grand Rapids, indignantly, "Grand Rapids and Battle Creek have nothing in common—except our governor. Grand Rapids doesn't exist on food fads, but on solid facts—big facts, sir! Grand Rapids is not concerned about where your stomach hends, but what the top of your backbone runs into. Grand Rapids asks—"

"Grand Rapids, Michigan?" echoed the pearl button drummer doubtfully. "You must mean Grand Rapids, Wisconsin—where they grow the butter and eggs?"

"Young chap," retorted the Grand Rapids man, testily, "You may disabuse what you regard as your mind of any idea that when a Grand Rapids man refers to Grand Rapids he means Wisconsin, Cedar Rapids, Rapid City—or even Philadelphia. He means particularly and precisely Grand Rapids, Michigan. I don't—"

"Kalamazoo!" called out the conductor from the door, "Change for Wayland and Grand Rapids, Michigan!"

"And so," remarked the paper house man, as the stout man from Grand Rapids hastily buddled out. "And so." If you get what he meant. We didn't. —Chicago Bazoom.

Extinction and New Development of Vegetation.

The existing vegetation of the earth is not identical with that of the past, any more than existing animal life is the same as that of the past, and the further back we extend our investigations the greater the differences between the existing and the extinct vegetation are found to be, it was said recently by Dr. Arthur Hollick, at the New York Botanical Garden. Dr. Hollick, who is an authority on fossil plants, is in charge of the fossil plant collections of the Garden.

The individual plant or animal he said, changes in appearance from day to day, as it evolves from infancy to old age. The species or the genus to which an individual belongs also changes, from generation to generation. Individuals die and disappear. Species, genera, and even entire orders of plants have passed through their cycles of infancy, maximum develop-

ment and senescence. Some have disappeared and left us records behind them. Remains of others have been preserved as fossil; and it is from these remains that we are able to trace the ancestry of many of the species of plants now in existence.

The early stages in the development of an individual plant often give an insight or suggestion in regard to the evolution of the species or genus to which the individual belongs. If, for example, the first leaves that appear on a young seedling tree are entre, and the later ones are more or less irregular or notched, the natural inference is that the original ancestor of the species to which the tree belongs had entire leaves, and that the species with irregular or notched leaves were evolved subsequently.

Abnormalities in growth or structure also frequently afford ancestral clues, as such abnormalities often represent atavism or reversion to ancestral characters. A monotypic genus—one that is represented by a single species, as for example the ginkgo or maiden-hair tree, and others that are represented by but two or three species, as liriiodendron or tulip tree, sequoia, etc.—may generally be recognized as types of vegetation that have passed their maximum of development and are now on the verge of extinction. They were important elements in the former vegetation of the earth, but are now out of place in their environment and out of touch with their neighbors, Dr. Hollick said.

The ginkgo tree, native only in Eastern Asia, and the sole survivor of the genus to which it belongs, was formerly one of a numerous family of species that was world-wide in its distribution. The genus liriiodendron, represented only by the common tulip tree of Eastern North America and a variety that occurs in China, has a similar history. The two species of sequoia or giant redwoods of California, now restricted in their distribution to scattered groves, were formerly, with other species of the genus, dominant elements in a flora that covered the earth from pole to pole.

Red Pine Found Far North.

Discovery of a tract of *Pinus resinosa*, commonly known as Norway or red pine, on Black Island in Lake Winnipeg by Dominion forestry officials is considered of inestimable importance, says a Canadian Department of Interior report. Previously the only known stand of this timber in Manitoba was Southeast of Sprague. The importance of the find is due to it being 200 miles North of the previously known stand and it has been diligently sought by foresters so that a hardy strain might be propagated. The find results from recollections of T. A. Burrows, veteran lumberman and now Lieutenant Governor of Manitoba, that red pine had been cut in the early days somewhere on Black Island. The trees are of good formation and fourteen inches in diameter. The seed, or cones, of these trees will be gathered each year and planted in seed beds with the object of being nuclei of other pine forests. In commercial value the red pine comes next to the white pine.

Your Problems

In the conduct of your business you, like most others, have problems—Matters of credit, of finance, expansions, etc.

Problems have a way of magnifying and growing if you keep them to yourself.

That is why we invite you to discuss them with our officers, who will be glad to assist you and advise you.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

Adequate Life Insurance Signifies Thrift and Foresight

The life insurance idea originated in England, but the American people so soon grasped its many advantages that we carry three times as much life insurance as all of the rest of the world together.

In spite of this fact very few of us are insured for a sufficient amount to cover our family's needs.

Assure your family's care and education by adding to your accumulated estate an adequate amount of life insurance.

We recommend but do not sell life insurance.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

If the Public Understood Insurance.

Dut to the fact that fire insurance companies have shown a steady underwriting loss which aggregates well over \$100,000,000 for the last five-year period, much comment has been published on "What is the matter with insurance?"

Nothing is the matter with insurance; it is an established fact; it is part and parcel of everyday business and it is as essential to commercial and family life as is government itself. The trouble lies, not with insurance, but with the people who do not understand insurance.

It wasn't so very long ago that lightning, a defective chimney, an accident with a candle or a lamp, or a spark from a fireplace were the principal causes for fire losses. Contrast this with the fire hazard which exists to-day. There is hardly a family in whose home cannot be found a number of articles nearly as combustible or as dangerous as gunpowder, if not properly used — celluloid, gasoline, cooking gas and electricity. All of these are modern necessities and yet with careless use they can cause almost instantaneous fires—celluloid at the touch of a match; gasoline by friction or a spark; cooking gas by igniting dishcloths or other articles allowed to come in contact with the flame; electricity by defective wiring, or by permitting an electric iron to remain with current on. These are merely illustrations of a few of the many new hazards surrounding property to-day, which were unknown fifty years ago.

If the public understood the fact that insurance companies are merely clearing houses that must collect a sufficient sum from the public to pay the losses of those who suffer from unavoidable fires and accidents, as well as those who are injured by fires and accidents which are largely preventable and due to the injured party's own carelessness, people would begin to see that it is not a question of, "What is the matter with insurance?" but "What is the matter with us?"

In other words, the average citizen can indulge in the luxury of letting his house burn up, breaking his leg or breaking his neck, and pass the expense on to the insurance company. But this cannot be done in constantly increasing ratio, without the general public having to pay a higher rate, in order that the insurance company may collect enough money to cover the increasing number of fires and accidents indulged in by the people who work on the theory of, "Let the insurance company pay the bill."

Seventeen Points of Citizenship.

1. To acquaint myself with the fundamental principles of the Constitution and laws of the United States and of the state of which I am a citizen.
2. To inform myself on public issues and the character of candidates then to speak and act as a patriot.
3. To vote in all elections according to the dictates of an enlightened conscience.
4. To become an active member of some political party pledged to the highest and best in public service; to

hold my duty as a citizen high above all party ties.

5. To hold the faith "That right makes might" and in that faith dare to do my duty as I understand it.

6. To play no favorites; to stand for the vigorous and impartial enforcement of all laws.

7. To obey all laws myself and expect others to do it; to uphold officers in the enforcement thereof.

8. To work openly and vigorously for the repeal of all useless and unjust statutes.

9. To stand as a ready soldier, an honest taxpayer, a willing and impartial juror, a faithful though inconspicuous public servant.

10. To know my Government; to impart that knowledge; to realize what that Government does for us all, and to understand what we should do for it.

11. To encourage good men to enter and remain in the public service. To serve myself when called.

12. To stimulate patriotism, good feeling and loyal co-operation among all classes of our citizens.

13. To strive against all efforts to arouse race, religious, class or sectional prejudice.

14. To let my knowledge and interest follow my country's affairs around the world.

15. To know that I am bound to my state, my Nation and to humanity and they to me.

16. To openly oppose and publicly denounce the traducers of my country's institutions and the slanderers of her public servants.

17. To carry to the foreign born and affiliated, within our shores, the message of Americanism.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Grand Haven Sand Co., Detroit. Eclipse Engineering Co., Detroit. Ottawa Realty Co., Grand Rapids. Bisson Commercial College, Muskegon. West Flint Development Co., Flint. Weston Realty Co., Flint. Newton-Price-Newnom Co., Flint. Casualty Development Co., Grand Rapids. Quality Service Garage, Bay City. Ravenna Power Co., Ravenna. Cadillac Plumbing & Heating Co., Cadillac. Reading Telephone Co., Reading. Otto C. Behr Co., Detroit. Oak Crest Land Co., Lansing. Miller Ranch Co., Ionia. Michigan Fullers Earth Corp., Harriette. Bloomfield Builders, Inc., Detroit.

Not Promoted Because—

- He grumbled.
- He knew too much.
- He watched the clock.
- He didn't believe in himself.
- He was always behind in his work.
- He was always ready with an excuse.
- He never learned from his mistakes.
- He never relied on his own judgment.
- He wasn't prepared for the next step.
- He didn't have his heart in his work.
- He was contented to be a second-rate man.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

SAFETY SAVING SERVICE

CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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



NEW LOCATION

305-306 Murray Bldg.

GRAND RAPIDS,

MICHIGAN

Affiliated with

THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

Scientific Treatise on the Everglades of Florida.

Sebring, Florida, Jan. 15—Many are asking me by every U. S. Mail: "Will you write me something about snakes, sharks and crocodiles in Florida?"

There are no snakes, sharks and crocodiles in Florida where people live.

Having never explored the Everglades personally, I will turn my correspondents over to one of my Boston friends who had been impressed with the idea of locating an avocado grove and truck farm in the Everglades. He had acquired his desire to become proprietor of these real estate specialties from reading the advertisements and general literature of some of the Everglades land companies. While generally speaking, he has always been considered a man of truth and veracity, I am inclined to the opinion that in this statement he has embellished the truth with some slight exaggeration on several points of interest. However he cannot be charged with greater exaggeration than some of that gentry who proclaim themselves, long and loudly, to be reliable purveyors of Florida real estate.

His statement follows: "On a beautiful August morning in 1926 I dropped quietly off the train at Miami. I gathered all the literature I could find around the real estate offices of the city, subject: 'Everglades,' and there were bundles of it, and studied diligently for a whole week. Then I made myself known to a land company who made a specialty of Everglades and made all the arrangements for extended explorations the next day.

"I went to bed as usual that night, I slept, I dreamed of the Everglades: I dreamed that night that I was met a the train by a genteel sample of what might have been the prodigal son of a third rate pugilist who gave me the card of his company, richly engraved. It read: 'The Close in Home Grove Truck Farm Everglades Land Company, of New York, with local offices in Miami.' He politely informed me that he had been made aware of the fact that I had somehow developed an ambition to annex a few of the fertile acres of the Everglades on the easy terms of their special mid-summer sale, at the exceedingly low price of \$1,500 per acre. Assuming that indifferent air of the shrewd buyer, I informed him that under certain circumstances the case might be such. He said he would immediately take me out over some of the most desirable property for small investors who were without capital and therefore expected to immediately live off of the products of the land, build homes, buy stock, etc. He said some of the time they showed the property with autos, but as there were about four feet of water on the most choice sections, we would go out and select the property I desired with a hydro-aeroplane, which he handled very skillfully. I informed him that I desired something close in and he said he would show me some of their most desirable and productive property only forty miles out. They were selling city lots thirty-five miles out. Evidently desiring to keep nothing from me, he informed me through the speaking tube, while on the way that the Everglades were about forty-five miles wide and a hundred and fifty miles long, nobody knew exactly as they had never been fully explored, but scientists had proven from the refraction of the sun's rays that the soil was the most fertile in the world. All it needed was the removal of the saw grass and three or four feet of water. After we were a short distance from Miami, say forty-five miles, having passed over many additions to the city, we came to crews of men in diving outfits, who were staking out streets and building roads. They were dumping concrete from scows and scraping it in place with crocodile teams. This proved quite a curiosity to me, as I

had never seen crocodiles in harness before. But they worked perfectly and it was said that they had the advantage of being able to work for several hours without coming up for air. There were many recent purchasers with their families living on scows anchored on their holdings and like Noah, of old, waiting for the flood to recede. He told me that this land would never need irrigation in the driest season. He pointed to what seemed to be a dark cloud off to the West, and to my surprise informed me that it was a snow capped mountain that had been discovered by one of his company, and that there was an ice mine in its crater with layers fifty or more feet thick. It was his opinion that through some internal disturbance of the earth this mountain had, in compliance with the law of least resistance, been pushed up through the Everglades a mile and a half or two miles. He said that through the enterprise of "The Close in Home Grove Truck Farm Everglades Land Company," it had been discovered that near the top of this great elevation crocodiles abounded, some of them being nearly forty feet in length, and being covered with long heavy coarse hair and shaggy mane, giving them the appearance of belonging to the buffalo family; and that their hides would make the most wonderful robes. He confidentially informed me that this great company was now promoting and pushing the stock of an auxiliary company, the stock of which was par but might be cheaper; that would sell these robes all over the earth. He said they were about to issue bonds with this stock as collateral, to erect buildings at the seat of operations. This company would also operate flying trucks from the ice mine to Miami. He said his company was about to establish a plant in the Everglades to can roaches, for crocodile feed in Northern zoos.

"He said that a distinguished citizen, resident of Miami, had gone with an exploring party from his company to the ice mine and had discovered human bodies frozen in the layers, in an almost perfect condition, and surrounded by hieroglyphics easily deciphered, which conveyed the information, that these bodies had been placed there more than a hundred thousand years ago. Thus furnishing indisputable proof that those nervous people who are filled with fear that they have not descended far enough from the ape, are perfectly safe.

"When asked about the titles of these lands, he said like many other large land corporations operating in the low lands of Florida, they procured no title, as they were thus exempt from taxes, and they could thus sell cheaper. They allowed their purchasers to procure their own titles and thus they would know what they had."

My Friend from Boston awoke. After meandering about the state he came to the conclusion that if he invested in a winter home or other landed estate in Florida it would be in or near one of the many established cities or towns, and that his purchases would be from those who paid their taxes and gave warranty deeds. But above and beyond all he would retain his holdings in the North, for guaranteed sources of revenue.

Moral: Those who maintain winter homes in Florida, under present conditions should also "keep their Northern Home Fires Burning."

If you have a permanent income sufficient to enable you to put in your winters in the finest winter climate in the world, we would advise you to buy a lot and build a home in Highlands county. Sebring, the county seat, is one of the most beautiful and rapidly growing smaller towns in the United States.

If you are wealthy, after a thorough investigation, you might conclude to

buy a grove or land for cultivation. If you have the capital, that is all right.

Don't be a sucker; if you are limited in means, you can't go to Florida and live off a chunk of wild land, and you are a sucker if you buy it, under such conditions. A hundred to one that you lose your money. Hy. Potts.

Backwoods Merchandising as Conducted Fifty Years Ago.

Grandville, Jan. 18—Pioneer merchandising was no snap, as viewed from the standpoint of modern conditions.

Twelve hours constituted a day's labor then in the woods and mills, but no merchant got off that easy. Not less than fifteen hours would suffice the backwoods storekeeper. They kept open every evening until 9 or 10, with a Sunday exception, and usually two hours on that day to accommodate those lumberjacks who could not get in on Saturday.

Strenuous business, it might be called, and yet the merchant of the woods never complained. Custom was law in those days and custom demanded long hours of open store.

Of course, it was carr yall right, as there were no deliveries, but it was not always cash by any means. One woods merchant, retiring after a few years, found on his books something like twelve hundred dollars of unpaid bills.

This is easily explained from the fact that a merchant who did not give more or less credit would have been regarded as an anomaly. Most of the woods boys were honest, even more so than the average customer of today, but the population was a floating one, here to-day and gone to-morrow, so that there were risks to run which often rounded to the hurt of the dealer.

Most of the stores were general rather than special. It was customary to keep odds and ends of all sorts, even to elaborate doekskin and broadcloth suits for the woods gentry. Even silk hats were worn on occasions by men who made pretention to gentility and, strange as it may appear, there were a goodly number of the first families of York State and New England represented in the backwoods of Western Michigan in those days before the civil war.

Of children's clothes, however, there were none, and the diligent housewife had to make up the deficiency with her busy scissors and needle.

Black satin vests, as shiny as the new risen sun, were part and parcel of the broadcloth suits for men, a line of which almost every backwoods store kept in stock. Fitted out at these six by ten stores one could feel "dressed up for any occasion."

The backwoods had big men among the inhabitants, from which governors and circuit judges were made. A new country brings out the very inwardness of human nature and the Michigan woods produced men who became well up on the pages of the history of the State.

Doubtless the enervating nature of an old civilization tends to make men effeminate and spineless, while a new, wild country, fills the veins with new life vigor which counts in the aftermath.

Nearly all the old patriots of Revolutionary days were the product of a new civilization which had not gone down under the depleting influence of a sapless old age barrage.

The money of those old days was of the State bank variety, with the exception of silver and copper fractional pieces, which were the product of the United States mint.

The old copper cent was a clumsy affair, and when the new cent of less than half the size came into use everybody breathed a sigh of relief. The early storekeeper was obliged, for his own protection, to subscribe for a

Bank Note Detector, and every bill which passed over the counter had to come in for a rigid examination. Never until after the civil war did our country have what might be termed a stable currency. This in itself was a boon to the country scarcely understood at the present day.

One might have a pocketful of money in the morning and find at night that money only a pocketful of worthless trash. Some of the township treasurers found themselves embarrassed with worthless bank notes when the change from State to National currency came about.

That was also the boot age. No shoes for boys or men; such were too effeminate. Copper toes for boys, stogies for the elders.

The follies and the fashions of 1866 were sung from every cheap theater stage when the bloomers first blossomed forth as a fit product for women's wear. But that was comparatively modern times. It was in the fifties that the lumberjack and backwoods storekeeper flourished in unexampled luxuriousness.

Paper sacks and boxes came later. In dealing out sugar great squares of brown paper were spread across the scales, the sugar scooped from barrel or hoghead and poured upon it, after which the deft clerk folded the paper neatly about the sugar and tied it snugly.

Coffee, tea, flour, salt—everything in powdered form—was sold in bulk and tied up in the same way. Baking powder came as a relief from the saleratus and soda age. And the great mats of whole codfish! How the frugal housewife prepared the fish and salt pork for the table of the epicure would make a book of interesting reading.

Please do not imagine our forefads and mothers were unhappy during this reign of plain things, plainly made up to eat or wear. A more happy, contented lot never existed under the shine of the sun. Save for that curse of early settlement days, the fever and ague, the settlers of the pine woods were a hardy and enjoyable company of humans.

The Indians—and there were a lot of them—were friendly, making it a point to supply their white brothers and sisters with ample stores of venison, fish and wild fowl, and at prices that would open the eyes of modern folks. A full sized quarter of venison seldom fetched over twenty-five cents.

Those were truly the good old days. The story of that time has yet to be written. May another Cooper soon appear to take up the delightful task. Old Timer.

Fully Equipped Farms Are Offered by Florida Firm.

Arcadia, Fla., Jan. 14—What promises to be one of the biggest farm prospects in this section was started here recently under the name of the Harley Watson Farms Co., with 1,000 acres of land, partly inside and partly outside the city limits, just East of the city. The farms will be equipped and all ready for the farmers to cultivate. Farms will be of five or ten acres and will not only already be planted to suitable crops, but will have 14-room furnished bungalows, 200 chickens, 300 chicks, a cow and a well on each. The first farm house has been started and the first farm was planted last week. A practical farmer will have charge of the planting and will have five farms in the course of development at one time. Crops will be diversified and will include watermelons, potatoes, tomatoes, peppers and other truck.

For Confirmation Only.

Her Friend—Why don't you ask your husband's advice in the matter?

Herself—I intend to, as soon as I decide on what I'm going to do.

Preferred Automobile Underwriters Company

Home Office 824-27 Grand Rapids National Bank Bldg.,
Grand Rapids, Mich.

Invites inspection and comparison of its policy with that issued by any other company

If you had a \$10,000 deal on in your business you would not say: "Let George do it." You would study, understand and make sure what you were paying for.

When you buy an insurance policy on your automobile there should be protection in the policy of at least \$10,000 and it deserves the same careful thought and understanding.

Consider well these points—They mean everything if you are unfortunate and have an accident—

Is your policy such that, when you have an accident, your insurance company is compelled to protect, pacify and pay instead of falter, fight and forget you?

Does your policy protect whoever drives your car or does it just protect you?

Does your policy tell you exactly what you will get in case your car is stolen? Or does it tell you perhaps within from \$100 to \$500 of what you think you should get?

Can your boy 15 years of age drive your car under your policy?

Does the policy you have guarantee to pay a judgment or merely the costs of the suit?

Does your policy protect those in your car or only the pedestrian?

Does your policy say that you will get a specified amount if your car burns beyond repair or does it tell you that an arbitration committee (consisting probably of men who never saw the car) will then be appointed and you must take whatever they decide to give you?

See if there is a bankruptcy clause in your policy. If there is one, analyze it.

Preferred Automobile Underwriters Company
824-27 G. R. National Bank Buldg.

No long-distance correspondence on your losses.—Settled right here at home.

DRY GOODS

Michigan Retail Dry Goods Association.
 President—H. J. Mulrine—Battle Creek
 First Vice-President—F. E. Mills, Lansing.
 Second Vice-President—G. R. Jackson, Flint.
 Secretary-Treasurer—F. H. Nissly, Ypsilanti.
 Manager—Jason E. Hammond, Lansing.

Prospects For Fancy Shirts.

While some doubt has arisen as to the duration of the vogue for fancies in men's shirts, manufacturers continue to show and push them in profusion. There is no question, they point out, but that novelties have greatly helped the shirt demand during the last six months. Consumer demand was stimulated and better prices were obtained. The initial resistance of retailers to the fancies has been broken down, it was added, and although the novelties make for somewhat larger stocks, the average retailer has found the turnover improved. Collar-attached and to-match models are the outstanding styles, and confidence is expressed in them at least for the early part of the season. It is admitted, however, that novelty ties and fancy shirts do not usually go well together and, because of this, the later demand may swing strongly to the plain shirt.

Buying of Children's Coats.

As is the case with garments for adults, the demand for children's coats for Spring has not yet reached the active stage. Manufacturers expect however, that the normal volume of buying will be done during the weeks directly ahead. Sports types of merchandise have done best so far, as coats of this kind sell well during the early part of the retail season. Dressy coats usually have the best consumer call shortly before Easter and, as this day comes later this year, the stores have been holding back their purchasing of these styles. Coats of suede fabrics are outstanding in this group, many of the garments being fur trimmed. Worsteds, flannel and novelty woolen coats are also featured in the lines. Fall coats for sales purposes are in some request.

Specialty Producers Doing Best.

In the clearance sales now on of men's overcoats and suits prices have been cut lower than usual, in the opinion of the trade. The larger reductions reflect primarily the poor turnover of merchandise during the last six weeks, although the season started off fairly well. Retailers are taking stiff markdowns rather than carry any substantial part of the merchandise into the new season. Conditions at the manufacturing end are also far from good. The sharp competition on a small margin of profit basis, coupled with the slow buying by retailers, continues greatly to handicap the average manufacturer. By contrast, however, certain producers, such as those making specialty types and those merchandising through established brand names, have done well.

Underwear Buying More Active.

With all of the leading lines of men's heavyweight fleeced and ribbed underwear now open for 1927, buying ac-

tivity in this class of merchandise has improved materially. Orders both from wholesalers and received from salesmen now on the road with new lines increased this week in number, and were substantially larger in volume. For this the firmer feeling in the cotton market and probabilities that current prices will be rock bottom for the season are held largely responsible. Manufacturing changes in certain lines also appear to have increased buyers' interest. A broader demand for Spring merchandise this week was also reported, with interest in nainsook styles, especially in the novelty lines, relatively greater than that shown in lightweight "ribs" and balbriggans.

Notions Outlook Regarded Fair.

Statements regarding the status of the notions business, jobbers' turnover during the past year, and the future outlook vary, according to the current market letter of the National Wholesale Dry Goods Association. Some houses are said to have enjoyed a satisfactory gain, the letter adds, while others about held their own. It is rather generally thought, however, that a fairly steady demand for notions is assured during the coming season by the fact that retail stocks are not large and that replenishments will be essential. Many wholesalers believe that novelties will sell in larger volume, and the new lines of the manufacturers are expected to feature such merchandise rather extensively.

Retail Silk Buying Still Slow.

The demand for Spring silks by retailers is still slow, and some disappointment is being expressed by manufacturers. In some quarters it is held that the stores are not likely to be active in their buying until next month. One reason cited is the lateness of Easter, which is holding back the progress of buying as compared with last year at this time. Certain houses, however, are credited with doing well in some goods. The Southern sales representative of a well-known firm, for example, said yesterday that the orders he booked for prints were extremely satisfactory. Fewer "pikers" in the production and selling of prints, he said, has made for a much sounder market in the fabrics.

Spring Duplicates Held Back.

Although the wholesale season is now much advanced, duplicates on men's wear lightweight fabrics are still slow in developing. Many retailers are still uncertain about preferences in their Spring buying and this has held up the manufacturers. In some quarters it is estimated that 35 per cent. or more of the Spring business has yet to reach the mills and the indications are that most of this demand will be late. With such a situation prevailing for Spring goods, the selling agents are wondering what kind of a reception will be given the new Fall lines which are scheduled to be opened at the end of this month.

Women's Fabrics Moving Slowly.

The demand for women's wear Spring woolens and worsteds continues comparatively quiet. The coat and suit manufacturers are still waiting for

retailers to begin placing orders actively for the new season and hence there is little duplicate business going to the mills. Most of the orders being placed are for novelty fabrics for sports coats. Dressy coatings are expected to move better later in the season. The dress trade is giving much attention to silks, which hampers the movement of worsteds for the time being. Worsteds, however, are expected to do well if the vogue for suits comes in as it is expected to.

Interest in Misses' Dresses.

With interest in special styles in dresses for misses growing very rapidly, wholesalers are developing and adding individual departments to handle this business. To a degree this also applies to so-called junior dresses, which are likewise coming in for greater attention from retail stores. It has been found that these types of dresses now require as much designing and style treatment as those for women, although heretofore they have been considered more or less as a size proposition. Most of the new departments will feature popular-priced garments.

Fancy Taffetas Are Sought.

Indications are the silk mills will increase production of novelty taffetas for the Spring season in view of the demand from retailers for these weaves. The present call is for fancies showing stripes, small checks and plaids. Stocks of the goods in the market now are said to be comparatively small and retailers find they have to place orders for two to three weeks' delivery. Some in the silk trade question the continued popularity of the goods during the progress of the Spring season, but so far the goods give promise of meeting with a fairly good demand.

Seasonal Garments Taken Up.

Cold weather has helped the clearance of women's coats at retail, and retailers have come into the market for additional supplies to round out their stocks. Manufacturers say that the stocks they have on hand will be easily moved, although the garments are not of the most desirable fabrics, colors or styles. The strongest retail call is for gracklehead blue coats, but the stocks of these available are very small. Prices on the merchandise are said to have reached their low point and further supplies will not be made up, as the trade is now beginning to concentrate its full attention on Spring merchandise.

Much Use of Fur Trimmings.

Although the fur trade is quiet for the most part, the trimming end of the market has a healthy outlook, as coat manufacturers are using furs in profusion on the new models. The pelts are being used for shawl and tuxedo collars, and also to trim pockets and cuffs. In the latest coat models the favored skins are calfskin, squirrel, Russian kit fox, ombre twin beaver, lizardine, sea dog, lynx and fox. The furs are in light shades, in accordance with the marked trend toward sports coats.

Canada Successful in Raising Hemp.

Experiments in growing hemp on irrigated lands in Southern Alberta have been entirely successful, and it is stated that the investigations and experiments carried out in 1924 and 1925 open up great agricultural and industrial possibilities, says a Canadian Department of the Interior report. In 1925 three acres sown to hemp at Tilley in the St. Julien irrigation colony East of Calgary produced a bumper crop, which was successfully marketed in the same season. The Alberta hemp was sent to an Ontario mill, where it graded equal to Italian T. B. hemp or Wisconsin hemp and at prevailing prices was worth 12 cents a pound at an Eastern manufacturing plant.

Underwear Orders Are Good.

Orders for women's silk underwear and negligee garments continue to show up well. Retailers are absorbing clearance stocks of the manufacturers, which are none too large, and also actively placing substantial orders for forward delivery. Glove silk, crepe, radium and rayon merchandise in both staple and novelty types of garments are moving well. New weaves, such as brocaded crepes, are being employed and are meeting with favor, according to manufacturers here. Prints are likewise being used for many of the negligee garments, the designs being the small type so favored at present.

Orders For Low End Dresses.

Retailers are placing orders actively for low end dresses for immediate and forward delivery. New effects in jersey cloth garments are prominent in the new offerings and the trade expects them to move well. Flannel dresses in high shades are also outstanding and copies of higher priced styles have been made available in this merchandise. Manufacturers add that there has been a continued demand for satin dresses, indicating that the popularity of these garments is likely to continue into the early Spring.

Good Buying of House Dresses.

An active immediate delivery demand for women's house dresses is reported by wholesalers. The lines offered the retailers are comprehensive and include many novelty effects. Many of the garments are made of printed silks, linens, broadcloths and figured silks. Dresses of rayon are being featured in a number of new styles which are said to be attracting much interest. The tailored type of merchandise to retail up to about \$5.95 is said to be meeting with the best demand.

Beige Tones Still Lead.

Beige tones continue their marked leadership in colors in Spring silks. One leading manufacturer figures the demand for these shades is close to 30 per cent. of all orders recently placed. Blues come second and lately have been strongly gaining in favor. Two blues are in outstanding request. One is the Limoges cast and the other the sea blue hue. Greens likewise have been gaining in popularity and now rank third. Other favored tones are the grape shades, gray and mahogany.

Sunday Dinner.

Some years ago, one of the noted comedians of the stage sang with success, a popular song entitled "The Sunday Dinner at Home." The song depicted the scenes at the dinner table of a laborer and his family enjoying their Sunday dinner. The father had eaten his noon meal from a dinner pail during the week that had passed and if he was fortunate in holding his job, would continue to do so in the weeks that were to follow, which, under the circumstances, made the Sunday dinner at home an event. In the days when this song was sung meat was less expensive than at the present time. But wages, too, were low and the question of providing a substantial and nourishing dinner for the husband and a half dozen growing children on a very small income was an exceedingly difficult problem, just as it is to-day. A dish that was popular then and still retains its popularity, as shown by results of a recent vote on the most popular American dish is corned beef and cabbage. To cook this dish with good results care must be exercised in the selecting, not only the corned beef, but particularly the cabbage. It is the cabbage that is often to blame for the unsatisfactory results with this dish. Over-ripe cabbage or cabbage that was too slow in maturing will give off a strong flavor. There are a number of beef cuts from which corned beef is made. Brisket, plate, navel, and bottom rounds are the cuts most generally used. A piece from the bottom round will suit those who do not care for fat, but while this cut is lean it is usually rather dry when cooked. The navel or plate makes corned beef that will suit most tastes; of course there will be fat, but what good food is not without some waste? Brisket, too, makes an excellent cut for corning. It is not hard to find a retailer who takes a certain amount of pride in the corned beef he turns out and who will be pleased to furnish the cut you prefer and corned just the way you wish to have it. In cooking this product care should be exercised not to boil the meat too fast. The beef should be placed into boiling water and allowed to boil for a minute or two and the heat then reduced to just enough to keep the water simmering. When convenient to do so, the meat should be allowed to cool in the water it was cooked in.

Test Your Business.

A self-inspection blank prepared by the Chamber of Commerce of the United States contains some elemental but pertinent questions. Apply them to your business!

1. Do you keep a "purchase account" that shows total goods bought?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to buy goods?
4. Do you know what you owe?
5. How often do you take stock?
6. Do you figure stock at cost or selling price?
7. Do you make allowance for depreciation and dead stock?
8. Do you make allowance for de-

preciation of fixtures and delivery equipment?

9. Do you know what is due you?
 10. Can you furnish your bank with a financial statement at once?
 11. Are collections made as rapidly as accounts increase?
 12. How often do you make up a "profit and loss" account?
 13. Do you know what it is costing you for allowance for customers?
 14. In how many separate accounts are your expenses divided?
 15. Do you own the building in which you do business?
 16. Do you charge rent therefor?
 17. Do you charge your own salary as an expense?
 18. Do you charge interest on money invested?
 19. Do you know the percentage of expenses to sales?
 20. If a fire took place, could you, from your books, give a complete statement of all accounts?
- A survey of this character should yield worth while results. Try it on your individual business.

U. S. Food Products Go Round the World.

American foodstuffs, pushed by American salesmanship, have entered every country of the world. A recent survey shows that "buyers' resistance" and the gastronomic prejudice of home-fed natives have capitulated to a tickled palate. Japan and China smack their lips over steaming corned beef hash and canned sausage. India is growing sturdy on Columbia River salmon and California fruit, and Brazil keeps the American market swamped with demands for canned asparagus. Salesmen in foreign countries generally adopt the same methods used in America, it is pointed out. It pays to advertise—anywhere. And canned milk with a Burmese label appeals to the Asiatic fancy as strongly as the American label appeals here.

Chicken Crop Is Now More Important Than Wheat.

New York, Jan. 14—Prof. Frederick H. Stoneburn, the first professor of chicken raising in the country, who came here from Orlando, Fla., to attend the recent poultry show, declared that the chicken crop has become more important than the wheat crop. Chickens worth \$1,500,000 are raised every year, said Prof. Stoneburn. The number of farmers who raise nothing but chickens has doubled in the past ten years and the industry is thriving, especially in the South and Middle West. He attributed much of the increase to the inauguration of courses in poultry raising in state agricultural colleges. This attention, he added, has also increased the average productivity of hens. A hen that laid 200 eggs a year was once considered a marvel, but now 300 a year from one fowl does not excite owners. Prof. Stoneburn inaugurated a poultry husbandry course at the Connecticut Agricultural College in 1902. It was the first course of its kind.

Minus the Brogue.

"I've been cheated," said the irate young housewife.

"How?" asked the grocer.

"I ordered Irish potatoes, and my husband says the ones you sent me were grown in Michigan."

**Henry Smith
FLORAL Co., Inc.**

35 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

**INSURED
BONDS**

paying
6%

It is just as important to insure investments against loss as it is to carry property insurance.

You take no risk with the money you invest in our 6% Insured Bonds.

They are secured by first mortgages on individual homes worth double and principal and interest is guaranteed by U. S. Fidelity & Guaranty Co., with assets of \$48,000,000. Tax exempt in Michigan.

**INDUSTRIAL
COMPANY**
ASSOCIATED WITH
INDUSTRIAL BANK



ASK FOR

KRAFT CHEESE

A variety for every taste

A COMPLETE LINE OF

**Good
Brooms**

AT ATTRACTIVE PRICES

**MICHIGAN EMPLOYMENT
INSTITUTION for the BLIND**
SAGINAW W. S., MICHIGAN

**Gold Bond
BROOM**



Pays 100% in duty performed

Makers of PRIZE, WHITE SWAN and GOLD BOND Brooms

**HART BRAND
CHOICE OF THE LAND**



Look for the Red Heart on the Can

LEE & CADY Distributor

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 Shortening
HONEY—Horse Radish
OTHER SPECIALTIES
Quality-Service-Cooperation



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

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

RETAIL GROCER

Retail Grocers and General Merchants Association.
 President—Orla Bailey, Lansing.
 Vice-Pres.—Hans Johnson, Muskegon.
 Secretary—Paul Gezon, Wyoming Park.
 Treasurer—F. H. Albrecht, Detroit.

Are the Chains Going To Get It All?

Written for the Tradesman.

A correspondent sends me a clipping from Forbes Magazine and asks whether the writer thereof knows what he is talking about. The writer reviews certain strong points of various organizations and goes on to say: "It is generally believed that Mr. Sloan, President of General Motors, receives more than a million dollars a year. In its ability to command the skill of such a genius, General Motors has an almost insurmountable advantage over most of its competitors.

"For this reason, the ability to hire the best and most expensive managerial skill, I believe the day will soon be here when the small retail store in any line will be a curiosity. The trend toward its elimination is already well marked. It is apparent that in most communities the best kept stores, the busiest ones and the ones which enjoy a degree of permanence are the chain stores.

"I have been impressed with the passing of the small individually owned store through ten years' observation of a certain block in upper Broadway, New York. A Child's restaurant has had a continuous life of ten years. A Reuben's chain delicatessen and restaurant has been there seven or eight years. A branch bank has prospered there for a shorter time. But not one of the individually owned stores has survived as much as five years.

"Among them were a millinery shop, a grocery or two, stationery stores and the usual small shops of the kind which clutter up our real estate. Some of them have provided their proprietors with bare day wages the while they cursed chain store competition. Finally they gave up or failed, convinced that their work had fallen in an evil place. As a matter of fact most of them had no excuse for being in the merchandising business at all. They fell before the superior skill of the chain store management.

"Retailing is a field in which big business is apt to dominate. The trend is definitely that way. In Philadelphia for example, 50 per cent. of all food products are sold by chain stores at even this early stage of development. I expect within a few years to see the figure rise in all communities to 75 per cent. or more. And the consumers will benefit through the more economical distribution which chain stores and large department stores can achieve.

"There are, however, two things that the business which gets big must guard against—over-organization and frills which swell the overhead without bringing proportionate return. Both are dangers caused by the impossibility of owners exercising the close personal control which is easy in the small concern."

There is much more to this article, but it is mostly along similar lines. It

is evidently written by one whose business is investigation of internal managements and the elimination of frills of all kinds. Such people are useful and a secret of their usefulness is that they fetch with them a mind unprejudiced. They see from the outside. They also bring to bear suggestions based on what others have done and are doing.

Even so, however, each generation sees what is before it; and recent developments have led this young man to foresee what history—recent history at that—shows will not occur. For it is not true that we are justified in believing that all individual retailers are headed for the discard.

About thirty-five years ago the department store took rapid strides into popular favor. Everybody, including such experts as the present quotee, thought he could see the immediate extinction of all individual stores and specialty shops. Chicago was a typical city. There you might walk for blocks and find empty stores, except places occupied by the corner grocer or the saloon. It was plumb dismal.

But after a year or two those stores began to fill up. Soon they were all occupied by a new generation of up-and-coming merchants. These were men and women who had no personal experience with "the good old times." They were of the present and they faced forward. They took things as they found them, acted in accord with the facts around them and prospered and grew. To-day the choice location for specialty shops is the shadow of the department store. The prize locations are in the shadow of two or more department stores.

Now, truly, here was evolution. These new men and women were mostly of a new generation; but in actual numbers many old concerns survived. A notable example is Sol Westerfield. Sol has occupied the same location on West Madison street for much over thirty years—nearer forty, I believe. When he opened up for business and for years after, he was in a fine neighborhood. His customers were patricians who wanted the best with service plus. Price was literally no object.

Then the neighborhood changed. Business encroached. Fine residences were sold for industrial uses. All Sol's good trade moved far out of reach. But Sol chose to remain, and to do that he must change his plan and character of appeal. He catered for cash trade with competing price levels, curtailed credit, insisted on prompt and short time settlements. Really, his business neither declined in volume nor in net earning, and during the past few years his plane of operations has come back to a much higher level as prosperity has raised the general standard of living.

Thus it always is with the master merchant, whether in Chicago or Chincoteague, in Milwaukee or Merced. Whether a man goes into the discard with changing ways, making room for one of the new order or revamps his business in the way and to the extent required by his environment, depends

"I URGE MY CUSTOMERS TO EAT FLEISCHMANN'S YEAST"

"And I do this", a grocer said, "because of what it has done to give me good health and because it brings me good business. Customers appreciate the service I render them in recommending it. They, in turn, trade with me regularly; and buy more groceries because they have healthier appetites.—I always urge my customers to eat Fleischmann's Yeast."

FLEISHMANN'S YEAST

service

Don't Say Bread

— Say

HOLSUM

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

YOU WILL FIND A HEKMAN FOR EVERY OCCASION AND TO SUIT YOUR TASTE.

MASTERPIECES of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

GRAND RAPIDS, MICH.‡

Receivers and Shippers of All

Seasonable Fruits and Vegetables

MEAT DEALER

on the man and on his age in years or in habits.

There is, fundamentally, no difference between the present rather rapid evolution and what occurred in 1890-1895.

Writing 300 years ago, John Milton said: "To know that which before us lies in daily life is the prime wisdom." John is still pretty sound, though I like to modify that to read: "To know what around us lies in daily life is the prime wisdom," because nothing seems so difficult to estimate as those things with which we are in daily contact.

But this is true—that Sol Westerfeld took thought as to what he could do. He had to decide what segment of the population he would serve and he had the rare wisdom to know that he could not expect to serve all classes. That, I feel, is the first thing the forward looking merchant must decide; and he will act in line with what everybody should be able to understand; that nobody can hope to please everybody. It was because the department store which expected to please everybody could not do that that the specialty shop came back.

It was because the department store realized that sales for cash only cut it out of much of the most desirable trade that it investigated retail credit. It was then because investigation showed that, properly handled, credit was safe that department stores began to extend credit and do it now universally. But they handle credit properly.

Thus the present day wise merchant will keep his eye peeled for all modifying factors in his own environment. He will not be misled by wishes, thoughts or sentiments. He will take note of solid facts. He will not waste time wishing those facts were otherwise. He will conform his operations to those facts. He will select his line of business service according to his best judgment and he will hew to that line regardless.

That man will note that exact figures must enter business and that precise science must rule in pricing goods. He will get enough to cover his cost plus service expense and an adequate profit. But there he will stop. Such a man cannot be backed off the boards. Paul Findlay.

Refrigeration in Other Countries

It is always interesting and occasionally very enlightening to learn from one who has observed at close range conditions surrounding production and distribution of meats in countries other than our own. Usually we benefit by comparison and come to more fully realize what a prosperous and altogether good country we live in.

One of our capable wholesale meat salesmen recently spent several weeks in Ireland. Since he is so familiar with meat and livestock conditions in this country, in a general way at least, he made it a point to observe carefully conditions in the home of the Celt, and is thoroughly competent to understand differences in quality, as well as other differences. He found only a small percentage of retailers in and about

Dublin using refrigeration of any kind and meats not so well protected from contamination as is usual in this country. He found local supply of beef mostly made up of cow carcasses and heifer carcasses of only medium quality. Ireland exports to England what he found to be about one-third of what England uses, sending steers alive in most cases.

There is a distinct advantage in refrigeration, not only because it preserves meat, but because it permits holding meat during a ripening stage. Where refrigeration is not practiced, the meat must be reasonably close to slaughter and will be found less tender than when held longer under favorable conditions. While heifer beef may be fully as good as steer beef when properly fattened, what he found was below the average of that sold in the United States, and in many cases very much below.

The climate in Ireland is not excessively hot at any time and during much of the year is quite cool, and this permits handling meat without refrigeration when it would not be possible to do so in a hot country, but the natural temperature is not low enough to keep meat in good condition very long and this fact prevents general supply from possessing full tenderness.

He found veal, mutton and pork fairly satisfactory and fowl was also good, but he did not find in respect to any of these classes the same careful methods of handling and holding general that we enjoy here. That Irish merchants realize this to some extent was manifested to him by better methods now being planned.

The Five Mistakes of Life.

1. The delusion that individual advancement is made by crushing others down.
2. The tendency to worry about things that cannot be changed or corrected.
3. Insisting that a thing is impossible because we ourselves cannot accomplish it.
4. Attempting to compel other persons to believe and live as we do.
5. Neglect in developing and refining the mind by not acquiring the habit of reading fine literature.

Hides, Pelts and Furs.

| | |
|------------------------|----------|
| Green, No. 1 | 08 |
| Green, No. 2 | 07 |
| Cured, No. 1 | 09 |
| Cured, No. 2 | 08 |
| Calfskin, Green, No. 1 | 11 |
| Calfskin, Green, No. 2 | 09½ |
| Calfskin, Cured, No. 1 | 12 |
| Calfskin, Cured, No. 2 | 10½ |
| 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 | 035 |
| Unwashed, rejects | 025 |
| Unwashed, fine | 030 |
| Raccoon. | |
| No. 1 Large | \$9.00 |
| No. 1 Medium | 7.00 |
| No. 1 Small | 5.00 |
| Skunk. | |
| No. 1 Black | \$2.50 |
| No. 1 Short | 1.75 |
| Narrow | 1.10 |
| Broad | .60 |
| No. Twos at value. | |
| Red Fox. | |
| No. 1 Large | \$12.00 |
| No. 1 Medium | 10.00 |
| No. 1 Small | 8.00 |

PROFITS

RESULT FROM RUMFORD



The stability of Rumford has been reflected by the years of service it has rendered to the housewives of the country and the steady and fruitful source of profit it has been to the dealers.

RUMFORD CHEMICAL WORKS
Providence, R. I.

QUALITY



"THE
DEPENDABLE
KIND"

Made by:

National Candy Co., Inc.

PUTNAM FACTORY

Grand Rapids, Michigan

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

Yellow Kid Bananas all year around

Bananas are the year 'round fruit. They are clean, wholesome, nutritious and delicious.

"Yellow Kid" Bananas are uniformly good. Send in your orders.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

DELBERT F. HELMER

Importer

COFFEE AND TEAS

Coffee and peanut roasting for the trade.

Phone 66021

All Work Guaranteed By Over Thirty Years Experience.

337-39 Summer St., Grand Rapids.

HARDWARE

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

Factory Trade Has Its Possibilities of Development.

Written for the Tradesman.

Midwinter is an excellent time of the year to go after a class of trade which most hardware dealers neglect. That is the factory trade.

There are few urban communities so small that some trade cannot be developed in this line. But it is trade which, normally, does not come to the hardware store. The hardware dealer has to go out and get it.

The winter months are an excellent time to do this, for two reasons. In the winter months most factory plants are shut down for stocktaking, or running short time; this being, with them, the slack time of the year. It is, therefore, an opportune time for them to make repairs and improvements. The hardware dealer also has more time right now for outside canvassing than he will have later in the year; and it is good business for him to use this time in aggressive business-getting and in opening up new and untried channels of trade.

When the weather is bad, when the temperature is depressingly cold, when the reaction from the rush of the Christmas season inspires the average individual with a desire to rest, it is merely natural to slacken effort. This slackening should not, however, be permitted to dominate the entire three months following Christmas. Because business falls off is all the more reason why extra efforts should be put forth to develop trade.

In developing factory trade, one of the prominent lines to feature is leather belting. The retailing of leather belting is an excellent means of getting in touch with the manufacturing demand. In handling belting, the retailer comes into touch with the heads of manufacturing concerns and departments. Intelligently handled, the line brings a fairly steady trade from the factories, and with it the opportunity of developing business in other lines.

For factory trade covers a wide range. In fact, everything in the line of hardware is required at some time or other in the factory.

A hardware dealer in a small industrial city relates how he managed through catering to this trade to build up a profitable department. It began with a single manufacturing concern, which he was supplying with a few lines in the way of tools and hardware specialties. Of this trade he got only a small part.

On a visit to the factory the idea occurred to him that there would be possibilities in handling leather belting. He investigated the line, got in touch with people who manufactured it, and secured an agency.

At once he found himself in sole possession of the local field, with no competition whatever from other retailers. Realizing that he would have imitators, he promptly got into touch with all the local manufacturers, and

took time to study and analyze their requirements. The result was that he soon acquired their steady patronage. In place of each manufacturer having to carry a certain reserve of leather belting or run the risk of an occasional shut down through breakage, all they had to do in emergency was to telephone the dealer and receive prompt attention. The arrangement took a burden off the manufacturers; while the dealer, to meet the demands, had merely to carry a small share of that burden.

The hardware dealer noticed in the months that followed that more and more of the factory tool trade was coming his way. This was due, he argued, to the fact that his name came more frequently to the notice of factory managers and superintendents than the names of his competitors in the retail field.

One day a manager accosted him with the remark: "I have considerable work for a tinsmith around the factory just now. You do that sort of work, don't you?"

The hardware dealer reflected. He had no real tinsmithing department, but he had a handy man who looked after the installing of stoves and did some tinning. He could, however, secure tinsmiths to do the work.

"Yes," he told the manufacturer. "I can handle the work for you."

"Very well," said the manager. "Get the plans and give us a quotation. If it is satisfactory, you can go ahead in a couple of days."

The dealer's figure proved satisfactory. He hired a couple of tinsmiths and started work. When that contract was done, more work cropped up, some in the same factory, some elsewhere. The hardware dealer kept the two men permanently. Then he added more to the staff. Gradually he worked up a large and, on the whole, profitable business. At last reports he was employing a dozen tinsmiths, and keeping them busy almost exclusively on factory work.

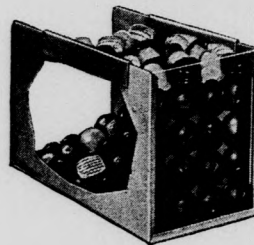
It is a fact which must never be overlooked that business brings more business; and one item of new business worked up quite usually leads on to another.

There is another way in which catering to the factory trade helps the dealer. When he supplies the tools a workman uses at his bench, the belting that runs the machine at the workman's side, the rails, the paint and the oil consumed each day in the factory, it is almost a sure thing that the workman's own trade will gravitate to that particular dealer. "I believe that half the men employed in the local factories deal with me," commented a small city hardware dealer recently, "and this is due largely to the fact that the factory supplies come almost exclusively from my store."

As previously stated, business brings more business. And, it may be added, one customer won often helps to enlist another.

The chief reason why, particularly in the smaller communities, orders for leather belting are usually placed out of town, at the risk of tedious delay, is that the factory men do not know that

The Display is Always in Order



when R. G. CANDY TRAYS are used. Eight five pound trays will set in a four foot show case. Price 75 cents each F.O.B. Kirklin, Ind.

Manufactured and sold by,

**R. C. GORHAM,
Kirklin, Ind.**

Dealer in Hardware and Groceries

THE R. G. CHEESE CUTTER IS DIFFERENT. The same cutter can be used for LONG HORN or SQUARE PRINT CHEESE BY SIMPLY TURNING THE FRONT GUIDE.

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 | Farm Machinery and Garden Tools |
| Automobile Accessories | Saddlery Hardware |
| Garage Equipment | Blankets, Robes & Mackinaws |
| Radio Equipment | Sheep lined and |
| Harness, Horse Collars | Blanket - Lined Coats |

GRAND RAPIDS, MICHIGAN



MECHANICS' HAND TOOLS
BUILDERS' HARDWARE

WHOLESALE HARWARE

FISHING TACKLE

SPORTING GOODS

FACTORY AND SHOP SUPPLIES

Foster, Stevens & Co.
Founded 1837

57-59-61-63 COMMERCE AVE., S. W.
Grand Rapids, Michigan

the local hardware dealers handle belting. In a majority of cases the manufacturers will be found quite willing to deal at home, if only for the reason that they will then have a ready source of supply close at hand.

When the need arises in the factory for more belting, it is generally a pressing need. Delay in getting the order filled may mean delay in factory operations; and this is a thing to be avoided at any cost. The local dealer has, therefore, an argument in his favor that will meet and outweigh all other considerations.

A wise course for the local dealer is to take advantage of a spare hour now and then to interview the manager or purchasing agent of each local factory. A few minutes' chat on the subject of the service it is in the dealer's power to render the manufacturer should serve to bring at least a share of the leather belting trade the dealer's way. When an emergency arises and a new supply is needed at once, the local dealer will be called first; for, to the manufacturer, time is money. If the dealer understands his business and gives good service, he need have no fear of outside competition.

Leather belting has the advantage over a great many staple hardware lines that it is not unduly bulky and in handling does not entail much time or trouble. It can be stored without using up much floor space; in fact, it is a line which need not be shown in the main part of the store, since the business can be worked up only by outside canvassing. Nor is it necessary to tie up a large amount of capital in putting in a stock. It is well to first understand what classes of belting are likely to be needed; then stock accordingly, in small quantities, adding to the stock as time goes on.

Of course, the line is an all-the-year-round one. Now, however, when the hardware dealer has considerable spare time and the manufacturer is not too busy, is a good time to drum up business, and to get in touch with your local manufacturers. If you handle the line already, get out and see the manufacturers. Cover the entire ground, systematically; and while you are discussing leather belting, find out if other supplies are needed. For instance, glass is a big item in the modern factory. So, too, is cement. Tools of various kinds are needed from time to time.

If you do not handle the line now and are thinking of undertaking it, study the field carefully. Is there competition now? Is it strong competition? Do the dealers now in the field cater intelligently to factory needs? The competition may be so strong that developing business will require a hard struggle. If, on the other hand, there is no other local dealer handling this line, or the dealer handling it does not realize his opportunities, then it will be worth while to get in touch with manufacturers, study their needs, canvass them for business, and go after the trade aggressively.

Developing a good trade is largely a matter of understanding and intelligently catering to the needs of the

manufacturer. You must know what he needs and be prepared to give it to him at a moment's notice.

The business, if you take it up, will repay you for careful study. Study the various lines; study also the prejudices of your local manufacturers, and get their ideas as to the practical working of this or that line. The better you know the subject, the more successfully you will be able to handle it; and the larger profits the trade will bring you.

Victor Lauriston.

Lee & Cady Add Vice Presidents To Staff.

Detroit, Jan. 18—At the annual stockholders and directors meeting of Lee & Cady, wholesale grocers, a number of additional vice-presidents were elected, and the regular cash dividend of 10 per cent. on the capital stock of \$2,500,000 was declared, payable Feb. 1 to stockholders of record January 15. Other major and financial achievements during the year just closed included the setting aside of a substantial sum as an addition to the reserve fund and the outright purchase of the Judson Grocer Co., of Grand Rapids.

Officers elected were as follows: Gilbert W. Lee, President; Thomas J. Marsden, Vice-President; S. J. Campbell, Vice-President; Fred W. Fox, of Saginaw, Vice-President; George R. Treble, Secretary and Treasurer; Richard F. Galwey, assistant Treasurer, and Roy W. Collins, Auditor.

The new Vice-Presidents just named are: Charles M. Higgins, manager of cigar department; B. J. Mendel, manager of candy and beverage departments; Frank J. Carroll, purchasing department; John P. Moulton, purchasing department; Harry T. Stanton, branch manager; W. Earl Fitzgerald, purchasing department; Hoyt N. Smart, branch manager; Albert L. Alter, branch manager; George E. Kelly, branch manager; John S. McNeal, sales manager of grocery department; Ray A. Watko, assistant manager cigar department, and Arthur Lindeman, sales department.

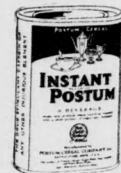
Although the total gross business done by Lee & Cady was not disclosed by George R. Treble, secretary and treasurer, he said that the year 1926 developed the largest volume of sales in the history of the firm and that he looks forward to an even greater year in 1927. Lee & Cady is known as the largest wholesale grocery house in the United States.

Concerning the appointments of the new vice-presidents, Thomas J. Marsden, first vice-president, said that it constitutes formal recognition of those upon whose shoulders rests responsibility for the conduct of the business of the firm.

The directors elected for the year 1927 are: Gilbert W. Lee, Thomas J. Marsden, S. J. Campbell, George R. Treble, Charles M. Higgins, Fred J. Fox and Arthur Lindeman.

Champion Gastronomist Aids Consumption of Perishables.

New Orleans, Jan. 14—The recent agitation for increased consumption of perishables has apparently found a strong adherent in John Samuel Francis Dalton, gastronomist, who claims the eating championship of the world. The record made some time ago by Dalton in a contest, witnesses said, was 12 dozen and 8 oysters, 3 cups of coffee, 1½ quarts of wine, a box of crackers and 2 slices of jelly cake. Dalton's enthusiastic manager placed 20 dozen oysters or 100 hard-boiled eggs as a conservative estimate of a fair meal for the champion. He said that Dalton, as a light workout recently, consumed 35 bananas, 18 onions and five peppers at one sitting.



Because an ever increasing number of people will have no other hot drink, the profit you make on POSTUM is not at the sacrifice of profit on some other item—but is extra profit that you would otherwise miss.



© 1926, P. C. Co.

WORDEN GROCER COMPANY
The Prompt Shippers

Don't hesitate to recommend

QUAKER
SALAD DRESSING

Wonderful Spread for the Kiddies Bread

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It makes friends for the dealer

WORDEN GROCER COMPANY
Wholesalers for Fifty-seven Years
OTTAWA at WESTON GRAND RAPIDS
THE MICHIGAN TRUST COMPANY, Receiver

COMMERCIAL TRAVELER

Some of the Beauty Spots of San Diego.

San Diego, Calif., Jan. 15—Since my last letter I have visited San Diego and other interesting places between here and Los Angeles. This trip was made in a comfortable motor bus, with companions who know every inch of the way and told me all about the various cities and towns as we passed through them.

The first city of importance which we strike is Whittier, said to have been settled by Quakers at a very early day, and has evidently recovered from the handicap, for it is thrifty and beautiful. Its climate is claimed to be frostless, its soil rich, and it evidences the possession of much civic pride, for its public buildings are marvels of architectural excellence, streets clean and parked with wonderful trees of almost every description. I was told that Whittier is in the midst of a citrus area of 10,000 acres, with an additional acreage of 2,500 in walnut groves. In amount of building during the past year Whittier was tenth in volume, on an average of three new homes every working day. It has a present population of 15,000. Whittier College, named in honor of John Greenleaf Whittier, draws students from all parts of America.

Lest I forget to mention it in my recapitulation of what I have observed, oil is the only fuel used anywhere in Southern California, and Whittier is in the midst of a very productive oil field.

Inglewood has grown like magic from a village of 3,000 people, five years ago, to a city of 18,000, has a million dollar high school, an edifice of much beauty and its population, or a greater portion of them, raise chickens galore—and eggs. But at that they do a lot of manufacturing, have many clubs, beautifully paved streets, large parks and one of the best water supplies in the state. Everywhere you see the wondrous foliage, flower gardens in profusion and happy folks.

Leaving here we drive through another delightful city—Fullerton—past the Richfield oil fields, and follow the Santa Ana river through beautiful Santa Ana Canyon, into the world famed Orange county, "where oranges grow." This occupies a central position among the fruit producing counties of Southern California. Its nearness to practically all the cities, beach and mountain resorts of this Southland is an advantage of real consequence in every day life, and transportation facilities are responsible for this happy condition. This joy is multiplied by the proximity of seashore and mountains. The door to vacation spots swings both ways. When you realize that within the sound of the waves of the mighty Pacific you are never out of sight of mountain ranges, it gives you food for thought.

Santa Ana, the political and commercial capital of Orange county, has a population of approximately 30,000, is situated ten miles from the Pacific Ocean, midway between the mountains and the sea, in almost the very center of the valley from which it derives its name. It is a magnificent city, well planned and governed, and is a joy unto itself.

San Juan Capistrano, half way from Los Angeles to San Diego, is our next scenic offering and practically our first stop. This is the site of one of the early missions, say 150 years ago, or thereabouts. Its massive walls, part of which are still standing, are at least four feet thick in some places. The guide romances somewhat and we dream of "Courtly gentlemen who strode proudly in its confines, garbed with velvet coats and silver spurs, slowly sweeping their rapiers aside and meekly bending the knee to lovely

senoritas, their flashing eyes downcast in silent adoration."

The mission was in reality in an excellent state of preservation until 1912, when an earthquake shock hurled the bell tower onto the roof where services were being held, and the list of casualties was very great. It is an interesting ruin, but is practically all there is to the town.

The real simon-pure original mission in all California was the San Diego de Alcalá, founded by Padre Junipero Serra, in 1769, and in the ancient father were in evidence I would most certainly congratulate him on his selection of a place for his meeting house.

I may be ham-strung when I return to Los Angeles for making this statement, but San Diego is, all ways considered, the most beautiful city I ever saw or ever expect to gaze upon.

It is the birthplace of California, its Southernmost city, and, besides many natural beauties, has been the beneficiary of all that human brain could conjure and human hand provide to make it gorgeously magnificent.

Situated on the Bay of San Diego, this attractive city is backed on the East by mountain ranges and valleys. On the West the promontory of Point Loma juts into the sea, overlapping the low, slender peninsula of Coronado, and between the two lies the entrance to the sheltered harbor.

San Diego, with its superb natural harbor, is the only city in Southern California where all the attractions and amusements of ocean, bay and mountain may be enjoyed at its very gates, and for this reason has been pronounced one of the most attractive spots on the civilized globe. It has a population of 120,000.

The fascinating sport of aqua-planing, motor boating, clam bakes, picnics and water carnivals are always prevalent. It has almost continuous sunshine, with the pleasing temperature of bay and ocean.

Fishing and fish stories abound here. If you know anything about them there are the tuna, barracuda, Spanish mackerel, bonita, yellow tail and albacore, which are caught by the ton with hook and line, but you must be sure and have a fishing license and besides—this is the closed season and one has to take their word for it. But they serve good fish here and I am reasonably sure they are not carp. Also, in season, San Diego is the only city in America, or the world, so far as I know, where duck shooting is so good that public duck hunts are held twice a week to reduce their volume. Unfortunately for me, this was not the proper season, hence no wild duck on the menu of the U. S. Grant Hotel, which is quite some caravansary, not so much different from some of our Michigan hotels, at a not dissimilar rate.

Balboa Park, with an area of 1,400 acres, is the central setting for San Diego, between the business and residential portions of the city, and fringed by either. This park was the site of the Panama-California Exposition in 1915-16. Most of the exposition buildings and other improvements, which represent an outlay of millions of dollars, have been retained and made permanent. These include the California State building, a reinforced concrete structure, which is said to be one of the finest examples of Spanish architecture in America. From its tower may be seen a magnificent panorama embracing bay, ocean, mountains and islands off the coast of Mexico. All of these magnificent buildings, with their towers, courts and corridors are embowered in trees and shrubs from every land and millions of flowers bloom throughout the year. The Rose Garden is now in its prime. In this park also is a great open-air pipe organ, given and maintained by two of San Diego's prominent citizens. Every



Warm Friend Tavern Holland, Mich.

Under the new management of Mr. and Mrs. E. L. Leland offers a warm welcome to all travelers. All room rates reduced liberally. We set a wonderful table in the Dutch Grill. Try our hospitality and comfort.

E. L. LELAND, Mgr.

T

**In Detroit
It is the Tuller
For Value**

Facing Grand Circus Park,
the heart of Detroit. 800
pleasant rooms, \$2.50 and up.
Ward B. James, Manager.
DETROIT, MICH.

**HOTEL
TULLER**

Hotel Roosevelt Lansing's Fireproof Hotel

250 Rooms—\$1.50 up.

Cafeteria in Connection

Moderate Prices

One-half Block North of
State Capitol

CHAS. T. QUINN, Mgr.

**THE DEAF
MADE TO
HEAR**

The wonder of the twentieth century.

The smallest known device for hearing.

The Phonophor

The nearly invisible—no head band.
The noise in your head ceases at once.

A. J. SHELLMAN, Distributor
for Western Michigan.
Send for literature.
200 Gilbert Bldg., Grand Rapids.

SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up. Open the year around.

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

Columbia Hotel KALAMAZOO

Good Place To Tie To

Four Flags Hotel

NILES, MICH.

80 Rooms—50 Baths

30 Rooms with Private Toilets

C. L. HOLDEN, Mgr.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

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."

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath. Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

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

Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

day in the year a recital is given, among the birds and flowers, with free seats for all who come to listen. Broad lawns, deep ravines and canyons are here with hundreds of views of bay and ocean. Cabrillo bridge 135 feet in height and a quarter of a mile in length forms the main entrance to the park.

Mission Beach is the amusement attraction of San Diego. Nearly three miles of clean, sandy shore, ideal for surf bathing, extend along the ocean side, while on the East side is Mission Bay, all easily accessible by street car or busses. Six minutes by boat lands one at Coronado, an exquisite necklace of sand which separates bay from ocean and on which the celebrated Hotel del Coronado is situated, known for its social activities the year round.

More than one-half the warships of the Pacific fleet make San Diego bay their home port, and leave here periodically for their cruises and manoeuvres on the drill grounds off this harbor. It is a dull day, indeed when from one to a dozen or more airplanes and seaplanes are not in the air over San Diego. The Government maintains army and navy air stations, as well as training, coaling and destroyer bases here.

The natural outcome of all these surroundings being that myriads of resorts and pleasure places have sprung up in the immediate vicinity. At La Jolla, Pacific Beach, where there is located a very noted boy's college—the San Diego Army and Navy Academy—the Park authorities have erected an enormous stadium with a capacity of 50,000, in which, with a few trifling exceptions, free entertainment is given to all who apply.

Then there is Point Loma, overlooking scenery ranking in beauty with the Grand Canyon and Yosemite, which noble promontory forms the harbor's outer wall. On clear days (and San Diego is blessed with many of them) you can plainly vision the Islands of San Clement and Coronada, miles away. The latter are Mexican possessions.

La Jolla, heretofore spoken of, lies fourteen miles North of San Diego, connected therewith by a most magnificent concrete road, congested most of the time by the traffic of pleasure seekers.

San Diego claims not to have had a frost in many years and the foliage proves it.

I learned something here about citrus fruits, which I never knew before. For instance, the lemon tree bears continuously, meaning that at all times you will see fruit in different stages of fruition, from the blossom to maturity; that the lemon will continue to develop for a period of a year, and attain a weight of a pound or more, but commercial requirements being for fruit of certain standard sizes, they are picked accordingly. The navel orange matures in about one year from the blossom; the Valencia variety requires from 14 to 16 months, and grape fruit two years. The lemon and grape fruit, though very prolific, cannot be raised profitably, the bulk of the former crop being converted into extracts and citric acid. Avacadoes and nuts are now claiming more attention from growers. Also casaba melons.

Tia Juana, Mexico, but a short distance from San Diego, is as tough as they make them. Their chief output is booze and her citizens are the scum of the earth. But San Diego is in no wise to blame for this plague spot.

I am leaving Los Angeles to-day on the S. S. Calawaii, of the Los Angeles Steamship Co., for a month or so at Honolulu. Mail leaving Michigan on or before Jan. 25 will reach me there, care of general delivery.

Frank S. Verbeck.

Items of Interest To Grand Rapids Council.

Grand Rapids, Jan. 18—John B. Olney, chairman of the committee that is in charge of the twenty-fifth annual banquet and ball of the United Commercial Travelers of America, Council No. 131, announces that he has secured A. H. Landwehr, President of the Holland Furnace Co., of Holland, as principal speaker of the evening. The banquet and ball will be held in the Pantlind Hotel ballroom the evening of March 5. Mr. Olney is indeed fortunate to secure so able a speaker and nationally known business man to deliver the principal address. There are very heavy demands on Mr. Landwehr's time, but through the kindly office of Lou F. Allen, formerly Vice-President of the Salesmen's Club of Grand Rapids, but now associated with Mr. Landwehr, he was persuaded to accept the invitation to be the speaker and guest of Grand Rapids Council for the evening of March 5.

The Salesmen's Club of Grand Rapids, at their luncheon at the Pantlind Hotel, Saturday, was addressed by Mrs. Clay H. Hollister on social and industrial life in France, as affecting the life of the children in that country. Her audience was so much impressed that a purse was raised and handed to Mrs. Hollister to use in behalf of the children of France as she wished. Miss Reardon, of Greenville, sang so charmingly for the club that she was called on to respond to two encores. Her mother was her accompanist at the piano. The meeting was in charge of the ladies, Miss Mary J. Field, chairman.

At the regular meeting next Saturday of the Salesmen's Club of Grand Rapids the annual election of officers will be held. The nomination committee, consisting of Bert Saxton, R. W. Radcliffe and Philip Crowley, have placed some strong candidates in the field. A large attendance of members is desired, as this is the most important meeting of the year. Voting will be by ballot and only the ballots of those in good standing will be counted.

It is with profound sorrow that we inform Grand Rapids Council through the columns of the Tradesman that Glen H. Broderick, living at 1401 Thomas street, who represents Mills-Broderick Printing Co., of Grand Rapids, is in Butterworth hospital for an operation for ulcers of the stomach. His speedy recovery is hoped for by his many friends in the Council.

Would like to suggest to as many members as can do so that it would be an appropriate thing to call on Fred Beardsley, living at 226 Benjamin avenue, who has been ill for a long time with rheumatism in one of its worst forms. Mr. Beardsley was formerly with the Worden Grocer Co. and when in health was a staunch supporter of every movement for betterment of Grand Rapids Council.

Jay A. Berg, son of Councilor J. J. Berg, who has been in business in the cotton belt for the past three years, has returned to Grand Rapids, where he expects to make his future home.

The Michigan Sheet Metal and Roofing Contractors Association of Michigan will hold their State convention in Grand Rapids March 1, 2 and 3. There is an auxiliary association made up of the salesmen who call on the members of the Michigan Sheet Metal and Roofing Contractors Association, who will entertain the members of the above association the evening of March 3 with a banquet at the Pantlind Hotel. Gilbert H. Moore is chairman of the committee on arrangements for this banquet and entertainment, in which community singing, songs and dance numbers will be featured. This appeals to the Scribe as highly organized cleverness and efficiency, for what will bring salesmen and buyers closer together than a

banquet served in the usual Pantlind style?

L. V. Pilkington is now located at 505-510 Building and Loan building, with a staff of salesmen, selling Dearborn real estate, which is located fifteen miles from Detroit and on which some unusual transportation service from Dearborn to Detroit will be inaugurated. A rapid transit subway will be built from Dearborn to the River Rouge plant of Henry Ford and above this subway will be a boulevard 204 feet wide, with a line dividing the traffic in a manner that will develop speed, safety and efficiency. Brother Pilkington and staff are now selling a sub-division which was platted and put on the market by Kennedy Brothers, well-known realtors, of Detroit.

The fifth dance of the series of the U. C. T. dances was held in the Pantlind Hotel ballroom last Saturday evening and, while the dance was not a record-breaker in point of attendance, it was in point of merriment. Without a doubt, there was more fun per capita at this dance than any place in Michigan on the same evening. The next and last dance of the series will be held Feb. 12 in Pantlind Hotel ballroom and will be a St. Valentine dance. The Scribe.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 18—Ora Hayden, who was connected with the Worden Grocer Co. twenty-five years, has retired to engage in agricultural pursuits. He owns a farm adjoining Rockford on the Northeast and has already established himself in his new occupation.

The purchaser of the Rouse eight acres in East Grand Rapids, referred to in this department last week, is Stuart Foote. With a palatial home on South College avenue and a \$75,000 summer home at Lamont, the purchaser apparently has little use for another building site unless he expects to utilize it as a home for his son.

James B. Shaughnessy, who spent eleven weeks at the Mayo institution, during which time he submitted to a critical operation, is gaining in strength since he returned to his home in this

city and confidently expects to be able to resume his usual avocation by April or May. The doctors at Rochester insist that he will be as good as new when he reaches the recovery stage.

M. J. Dark & Sons, Inc., filed articles of association with the county clerk showing capitalization of \$50,000 with \$25,000 paid in through transfer of the property formerly owned by the concern as a partnership. Officers are: President, Moses J. Dark; Vice-President, C. Morris Dark; Secretary and Treasurer, Lawrence A. Dark.

Sentence Not Severe Enough.

Flint, Jan. 18—Louis Chimovitz, former Flint merchant whose conviction on a charge of arson in connection with the attempted burning of his store two years ago recently was upheld by the Michigan Supreme Court, sentenced by Circuit Judge Edward D. Black to serve from 5 to 15 years in Jackson prison. The minimum was recommended by the judge. Testimony in the case against Chimovitz said that a policeman discovered smoke issuing from the Chimovitz store above which there were several living apartments and notified Chimovitz of the fire. When the officer tried to enter the store, he testified Chimovitz attempted to close the door in his face. The officer testified he went in directly behind Chimovitz, who made a rush for the rear of the building where there were discovered eight cans containing gasoline and kerosene and a large quantity of burned matches and tissue paper.

You will go in the direction of your mind. If you think failure, you will probably fail. If you think success, you will do a greater task, be a bigger man, rise to the requirements. Your mind is the compass of your career. the habit.

Indicate the location of different kinds of goods or of different departments by signs or cards and less people will walk out not realizing that you keep such goods.

| | |
|--|--|
| MORTON HOTEL | |
| GRAND RAPIDS' NEWEST HOTEL | |
| 400 Rooms—400 Baths | Rates \$1.50, \$2, \$2.50 and up per day |
| HOTEL CHIPPEWA | |
| European Plan MANISTEE, MICH. | |
| HENRY M. NELSON, Manager | |
| New Hotel with all Modern Conveniences—Elevator, Etc. | |
| 150 Outside Rooms | Dining Room Service |
| Hot and Cold Running Water and Telephone in every Room | |
| \$1.50 and up | 60 Rooms with Bath \$2.50 and \$3.00 |
| In KALAMAZOO, MICHIGAN is the famous | |
| NEW BURDICK | |
| In the Very Heart of the City Fireproof Construction | |
| The Only All New Hotel in the City. Representing a \$1,000,000 Investment | |
| 250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per Day | |
| RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices | |
| Entire Seventh Floor Devoted to Especially Equipped Sample Rooms | |
| WALTER J. HODGES, Pres. and Gen. Mgr. | |
| HOTEL BROWNING | |
| GRAND RAPIDS | |
| 150 Fireproof Rooms | |
| Corner Sheldon and Oakes; | Rooms with bath, single \$2 to \$2.50 |
| Facing Union Depot; | Rooms with bath, double \$3 to \$3.50 |
| Three Blocks Away. | None Higher. |
| "A MAN IS KNOWN BY THE COMPANY HE KEEPS" | |
| That is why LEADERS of Business and Society make their headquarters at the | |
| PANTLIND HOTEL | |
| "An Entire City Block of Hospitality" | |
| GRAND RAPIDS, MICH. | |
| Rooms \$2.25 and up. | Cafeteria—Sandwich Shop |

DRUGS

Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Vice-President—J. C. Dykema, Grand Rapids.
 Director—H. H. Hoffman, Lansing.
 Coming Examinations—Detroit, Jan. 18, 19 and 20; Grand Rapids, March 15, 16 and 17.

Bale All Waste Paper.

We should not, merely because the war is over, forget our thrift. All waste paper around a drug store should be baled. When baled, there is market for it, and the apparatus does not cost very much. The money derived from the sale of waste paper may not aggregate any great amount, although some big establishments derive quite a little revenue from this source. There are other points to be considered. First, habits of thrift are established, and those who are thrifty in one direction are more likely to be careful in other directions as well. Furthermore, waste paper about a store is always a menace. Dropping a lighted match on the cement floor of a cellar isn't necessarily dangerous, if the floor is clean. Of course, the dropping of lighted matches anywhere is not a practice to condone. Too much care cannot be observed. But it is the waste paper on the floor of the cellar that does the damage. A cigarette butt tossed into a corner is always dangerous, but the danger is vastly greater when there is litter around.

Now, a fire in a drug store is likely to be exceedingly "messy" to say the least. The store is full of inflammable stuff and fires are likely to spread rapidly. The storeroom proper contains a lot of woodwork which is highly polished and varnished, and there is a great deal of glass. A fire in the cellar may never get upstairs and yet do a lot of damage. Glass is easily cracked by heat and smoke will do a great deal of damage. There are many delicate articles in stock. Taking everything into consideration, it is easily seen that a drug store is hardly calculated to come through a fire scatheless, and that is all the more reason for taking extra care. Paper in itself will not cause spontaneous combustion, but a big pile of waste paper is doubly dangerous because it is likely to conceal so many other articles. Greasy rags thrown into it may sift to the bottom, and this has been known to happen with matches and chemicals. In fact, a pile of waste paper may shelter almost anything. Now, here we have all the facilities for a first-class conflagration.

Insurance people naturally do not care to see conditions of this kind prevail. Waste paper makes a store look untidy and should be avoided on that account. It increases fire risks and should be avoided on that account. Also a big pile of trash affords a hiding place into which many valuable articles may find a way. We have seen small crates taken from such a mass of trash, greatly to the proprietor's surprise. Goods which have never been unpacked frequently get lost in this manner, and that is another reason for getting rid of all waste. It should not be allowed to accumulate. Paper should be baled

and sold. Old bottles should be used for sprays and insecticides, or for selling heavy chemicals such as crude carbolic acid. Useless trash should be cleaned up and carted away. Plenty of cellars are quite as clean as the storeroom upstairs, with shelves on which containers are neatly arranged, with boxes in orderly tiers, and with clear floor. Such a cellar is a delight to inspect, especially to the insurance man. When the boss insists on an orderly store, you will soon see the clerks and porters buck up. Careless ways beget careless ways all along the line, and the converse is true. So there are many arguments in favor of baling paper. Apparatus to suit any needs may be purchased at a moderate figure. The general improvement secured ought to be worth the price. Do not let waste paper clutter up the premises. Bale it and sell it.

Our Debt To Pharmacy.

The American Pharmaceutical Association, which was organized in this city seventy-four years ago, is now carrying on its seventy-fourth annual session at the Bellevue-Stratford Hotel. During these seventy-four years this association has grown to a membership of over 4,000, and this 4,000 represents the highest type of pharmacists, the men who have an interest in their profession beyond the mere monetary returns. In its ranks will be found the leaders of pharmaceutical thought, the teachers in half a hundred colleges of pharmacy, the editors of two-score pharmaceutical journals, the writers of textbooks and the leaders in pharmaceutical organizations, both state and national, throughout the Union.

Pharmacy means very much more than appears on the surface to the casual observer. Back of the hair nets, the soda fountain, the perfumes and the compacts there must be in every pharmacy worthy of the name a basic knowledge of chemistry, of pharmacy, of toxicology and of botany, for on these and allied lines the pharmacist must pass a rigid examination by the State Board of Pharmacy before he is permitted to use the term "pharmacy." In many states he must be a graduate of a recognized school of pharmacy before he is even permitted to present himself for examination before the state board, and he must likewise have had years of experience under competent instructors before he is allowed to dispense the medicines prescribed by physicians.

Much we owe to these men, who serve the public early and late and have at their fingers' ends the knowledge and skill required to differentiate between noxious and helpful drugs. They must be ever on the alert lest in a moment of absentmindedness the hurtful may be substituted for the helpful drug; they must guard against conscienceless dealers who would foist upon us drugs of inferior quality or strength. They must be able to decipher without error and to prepare with skill the prescriptions which the physician writes. They must forego the temptations which greet them from every side to sacrifice the honor

of their calling by the illegal sale of their wares.

It is well, therefore, that the public should be reminded of the service which they render in active co-operation with the medical fraternity in the protection of the public from the effects of disease.—Philadelphia Public Ledger.

Shaving Stick.

| | | |
|----------------------|-----|----------|
| Oil of bergamot | 30 | drops |
| Oil of lavender | 20 | drops |
| Oil of thyme (white) | 12 | drops |
| Mutton suet | 10 | av. ozs. |
| Coconut oil | 5 | av. ozs. |
| Sodium hydroxide | 2 | av. ozs. |
| Potassium hydroxide | 170 | grains |
| Water | 7½ | fl. ozs. |
| Oil of caraway | 25 | drops |
| Oil of bitter almond | 1 | drop |

Melt together the tallow and coconut oil; allow the mixture to cool at 50 deg. C., then add the two caustics dissolved in the water, and warm the whole gently for about a half hour, stirring occasionally until a uniform soapy mass is produced. Finally add the volatile oils.

Mange Remedies For Pigs.

Pigs are occasionally affected by mange the site of the affection being on the inner surface of the thighs and below the eyes. The animal tries to rub itself and then loses its bristles. The following application is advised: Sulphurated potash, powder ---1 oz. Cottonseed oil -----1 oz. Soft (or green) soap -----9 oz. Mix well.

Apply this mixture to the affected spots wash the animal in two days with warm water, and again apply this paste.

Glycerine Jelly.

The following is a popular preparation:

| | | |
|----------------------------|----|-----|
| Gelatine | ½ | oz. |
| Glycerine | 6 | oz. |
| Essence of jockey club | 1 | oz. |
| Tincture of calendula | 3 | dr. |
| Rose water, enough to make | 20 | oz. |

Dissolve the gelatine in five ounces of rose water and the glycerine with a gentle heat. Add the rest of the water, the tincture and the perfume, and pour, while warm into suitable wide-mouthed bottles.

Rapid Grease Eradicator.

The following makes a good grease eradicator:

| | | |
|---------------------------|---|-----|
| Powdered borax | 1 | oz. |
| Powdered sodium carbonate | 2 | oz. |
| Hard soap | 4 | oz. |
| Alcohol (90 per cent.) | 3 | oz. |
| Ether | 2 | oz. |
| Oil of turpentine | 2 | oz. |
| Solution of ammonia | 7 | oz. |

Astringent Wash.

| | | |
|----------------------------|----|---------|
| Cucumber juice | 3 | fl. oz. |
| Cologne water | 2 | fl. oz. |
| Tincture of benzoin | 1 | fl. oz. |
| Elder flower water to make | 16 | fl. oz. |

This is recommended for coarse pores and oily or flabby skin. It is to be applied with a soft sponge night and morning.

Clever Bids.

"If hens weren't intelligent," said Mrs. Newly-Wed, "how could they lay eggs that exactly fit our egg-cups?"

Bringing Yourself Out.

Often the man who fails complains thusly: "The world is unfair. Its honors and riches go to him who impudently pushes himself forward, rather than to the one with real ability."

In these very words he has told the cause of his failures and has suggested, at the same time, the only remedy.

For ability, unless it is haled forth, harnessed and put to work, must forever remain nothing more than mere probability.

Things which cannot be seen or felt by the people of the world have no reality, no existence.

The light hidden beneath bushel casts no radiance, and in the sight of the world, is darkness.

Gold is valueless until labor digs it up and puts it to useful purpose.

The diamond is worthless so long as it is hidden in its native clay.

Of what worth is the pearl lying on the ocean bed or enclosed within the mollusk's shell?

And so it is with merit; if inactive, it has no place in the world's work.

Moral: Do a little pushing on your own account, for the world must know what you are and what you can do before it can avail itself of your abilities or wares. And the world is very apt to take you at your own rating.

Secret Told To Housewives.

Here is what Alfred W. McCann, a leading nutrition expert, says about chicory:

"The American housewife has not yet acquired the chicory habit, for which reason she can't understand why the cup of coffee served in the restaurant or hotel is so much better, as a rule, than the cup she makes at home.

"The great point is this: If the general public, not knowing the truth, is justified in praising the coffee and chicory blends served in most of the eating establishments, why wouldn't it be a good thing to know the truth and act upon it at home? Chicory contains no alkaloid such as caffeine, and no acid such as tannin. It imparts a rich deep amber color to coffee and I think no one will deny the fact that it does, if properly used, improve the flavor of good coffee."

Keep Smiling.

When you smile, the sun shines brighter,
 And the sky seems twice as blue;
 As you mete it out to others,
 It is measured back to you.
 When you smile, the load grows lighter,
 And it shortens many a mile,
 Why not try it? You will like it,
 If you only learn to smile.

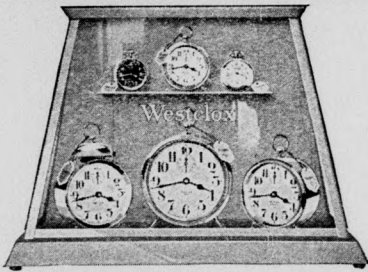
When you meet a friend or stranger,
 It's not up to you to groan;
 He don't want to hear about it—
 He has troubles of his own.
 Bite your lips and keep on smiling!
 Think of something glad a while!
 Folks are pleased to see you coming
 When you greet them with a smile.

Phosphor Quinine Tonic, P. J. F.

| | | |
|------------------------------|---|---------|
| Quinine sulphate | 6 | gr. |
| Diluted phosphoric acid | 2 | fl. dr. |
| Diluted hydrobromic acid | 2 | fl. dr. |
| Comp syrup glycerophosphates | 6 | fl. dr. |
| Chloroform water to make | 6 | fl. oz. |

Dose—One tablespoonful in water three times a day after food.

WESTCLOX and INGERSOLL WATCHES



We are Distributors for the above lines and stock at all times all the items they make, and can give prompt shipment. We carry largest stock of Alarm Clocks of any dealer in the Central States.

PRICES ON WESTCLOX ALARM CLOCKS

| | 2 Doz. Lots | 1 Doz. Lots | Less |
|-------------------|-------------|-------------|-------------|
| Big Ben | \$2.15 | \$2.21 | \$2.29 Each |
| Big Ben Luminous | 2.97 | 3.06 | 3.16 Each |
| Baby Ben | 2.15 | 2.21 | 2.29 Each |
| Baby Ben Luminous | 2.97 | 3.06 | 3.16 Each |
| Sleepmeter | 1.32 | 1.36 | 1.40 Each |
| Jack-o-Lantern | 1.98 | 2.04 | 2.10 Each |
| Blackbird | 1.65 | 1.70 | 1.76 Each |
| America | .99 | 1.02 | 1.05 Each |
| Blue Bird | 1.15 | 1.19 | 1.22 Each |

"THRIFT" Special Alarm Clock 75c Each
Cases of fifty, 72c Each

Hazeltine & Perkins Drug Company

Wholesale Only

Manistee

MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

| | | | | |
|--------------------------|-----------------------|-------------|--------------------|------------|
| Acids | Cotton Seed | 1 25@1 45 | Belladonna | @1 35 |
| Boric (Powd.) | Cubebs | 6 50@6 75 | Benzoic | @2 10 |
| Boric (Xtal) | Eigeron | 9 00@9 25 | Benzoic Comp'd. | @2 65 |
| Carbolic | Eucalyptus | 1 25@1 50 | Buchu | @2 55 |
| Citric | Hemlock, pure | 1 75@2 00 | Cantharides | @2 85 |
| Muriatic | Juniper Berries | 4 50@4 75 | Capsicum | @2 20 |
| Nitric | Juniper Wood | 1 50@1 75 | Catechu | @1 75 |
| Oxalic | Lard, extra | 1 55@1 65 | Cinchona | @2 10 |
| Sulphuric | Lard, No. 1 | 1 25@1 40 | Colchicum | @1 80 |
| Tartaric | Lavender Flow | 7 50@7 75 | Cubebs | @3 00 |
| | Lavender Gar'n | 85@1 20 | Digitalis | @1 80 |
| | Lemon | 4 25@4 50 | Gentian | @1 35 |
| Ammonia | Linseed, raw, bbl. | @ 86 | Ginger, D. S. | @1 30 |
| Water, 26 deg. | Linseed, boiled bbl. | @ 89 | Guaialc, Ammon. | @2 20 |
| Water, 18 deg. | Linseed, bld. less | 96@1 09 | Iodine | @ 95 |
| Water, 14 deg. | Linseed, raw less | 93@1 06 | Iodine, Colorless | @1 50 |
| Carbonate | Mustard, artifil. oz. | @ 35 | Iron, Clo. | @1 35 |
| Chloride (Gran. 09 | Neatsfoot | 1 25@1 35 | Kino | @1 40 |
| | Olive, pure | 3 75@4 50 | Myrrh | @2 50 |
| | Olive, Malaga, | | Nux Vomica | @1 55 |
| | yellow | 2 75@3 00 | Opium | @ 3 50 |
| Balsams | Olive, Malaga, | | Opium, Camp. | @ 85 |
| Copaiba | green | 2 75@3 00 | Opium, Deodorz'd | @3 50 |
| Fir (Canada) | Orange, Sweet | 5 00@5 25 | Rhubarb | @1 70 |
| Fir (Oregon) | Origanum, pure. | @ 2 50 | | |
| Peru | Origanum, com'l | 1 00@1 20 | Paints | |
| Tolu | Pennyroyal | 3 25@3 50 | Lead, red dry | 14 1/2@15 |
| | Peppermint | 9 00@9 25 | Lead, white dry | 14 1/2@15 |
| | Rose, pure | 13 50@14 00 | Lead, white oil | 14 1/2@15 |
| | Rosemary Flows | 1 25@1 50 | Ochre, yellow bbl. | @ 2 1/2 |
| Barks | Sandelwood, E. | | Ochre, yellow less | 3 @ 6 |
| Cassia (ordinary) | I. | 10 50@10 75 | Red Venet'n Am. | 3 1/2 @ 7 |
| Cassia (Saigon) | Sassafras, true | 1 75@2 00 | Red Venet'n Eng. | 4 @ 8 |
| Sassafras (pw. 50c) | Sassafras, arti'l | 75@1 00 | Putty | 5 @ 8 |
| Soap Cut (powd.) | Spearmint | 9 00@9 25 | Whiting, bbl. | @ 4 1/2 |
| 30c | Sperm | 1 50@1 75 | Whiting | 5 1/2 @ 10 |
| | Tany | 9 00@9 25 | L. H. P. Prep. | 2 90@3 05 |
| | Tar USP | 65@ 75 | Rogers Prep. | 2 90@3 05 |
| Berries | Turpentine, bbl. | @ 86 | | |
| Cubeb | Turpentine, less | 93@1 06 | | |
| Fish | Wintergreen, | | | |
| Juniper | leaf | 6 00@6 25 | | |
| Prickly Ash | Wintergreen, sweet | | | |
| | birch | 3 00@3 25 | | |
| | Wintergreen, art | 75@1 00 | | |
| | Worm Seed | 6 00@6 25 | | |
| | Wormwood | 9 00@9 25 | | |
| Extracts | | | | |
| Licorice | | | | |
| Licorice, powd. | | | | |
| | | | | |
| Flowers | | | | |
| Arnica | | | | |
| Chamomile (Ged.) | | | | |
| Chamomile Rom. | | | | |
| | | | | |
| Gums | | | | |
| Acacia, 1st | | | | |
| Acacia, 2nd | | | | |
| Acacia, Sorts | | | | |
| Acacia, Powdered | | | | |
| Aloes (Barb Pow) | | | | |
| Aloes (Cape Pow) | | | | |
| Aloes (Soc. Pow.) | | | | |
| Asafoetida | | | | |
| Pow. | | | | |
| Camphor | | | | |
| Guaialc | | | | |
| Guaialc, pow'd | | | | |
| Kino | | | | |
| Kino, powdered | | | | |
| Myrrh | | | | |
| Myrrh, powdered | | | | |
| Opium, powd. | | | | |
| Opium, gran. | | | | |
| Opium, gran. | | | | |
| Shellac | | | | |
| Shellac Bleached | | | | |
| Tragacanth, pow. | | | | |
| Tragacanth | | | | |
| Turpentine | | | | |
| | | | | |
| Insecticides | | | | |
| Arsenic | | | | |
| Blue Vitriol, bbl. | | | | |
| Blue Vitriol, less | | | | |
| Bordea. Mix Dry | | | | |
| Hellebore, White | | | | |
| powdered | | | | |
| Insect Powder | | | | |
| Lead Arsenate Po. | | | | |
| Lime and Sulphur | | | | |
| Dry | | | | |
| Paris Green | | | | |
| | | | | |
| Leaves | | | | |
| Buchu | | | | |
| Buchu, powdered | | | | |
| Sage, Bulk | | | | |
| Sage, 1/4 loose | | | | |
| Sage, powdered | | | | |
| Senna, Alex. | | | | |
| Senna, Tinn. pow. | | | | |
| Uva Ursi | | | | |
| | | | | |
| Oils | | | | |
| Almonds, Bitter, | | | | |
| true | | | | |
| Almonds, Bitter, | | | | |
| artificial | | | | |
| Almonds, Sweet, | | | | |
| true | | | | |
| Almonds, Sweet, | | | | |
| imitation | | | | |
| Amber, crude | | | | |
| Amber, rectified | | | | |
| Anise | | | | |
| Bergamont | | | | |
| Cajeput | | | | |
| Cassia | | | | |
| Castor | | | | |
| Cedar Leaf | | | | |
| Citronella | | | | |
| Cloves | | | | |
| Cocaoat | | | | |
| Cod Liver | | | | |
| Croton | | | | |
| | | | | |
| Potassium | | | | |
| Bicarbonate | | | | |
| Bichromate | | | | |
| Bromide | | | | |
| Bromide | | | | |
| Chlorate, grand | | | | |
| Chlorate, powd. | | | | |
| or Xtal | | | | |
| Cyanide | | | | |
| Iodide | | | | |
| Permanganate | | | | |
| Prussiate, yellow | | | | |
| Prussiate, red | | | | |
| Sulphate | | | | |
| | | | | |
| Roots | | | | |
| Alkanet | | | | |
| Blood, powdered | | | | |
| Calamus | | | | |
| Elecampane, pvd. | | | | |
| Gentian, powd. | | | | |
| Ginger, African, | | | | |
| powdered | | | | |
| Ginger, Jamaica, | | | | |
| 60@ 65 | | | | |
| Ginger, Jamaica, | | | | |
| powdered | | | | |
| Goldenseal, pow. | | | | |
| Ipecac, powd. | | | | |
| Licorice | | | | |
| Licorice, powd. | | | | |
| Orris, powdered | | | | |
| Poke, powdered | | | | |
| Rhubarb, powd. | | | | |
| Rosinwood, powd. | | | | |
| Sarsaparilla, Hond. | | | | |
| ground | | | | |
| Sarsaparilla Mexican, | | | | |
| Glycerine | | | | |
| Squills | | | | |
| Squills, powdered | | | | |
| Tumeric, powd. | | | | |
| Valerian, powd. | | | | |
| | | | | |
| Seeds | | | | |
| Anise | | | | |
| Anise, powdered | | | | |
| Bird, ls | | | | |
| Canary | | | | |
| Caraway, Po. | | | | |
| Cardamon | | | | |
| Coriander pow. | | | | |
| Dill | | | | |
| Fennell | | | | |
| Flax | | | | |
| Flax, ground | | | | |
| Foenugreek, pvd. | | | | |
| Hemp | | | | |
| Lobelia, powd. | | | | |
| Mustard, yellow | | | | |
| Mustard, black | | | | |
| Poppay | | | | |
| Quince | | | | |
| Rape | | | | |
| Sabadilla | | | | |
| Sunflower | | | | |
| Worm, American | | | | |
| Worm, Levant | | | | |
| | | | | |
| Tinctures | | | | |
| Aconite | | | | |
| Aloes | | | | |
| Arnica | | | | |
| Asafoetida | | | | |
| | | | | |
| Miscellaneous | | | | |
| Acetanalid | | | | |
| Alum | | | | |
| Alum, powd. and | | | | |
| ground | | | | |
| Bismuth, Subni- | | | | |
| trate | | | | |
| Borax xtal or | | | | |
| powdered | | | | |
| Cantharades, po. | | | | |
| Calomel | | | | |
| Capsicum, pow'd | | | | |
| Carmine | | | | |
| Cassia Buds | | | | |
| Cloves | | | | |
| Chalk Prepared | | | | |
| Chloroform | | | | |
| Chloral Hydrate | | | | |
| Cocaine | | | | |
| Cocoa Butter | | | | |
| Corks, list, less | | | | |
| Copperas | | | | |
| Copperas, Powd. | | | | |
| Corrosive Sublim | | | | |
| Cream Tartar | | | | |
| Cuttle bone | | | | |
| Dextrine | | | | |
| Dover's Powder | | | | |
| Emery, All Nos. | | | | |
| Emery, Powdered | | | | |
| Epsom Salts, bbls. | | | | |
| Epsom Salts, less | | | | |
| Ergot, powdered | | | | |
| Flake, White | | | | |
| Formaldehyde, lb. | | | | |
| Gelatine | | | | |
| Glassware, less 55% | | | | |
| Glassware, full case 60% | | | | |
| Glauber Salts, bbl. | | | | |
| Glauber Salts, less | | | | |
| Glue, Brown | | | | |
| Glue, Brown Grd | | | | |
| Glue, White | | | | |
| Glue, white grd. | | | | |
| Glycerine | | | | |
| Glycerine | | | | |
| Hops | | | | |
| Iodine | | | | |
| Iodoform | | | | |
| Lead Acetate | | | | |
| Mace | | | | |
| Mace, powdered | | | | |
| Menthol | | | | |
| Morphine | | | | |
| Nux Vomica | | | | |
| Nux Vomica, pow. | | | | |
| Pepper black, pow. | | | | |
| Pepper, White, pw. | | | | |
| Pitch, Burgudry | | | | |
| Quassia | | | | |
| Quinine, 5 oz. cans | | | | |
| Rochelle Salts | | | | |
| Sacharine | | | | |
| Salt Peter | | | | |
| Seidlitz Mixture | | | | |
| Soap, green | | | | |
| Soap mott cast. | | | | |
| Soap, white castile | | | | |
| case | | | | |
| Soap, white castile | | | | |
| less, per bar | | | | |
| Soda Ash | | | | |
| Soda Bicarbonate | | | | |
| Soda, Sal | | | | |
| Spirits Camphor | | | | |
| Sulphur, roll | | | | |

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

Veal
Pork
Beef

DECLINED

Lard
Grdma White Naptha Soap

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., do. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 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 85
80c size, 1 doz. 8 85
10 lb. size, 1/4 doz. 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 5 40
Sliced bacon, medium 3 30
Sliced beef, large 4 50
Grape Jelly, large 4 50
Grape Jelly, medium 2 70
Peanut butter, 16 oz. 4 05
Peanut butter, 10 1/2 oz. 2 75
Peanut butter, 6 1/2 oz. 1 75
Peanut butter, 3 1/2 oz. 1 15
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
Kellogg's Brands.
Corn Flakes, No. 136 3 45
Corn Flakes, No. 124 3 45
Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 1 75
Krumbles, No. 424 2 70
Bran Flakes, No. 624 2 45
Bran Flakes, No. 602 1 50

Post's Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s 3 45
Post Toasties, 24s 3 45
Post's Bran, 24s 2 70

BROOMS
Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES
Scrub
Solid Back, 8 in. 1 50
Solid Back, 1 in. 1 75
Pointed Ends 1 25
Stove
Shaker 1 80
No. 50 2 00
Peerless 2 60
Shoe
No. 4-0 2 25
No. 20 3 00

BUTTER COLOR
Dandelion 2 85

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

CANNED FRUIT
Apples, 3 lb. Standard 1 50
Apples, No. 10 4 50@5 75
Apple Sauce, No. 10 3 00
Apricots, No. 1 1 75@2 00
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 14 00
Cherries, No. 2 3 75
Cherries, No. 2 1/2 4 50
Cherries, No. 10 14 00
Loganberries, No. 2 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50@2 10
Peaches, No. 2, sliced 1 25
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 00@3 25
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 80
Pineapple, 2 br. sl. 2 40
P'apple, 2 1/2, sl. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 50
Pears, No. 2 3 15
Pears, No. 2 1/2 4 25
Plums, No. 2 2 40@2 50
Plums, No. 2 1/2 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's Black, No. 10 12 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 00

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 2 00
Clams, Minc'd, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 85
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 2 90
Lobster, No. 1/4, Star 1 90
Shrimp, 1 wet 1 90
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, k'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2s 2 80
Salmon, Red Alaska 3 10
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 80
Sardines, Im. 1/4, ea. 10@28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 65@1 80
Tuna, 1/2, Albocore 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT
Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sli. 1 50
Beef, 3 1/2 oz., Qua. sli. 2 00
Beef, No. 1, B'nut, sli. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans
Campbell's, 1c free 5 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, Large Green 4 50
W. Beans, cut 2 1 45@1 75
W. Beans, 10 7 50
Green Beans, 2s 1 40@2 25
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35@2 65
Rima Beans, 2s, soaked 95
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 25
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@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 33
Mushrooms, Choce, 8 oz. 48
Mushrooms, sur. Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 60
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 10@2 50
Spinach, No. 10 6 00@7 00
Tomatoes, No. 1 2 10@3 30
Tomatoes, No. 3, 1 90@2 25
Tomatoes, No. 10 8 00

CATSUP.
B-nut, small 1 90
Lily of Valley, 14 oz. 2 60
Lily of Valley, 1/2 pint 1 75
Paramout, 24, 8s 1 45
Paramout, 24, 16s 2 40
Paramout, Cal. 14 00
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Suaker, 8 1/2 oz. 1 25
Quaker, 10 1/2 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 13 00
Quaker, Gallon Tin 9 00

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

OYSTER COCKTAIL.
Sniders, 16 oz. 3 30
Sniders, 8 oz. 2 30

CHEESE.
Roquefort 58
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Flats and Daisies 29
Longhorn 30
New York New 1926 31
Sap Sago 38
Brick 30

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

COCOA.
Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
1 lb. Rose Tin Bon 2 15
1 lb. Bombs 18 00
7 oz. Rose Tin Bon 9 00
13 oz. Creme De Cara-que 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
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 48
15 lb. case, 1/2s 47
15 lb. case, 1/4s 46

CLOTHES LINE.
Hemp, 50 ft. 2 00@2 25
Twisted Cotton, 50 ft. 3 50@4 00
Braided, 50 ft. 2 25
Sash Cord 3 50@4 00

COFFEE ROASTED
1 lb. Package
Melrose 36
Liberty 28
Quaker 43
Nedrow 41
Morton House 47
Reno 38
Royal Club 42

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

Maxwell House Coffee.
1 lb. tins 48
3 lb. tins 1 42

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

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

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

EVAPORATED MILK
Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Carnation, Tall, 1/2 dz. 4 60
Carnation, Baby, 1/2 dz. 5 00
Oatman's Dundee, 8 doz. 4 90
Oatman's D'dee, Baby 4 90
Every Day, Tall 5 00
Every Day, Baby 5 00
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
Worden Grocer Co. Brands
King Edward 37 50
Master Piece, 50 Tin. 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Pantris 65 00
T. Moore Longfield 95 00
Webster Cadillac 75 00
Webster Knickbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Delioses 120 00
Bering Favorita 135 00
Bering Albas 150 00

FARINACEOUS GOODS
Beans
Med. Hand Picked 06
Cal. Limas 10
Brown, Swedish 08
Red Kidney 11
Farina
24 packages 2 50
Bulk, per 100 lbs. 06 1/2

CONFECTIONERY
Stick Candy Pails
Standard 16
Jumbo Wrapped 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 18

Mixed Candy
Kindergarten 17
Leader 14
X. L. O. 12
French Creams 16
Paris Creams 16
Grocers 11

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks 1 85
No. 12, Choc., Light 1 65
Chocolate Nut Rolls 1 80
Magnolia Choc 1 15

Gum Drops Pails
Anise 16
Champion Gums 16
Challenge Gums 16
Favorite 19
Superior, Boxes 23

Lozenges Pails
A. A. Pep. Lozenges 18
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods Pails
Lemon Drops 18
O. F. Horehound dps. 18
Anise Squares 13
Peanut Squares 17
Horehound Tablets 18

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

Package Goods
Creamery Marshmallows
4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40
Specialties
Walnut Fudge 22
Pineapple Fudge 21
Italian Bon Bons 17
Banquet Cream Mints 23
Silver King M.Mallows 1 50
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c 80
Malty Milkies, 24, 5c 80
Bo-Ka-To-Ka, 24, 5c 80

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

CREAM OF TARTAR
6 lb. boxes 38

DRIED FRUITS
Apples
N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16

Apricots
Evaporated, Choice 27
Evaporated, Fancy 30
Evaporated, Slabs 25
Citron
10 lb. box 40

Currants
Packages, 14 oz. 15
Greek, Bulk, lb. 15
Dates
Dromedary, 36s 6 75
Pet, Tall 5 00
Evap. Choice 21
Evap. Ex. Fancy, P. F. 30
Peel
Lemon, American 30
Orange, American 30

Raisins
Seeded, bulk 09 1/2
Thompson's s'dies blk 9 1/2
Thompson's seedless, 15 oz. 10 1/2
Seeded, 15 oz. 12 1/2
California Prunes
90@100, 25 lb. boxes 08
60@70, 25 lb. boxes 09
50@60, 25 lb. boxes 09
40@50, 25 lb. boxes 09
30@40, 25 lb. boxes 09
20@30, 25 lb. boxes 09

Med. Hand Picked 06
Cal. Limas 10
Brown, Swedish 08
Red Kidney 11

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

Hominy
Pearl, 100 lb. sacks 3 50

Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods
Elbow, 20 lb. 09
Egg Noodle, 10 lbs. 14
Pearl Barley
Chester 4 60
0000 7 00
Barley Grits 5 00

Peas
Scotch, lb. 05 1/4
Split, lb. yellow 08
Split green 09
Sage
East India 10

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

FLAVORING EXTRACTS
Doz. Vanilla PURE Doz. Lemon
1 35 1/2 ounce 1 35
180 1 1/4 ounce 1 80
3 20 2 1/4 ounce 3 20
3 00 2 ounce 3 00
5 50 4 ounce 5 50

UNITED FLAVOR
Imitation Vanilla
1 ounce, 10 cent, doz. 96
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 30 cent, doz. 2 25

Jiffy Punch
3 doz. Carton 2 25
Assorted flavors.

FLOUR
V. C. Milling Co. Brands
Lily White 9 90
Harvest Queen 9 80
Yes Ma'am Graham, 50s 2 40

FRUIT CANS
F. O. B. Grand Rapids
Mason
Half pint 8 40
One pint 8 50
One quart 9 60
Half gallon 12 60
Ideal Glass Top. Rubbers.
Half pint 9 50
One pint 9 80
One quart 11 75
Half gallon 15 76

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

JELLY GLASSES

8 oz., per doz. 37
OLEOMARGARINE
Van Westenbarger Brands
Carload Distributor



Nucoa, 1 lb. 21
Nucoa, 2 and 5 lb. 20 1/2
Wilson & Co.'s Brands
Oleo

Certified 25 1/2
Nut 19
Special Roll 20

MATCHES

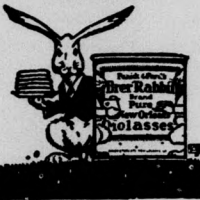
Swan, 144 4 75
Diamond, 144 box 6 00
Searchlight, 144 box 6 00

SAFETY MATCHES

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

MOLASSES

Quaker, 3 doz. case 3 60
Libby, Kegs, wet, lb. 22



Gold Brer Rabbit
No. 10, 6 cans to case 6 20
No. 5, 12 cans to case 6 45

Green Brer Rabbit

No. 10, 6 cans to case 4 95
No. 5, 12 cans to case 5 20
No. 2 1/2, 24 cans to case 5 45

Aunt Dinah Brand

No. 10, 6 cans to case 3 25
No. 5, 12 cans to case 3 50
No. 2 1/2, 24 cans to case 3 75

New Orleans

Fancy Open Kettle 74
Choice 62
Fair 41

Molasses in Cans

Dove, 36, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Back 4 30

NUTS

Almonds, Tarragona 27
Brazil, New 18
Fancy Mixed 23

Whole

Almonds, 27
Brazil, New 18
Fancy Mixed 23
Filberts, Sicily 22

Salted Peanuts

Fancy, No. 1 13 1/2
Jumbo 16
Shelled 70

Almonds, Spanish, 11 1/2
125 lb. bags 11 1/2
Filberts 32
Pecans 1
Walnuts 85

OLIVES
Bulk, 5 gal. keg 9 00
Quart Jars, dozen 6 00
Bulk, 2 gal. keg 3 75

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

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. pails 14.6
8 oz., 2 do. in case 10.7

PETROLEUM PRODUCTS

Perfection Kerosine 14.6
Red Crown Gasoline, Tank Wagon 10.7
Solite Gasoline 22.7

Iron Barrels

Light 62.2
Medium 64.2
Heavy 66.2

MINCE MEAT

Condensed No. 1 car. 2 00
Condensed Bakers brick 31
Moist in glass 6 00

Pig's Feet

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

Casings

Hogs, Med., per lb. @55
Beef, round set 23@36
Beef, middles, set. @1 50

RICE

Fancy Blue Rose 06 1/2
Fancy Head 09
Broken 03 1/2

ROLLED OATS

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

RUSKS

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

SALERATUS

Arm and Hammer 3 75
Granulated, bbls. 1 80
Granulated, 60 lbs. cs. 1 60

COD FISH

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

HERRING

Mixed, Keys 1 00
Mied, half bbls. 9 50
Mixed, bbls. 17 00

Mutton
Good 14
Medium 12
Poor 10

Pork

Light hogs 15
Medium hogs 15
Loins, Med. 14
Shoulders 22
Spareribs 18 1/2

PROVISIONS

Barreled Pork
Clear Bar 30 00@32 00
Short Cut Clear 31 00@33 00

Dry Salt Meats

D S Bellies 18-20@20-22
Lard
Pure in tierces 14

Sausages

Bologna 15
Liver 14
Frankfort 19

Smoked Meats

Hams, Cert., 14-16 lb. @29
Hams, Cert., Skinned 16-18 lb. @30
Ham, dried beef @32

Beef

Boneless, rump 28 00@30 00
Rump, new 29 00@32 00

Mince Meat

Condensed No. 1 car. 2 00
Condensed Bakers brick 31
Moist in glass 6 00

Pig's Feet

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

Casings

Hogs, Med., per lb. @55
Beef, round set 23@36
Beef, middles, set. @1 50

RICE

Fancy Blue Rose 06 1/2
Fancy Head 09
Broken 03 1/2

ROLLED OATS

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

RUSKS

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

SALERATUS

Arm and Hammer 3 75
Granulated, bbls. 1 80
Granulated, 60 lbs. cs. 1 60

COD FISH

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

HERRING

Mixed, Keys 1 00
Mied, half bbls. 9 50
Mixed, bbls. 17 00

SHOE BLACKENING

2 in 1, Paste, doz. 1 35
E. Z. Combination, dz. 1 35

STOVE POLISH

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

SALT

Colonial, 24, 2 lb. 95
Colonial, 36-1 1/2 1 25
Colonial, Iodized, 24-2 2 00

Lake Herring
1/2 bbl., 100 lbs. 6 50

Mackerel

Tubs, 100 lb. fancy fat 24 50
Tubs, 50 count 9 00
Pails, 10 lb. Fancy fat 2 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

2 in 1, Paste, doz. 1 35
E. Z. Combination, dz. 1 35

STOVE POLISH

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

SALT

Colonial, 24, 2 lb. 95
Colonial, 36-1 1/2 1 25
Colonial, Iodized, 24-2 2 00

SPICES

Allspice, Jamaica @24
Cloves, Zanzibar @40
Cassia, Canton @25

Whole Spices

Allspice, Jamaica @18
Cloves, Zanzibar @46
Cassia, Canton @26

Pure Ground in Bulk

Allspice, Jamaica @18
Cloves, Zanzibar @46
Cassia, Canton @26

Seasoning

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

STARCH

Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 3 60

Corn

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35

Gloss

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35

CORN SYRUP

Blue Karo, No. 1 1/2 2 36
Blue Karo, No. 5, 1 dz. 3 23
Blue Karo, No. 10 3 03

Maple

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

Maple

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

Maple

Green Label Karo, 5 19
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

Washing Powders

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo 85

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

Mackerel

Tubs, 100 lb. fancy fat 24 50
Tubs, 50 count 9 00
Pails, 10 lb. Fancy fat 2 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

2 in 1, Paste, doz. 1 35
E. Z. Combination, dz. 1 35

STOVE POLISH

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

SALT

Colonial, 24, 2 lb. 95
Colonial, 36-1 1/2 1 25
Colonial, Iodized, 24-2 2 00

SPICES

Allspice, Jamaica @24
Cloves, Zanzibar @40
Cassia, Canton @25

Whole Spices

Allspice, Jamaica @18
Cloves, Zanzibar @46
Cassia, Canton @26

Pure Ground in Bulk

Allspice, Jamaica @18
Cloves, Zanzibar @46
Cassia, Canton @26

Seasoning

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

STARCH

Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 3 60

Corn

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35

Gloss

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35

CORN SYRUP

Blue Karo, No. 1 1/2 2 36
Blue Karo, No. 5, 1 dz. 3 23
Blue Karo, No. 10 3 03

Maple

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

Maple

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

Maple

Green Label Karo, 5 19
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

Washing Powders

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo 85

Zion Fig Bars
Unequaled for Stimulating and Speeding Up Cooky Sales
Obtainable from Your Wholesale Grocer
Zion Institutions & Industries Baking Industry

TEA
Japan
Medium 27@33
Choice 37@46
Fancy 54@59
No. 1 Nibbs 54
1 lb. pkg. Sifting 13
Gunpowder
Choice 40
Fancy 47
Ceylon
Pekoe, medium 57
English Breakfast
Congou, Medium 28
Congou, Choice 35@36
Congou, Fancy 42@43
Oolong
Medium 39
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 33
Cotton, 3 ply pails 35
Wool, 6 ply 18
VINEGAR
Cider, 40 Grain 20
White Wine, 80 grain 26
White Wine, 40 grain 20

WICKING
No. 0, per gross 75
No. 1, per gross 1 25
No. 2, per gross 1 50
No. 3, per gross 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 75

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80
Market, drop handle 95
Market, single handle 95
Market, extra 1 60
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns
Barrel, 5 gal, each 2 40
Barrel, 10 gal, each 2 55
3 to 6 gal, per gal. 16
Pails
10 qt. Galvanized 2 40
12 qt. Galvanized 2 60
14 qt. Galvanized 3 00
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy 4 00

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 30

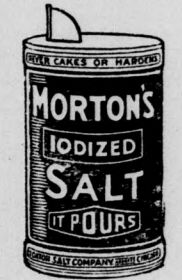
Tubs
Large Galvanized 8 50
Medium Galvanized 7 25
Small Galvanized 6 50
Washboards
Banner, Globe 5 50
Brass, single 6 00
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

Wood Bowls
13 in. Butter 5 00
15 in. Butter 9 00
17 in. Butter 13 00
19 in. Butter 25 00

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre 08
Butchers D. F. 06 1/2
Kraft 07 1/2
Kraft Stripe 09 1/2

YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
Yeast Foam, 3 doz. 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. 30



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

SOAP

Am. Family, 100 box 6 30
Export, 120 box 4 80
Big Jack, 60s 4 50

ROLLED OATS

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

RUSKS

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

SALERATUS

Arm and Hammer 3 75
Granulated, bbls. 1 80
Granulated, 60 lbs. cs. 1 60

COD FISH

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

HERRING

Mixed, Keys 1 00
Mied, half bbls. 9 50
Mixed, bbls. 17 00

CLEANSERS

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



80 can cases, \$4.80 per case

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 6.—In the matter of Feldt & Feldt, Bankrupt No. 3034, the trustee has reported the receipt of an offer of \$225 from E. L. Howard, of Vestaburg, for all of the stock in trade and fixtures of this estate, except reclamations, which is appraised at \$456.21 net. The property consists largely of groceries and the fixtures attendant to such business. The property is all located at Grand Rapids. The date of sale is January 17, and will be held at the referees office in Grand Rapids. The trustee, C. W. Moore, Belmont, has an inventory and an inventory may also be seen at the referee's office. All interested should be present at the date and time of sale.

In the matter of Garrett Heuvelhorst, Bankrupt No. 3019, the trustee has filed his final report and account and a final meeting has been called for Jan. 18. The report and account of the trustee will be considered and passed upon and expenses of administration ordered paid as far as the funds on hand will permit. There will be no dividend to creditors.

In the matter of George F. Bostwick, Bankrupt No. 3059, the funds for the first meeting have been received and such meeting has been called for Jan. 24.

In the matter of John S. Parsh, Bankrupt No. 3062, the funds for the first meeting have been received and such meeting has been called for Jan. 24.

In the matter of Orrin L. Franks, Bankrupt No. 3063, the funds for the first meeting have been received and such meeting has been called for Jan. 24.

Jan. 6. We have to-day received the schedules, order of reference and adjudication in the matter of Frank McGee, Bankrupt No. 3064. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$2,688.72. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

| | |
|---|----------|
| Community Finance Service Co., Grand Rapids | \$100.00 |
| American Legion, Grand Rapids | 55.00 |
| John Brink, Grand Rapids | 141.00 |
| Dr. James D. Campbell, Grand Rap. | 35.00 |
| C. Carlin, Grand Rapids | 25.00 |
| Carr-Hutchins & Anderson, Grand Rapids | 40.00 |
| Christenso Ice & Fuel Co., G. R. | 28.00 |
| Dr. Burton R. Corbus, Grand Rap. | 12.00 |
| Donker Coal Co., Grand Rapids | 8.50 |
| Dr. Frank Doran, Grand Rapids | 33.00 |
| Edward Fox, Grand Rapids | 45.00 |
| Friedman-Spring Co., Grand Rap. | 14.85 |
| Ghysels & Larson, Grand Rapids | 50.00 |
| Greenland Dairy, Grand Rapids | 19.88 |
| Alice Hefferan, Grand Rapids | 115.00 |
| Ollie Henderson, Grand Rapids | 52.00 |
| John Hieshutter, Grand Rapids | 72.50 |
| Hoxie Drug Co., Grand Rapids | 9.00 |
| Dr. Wm. A. Hyland, Grand Rapids | 11.00 |
| Kent State Bank, Grand Rapids | 18.00 |
| A. A. Kwiatkowski, Grand Rapids | 17.07 |
| Margaret Mary Shop, Grand Rapids | 8.75 |
| Thomas Maynard, Grand Rapids | 15.00 |
| Malloch Knitting Mills, Grand Rap. | 7.67 |
| Dr. Meengs, Grand Rapids | 19.00 |
| National Clothing Co., Grand Rap. | 29.50 |
| James Pollie, Grand Rapids | 25.00 |
| Rapp Milk Co., Grand Rapids | 18.00 |
| Red Cross, Grand Rapids | 1,600.00 |
| Stickley Brothers, Grand Rapids | 18.00 |
| Thiebout Bros., Grand Rapids | 19.00 |
| Gerrit Twiest, Grand Rapids | 27.00 |

Jan. 6. We have to-day received the schedules, order of reference and adjudication in the matter of Abraham Haddad, Bankrupt No. 3065. The matter has been referred to Chs. B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$950 of which \$650 is claimed as exempt, with liabilities of \$2,484.58. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said estate are as follows:

| | |
|---|---------|
| City of Grand Rapids | \$ 4.50 |
| Simon J. Haddad, Grand Rapids | 600.00 |
| Kent State Bank and Elias Kamel, Grand Rapids | 450.00 |
| Ellis Bros., Grand Rapids | 180.30 |
| Chicago Coupon Co., Chicago | 15.14 |
| Wilson & Co., Grand Rapids | 16.76 |
| G. R. Dairy, Grand Rapids | 7.00 |
| H. J. Heinz Co., Grand Rapids | 17.41 |
| H. L. Barrett & Co., Grand Rapids | 22.95 |
| Walker Candy Co., Owosso | 36.10 |
| Fulton Bakery, Grand Rapids | 17.37 |
| Folgers, Grand Rapids | 24.15 |
| Ferris Coffee House, Grand Rapids | 26.65 |
| American Beauty Malt Co., Grand Rapids | 25.00 |
| D. L. Cavera & Co., Grand Rapids | 23.90 |
| A. J. Alward & Sons, Grand Rap. | 20.35 |
| Worthen Grocer Co., Grand Rapids | 43.50 |
| Smith Flavoring Co., Grand Rapids | 12.40 |
| Steidler Paper Co., Muskegon | 9.41 |

| | |
|--------------------------------------|--------|
| W. O. Birk Candy Co., Chicago | 40.20 |
| Postma Biscuit Co., Grand Rapids | 3.67 |
| Van Westenbrugge, Grand Rapids | 7.71 |
| Van Driele & Co., Grand Rapids | 18.70 |
| Swift & Co., Grand Rapids | 15.50 |
| Abe Scheffman Co., Grand Rapids | 24.37 |
| Rysdale Candy Co., Grand Rapids | 22.33 |
| W. E. Roberts, Grand Rapids | 40.00 |
| Schust Co., Grand Rapids | 43.53 |
| Red Top Malt Extract Co., Cincinnati | 20.00 |
| Rademaker-Dooce Co., Grand Rap. | 165.59 |
| Mills Paper Co., Grand Rapids | 58.32 |
| National Grocery Co., Grand Rapids | 111.78 |
| W. F. McLaughlin & Co., Chicago | 49.68 |
| Consumers Ice Co., Grand Rapids | 11.85 |
| Michigan Candy Co., Grand Rapids | 23.75 |
| Kellogg Products Co., Grand Rapids | 4.06 |
| Holland Cigar Co., Grand Rapids | 11.25 |
| Lee & Cady, Grand Rapids | 33.60 |
| Kent Grocer Co., Grand Rapids | 70.40 |
| L. & L. Candy Co., Grand Rapids | 9.52 |
| Van Leeuwen Co., Grand Rapids | 13.23 |
| Holland-America Co., Grand Rap. | 23.23 |
| Heckman Biscuit Co., Grand Rapids | 65.58 |
| Bowman Trautman Co., G. R. unknown | |
| Harry Meyer, Grand Rapids | 8.69 |
| Mich. Bell Tel. Co., Grand Rapids | 21.05 |
| Stegman Goosen, Grand Rapids | 14.50 |
| G. R. National Bank, G. R. unknown | |

Jan. 7. We have to-day received the schedules, order of reference and adjudication in the matter of Andrew Moutsatson, Bankrupt No. 3066. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a merchant. The schedules show assets of \$22,460.49, of which \$500 is claimed as exempt, with liabilities of \$14,405.81. The first meeting of creditors has been called for Jan. 24. The list of creditors of said bankrupt are as follows:

| | |
|---|-----------|
| City of Benton Harbor | \$ 385.78 |
| Carrie Moutsatson, Benton Har. | 1,560.00 |
| Berrien Co. Bank, Benton Harbor | 1,475.00 |
| John Moutsatson, Benton Harbor | 1,500.00 |
| Armour & Co., Benton Harbor | 17.95 |
| G. E. Bursley Co., Niles | 55.34 |
| Producers Creamery Co., Benton Harbor | 1,050.00 |
| National Grocery Co., South Bend | 33.13 |
| R. C. Banyon, Benton Harbor | 45.000 |
| W. Barentsen, Benton Harbor | 24.84 |
| Kidd, Dater & Price, Benton Har. | 203.58 |
| E. B. Gallagher & Co., Grand R. | 197.07 |
| Clason Map Co., Chicago | 36.38 |
| J. H. Weir Co., Benton Harbor | 40.00 |
| Wilson Bakery, St. Joseph | 95.00 |
| Mich. Fuel & Lt. Co., Benton Har. | 80.70 |
| B. H. St. Joe Ry. & Lt. Co., Benton Harbor | 71.50 |
| Hills Ice Cream Co., Benton Har. | 1,000.00 |
| Hinckley & Schmitt, Chicago | 10.91 |
| Souvenir Lead Pencil Co., Cedar Rapids, Iowa | 30.62 |
| J. W. Allen & Co., Chicago | 253.20 |
| Sennoff Herr Co., Sterling, Ill. | 40.07 |
| U. S. Candy Co., Michigan City | 236.72 |
| Randell Wagner Co., Chicago | 10.25 |
| Runkel Bros., New York | 81.50 |
| Sebers, St. Milwaukee, Wis. | 130.26 |
| Phoenix Shirt Co., Grand Rapids | 25.93 |
| Albert Pick & Co., Chicago | 169.52 |
| C. Kammert, South Haven | 105.11 |
| Peppas & Alex Co., Chicago | 22.95 |
| Columbian Cigar Co., Benton Har. | 56.34 |
| E. J. Bach & Son, Chicago | 115.25 |
| Thomas Taranto, New York | 217.01 |
| Rochester Candy Co., Rochester, N. Y. | 52.76 |
| Hershey Bros. | 38.48 |
| W. G. Booth, Almira, N. Y. | 28.60 |
| W. A. Duffy, Chicago | 66.42 |
| Hunnewell Soap Co., Cincinnati | 16.50 |
| James R. Hopkins, St. Joseph | 108.21 |
| H. J. Heinz Co., Grand Rapids | 51.70 |
| J. G. Holcomb Mfg. Co., Indianapolis, Ind. | 19.23 |
| Evans Johnson Co., Sidney, Ohio | 115.02 |
| Cosmopolitan Candy Co., Chicago | 374.25 |
| Goshen Milk & Cond. Co., Goshen, Ind. | 750.00 |
| Harry Meyers, Grand Rapids | 21.45 |
| Manhattan Importing Co., Cleveland | 125.00 |
| A. G. Morse Co., Chicago | 141.32 |
| McInerney & Warner, South Bend | 41.78 |
| Lee & Cady, Kalamazoo | 142.47 |
| Michigan State Improvement Co., Benton Harbor | 150.00 |
| H. S. Gray, Benton Harbor | 2,100.00 |
| Art Mosaic, Toledo | 438.00 |
| C. Kammert, South Haven | 37.12 |
| Foot & Jenks, Jackson | 11.50 |

In the matter of International Vinegar Co., Bankrupt No. 2662, the trustee has filed his final report and account, and a final meeting of creditors will be held at the referee's office on Jan. 25. The report of the trustee will be passed upon, administration bills passed upon and paid as far as the funds on hand will permit. There will be no dividend for general creditors.

In the matter of Clarence E. Pitkin, Bankrupt No. 2814, the trustee has filed his final report and account, and a final meeting of creditors has been called for Jan. 22. The report and account of the trustee will be considered, administration bills considered and the expenses and a first and final dividend to creditors ordered paid.

In the matter of Grewe & Humberg, Bankrupt No. 2770, the trustee has filed his final report and account, and a final

meeting has been called for Jan. 24. The report of the trustee will be considered and expenses and if possible a first and final dividend to creditors ordered paid from the funds on hand.

In the matter of Harry A. Jones, Bankrupt No. 3021, the trustee has filed his first report and account and a payment of expenses of administration and the declaration and payment of a first dividend of 10 per cent has been ordered.

In the matter of Fred V. Ross, doing business as Dehco Enameling Co., Bankrupt No. 2615, the trustee has filed his final report and account and a final meeting of creditors has been called for Jan. 25. The final report and account of the trustee will be passed upon, administration expenses ordered paid and a first and final dividend to creditors ordered paid, if possible.

In the matter of A. C. Cusser, Bankrupt No. 2973, the trustee has filed his final report and account, and a final meeting of creditors has been called for Jan. 25. The report and account of the trustee will be considered, administration expenses ordered paid, and a final dividend to creditors declared and ordered paid.

Jan. 13. On this day was held the first meeting of creditors in the matter of Anthony Pitch, Bankrupt No. 3047. The bankrupt was present in person and represented by attorneys Watt & Colwell. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Carl Reed, Bankrupt No. 3050. The bankrupt was present in person, but not represented by attorney. Hilding & Hilding, attorneys were present for creditors. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Jan. 12. We have to-day received the schedules, reference and adjudication in the matter of Peter James Hamilton, Bankrupt No. 3067. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of a State hospital watchman. The schedules show assets of none with liabilities of \$516. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same are made herein. The list of creditors of said bankrupt are as follows:

| | |
|-----------------------------------|----------|
| Gratiot Co. State Bank, St. Louis | unknown |
| Clinton Nelson, Saginaw | \$516.00 |

Jan. 12. We have to-day received the schedules, reference and adjudication in the matter of Peter Mickel, Bankrupt No. 3068. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedules show assets of \$4,012.13 of which \$1,600 is claimed as exempt, with liabilities of \$7,405.54. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

| | |
|-----------------------------------|----------|
| City of Grand Rapids | \$ 50.98 |
| Mike Nasif, Grand Rapids | 1,700.00 |
| Home State Bank, Grand Rapids | 2,200.00 |
| Geo. C. Waltz, Grand Rapids | 195.00 |
| Herpolsheimer Co., Grand Rapids | 25.00 |
| National Clothing Co., Grand Rap. | 30.00 |
| Kent State Bank, Grand Rapids | 200.00 |
| Michigan Candy Co., Grand Rap. | 15.78 |
| Morris & Co., Grand Rapids | 31.00 |
| Kent Grocery Co., Grand Rapids | 29.00 |
| Postma Biscuit Co., Grand Rapids | 9.68 |
| Renfro Bros., Chicago | 25.35 |
| Gray Beach Cigar Co., Grand Rap. | 5.63 |
| H. J. Heinz Co., Grand Rapids | 12.48 |
| Hekman Biscuit Co., Grand Rapids | 56.11 |
| Holland Cigar Co., Grand Rapids | 30.28 |
| C. W. Mills Paper Co., Grand Rap. | 77.04 |
| W. F. McLaughlin & Co., Chicago | 33.87 |
| Proctor & Gamble, Detroit | 31.15 |
| W. E. Roberts, Grand Rapids | 37.50 |
| Abe Scheffman, Grand Rapids | 41.18 |
| Swift & Co., Grand Rapids | 10.10 |
| Specialty Candy Co., Grand Rapids | 4.45 |
| Schust Co., Grand Rapids | 55.62 |
| Hokenes & Co., Chicago | 18.01 |
| A. R. Walker Candy Co., Owosso | 23.98 |
| Anderson Bros., Grand Rapids | 313.90 |
| Charles Boag, Grand Rapids | 12.90 |
| Bayuk Cigar Co., Grand Rapids | 11.51 |
| Crystal Candy Co., Grand Rapids | 38.05 |
| X Cigar Co., Grand Rapids | 11.25 |
| Edward Cooper Co., Grand Rapids | 8.58 |
| C. H. P. Cigar Co., Detroit | 7.03 |
| General Cigar Co., Grand Rapids | 8.36 |
| City Poultry Co., Grand Rapids | 34.50 |
| Loann Ind. Co., Lomon, Ill. | 7.00 |
| DeVries Biscuit Co., Zealand | 2.76 |
| M. J. Dark & Son, Grand Rapids | 88.05 |

| | |
|---|--------|
| Deliaianis Bros., Chicago | 31.16 |
| Consumers Power Co., Grand Rap. | 23.45 |
| Hecht Produce Co., Grand Rapids | 76.23 |
| Lee & Cady, Grand Rapids | 577.87 |
| Ferris Coffee House, Grand Rapids | 23.30 |
| Ellis Bros. Co., Grand Rapids | 555.85 |
| Frohman & Co., Chicago | 34.80 |
| Kellogg Products Co., Buffalo | 4.43 |
| Wm. Mel Pature, Grand Rapids | 16.50 |
| L. & L. Tobacco & Candy Co., Grand Rapids | 12.36 |
| Woolson Spice Co., Toledo | 16.38 |
| Teller Coffee Co., Detroit | 12.13 |
| J. Van Westenbrugge, Grand Rap. | 27.40 |
| Vanden Berge Cigar Co., Grand R. | 164.89 |
| John Wenger, Alto | 17.50 |
| Voigt Milling Co., Grand Rapids | 74.15 |
| Charley Abage, Ada | 8.75 |
| Holland American Wafer Co., G. R. | 4.25 |

Jan. 13. We have to-day received the schedules, reference and adjudication in the matter of George R. Buyce, Bankrupt No. 3069. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of a photographer. The schedules show assets of \$1,351.74 of which \$350 is claimed as exempt, with liabilities of \$1,629.37. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

| | |
|-------------------------------------|----------|
| City of Traverse City | \$ 21.88 |
| A. McArthur, Traverse City | 230.00 |
| J. M. Huellmantel, Traverse City | 200.00 |
| Larsen Richter Co., Chicago | 24.50 |
| T. C. Record Eagle, Traverse City | 21.24 |
| Apex Stamp Co., Detroit | 10.00 |
| Pioneer Public Service, Chicago | 20.19 |
| Blome Bros., Detroit | 31.67 |
| Martin Studio, Grand Rapids | 9.10 |
| Fowler & Slater Co., Cleveland | 278.61 |
| Wilson Furniture Co., Traverse City | 19.17 |
| Dr. Chapman, Highland Park | 150.00 |
| Mable Daniels, Jackson | 100.00 |
| T. C. Gas Co., Traverse City | 3.13 |
| First Nat. Bank, Traverse City | 500.00 |

Jan. 13. We have to-day received the schedules, reference and adjudication in the matter of George R. Buyce, Bankrupt No. 3070. The matter has been referred to C. B. Blair as referee in bankruptcy. The bankrupt is a resident of Cadillac, and his occupation is that of a laborer. The schedules show assets of \$2,243.47 of which \$1,750 is claimed as exempt, with liabilities of \$6,378.31. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

| | |
|---|----------|
| Pennsylvania Rubber Co., Detroit | \$880.25 |
| Goodyear Rubber Co., Detroit | 6.60 |
| Mohwak Rubber Co., Chicago | 38.59 |
| Gates Rubber Co., Chicago | 106.19 |
| Federal Rubber Co., Detroit | 1,549.21 |
| Goodrich Rubber Co., Detroit | 1,716.55 |
| U. S. Rubber Co., Detroit | 38.75 |
| Doub'e Fabric Rubber Co., Auburn, Ind. | 1,046.90 |
| Brown & Sehler Co., Grand Rapids | 126.66 |
| Manton Tribune Record, Manton | 3.24 |
| Cadillac Evening Press, Cadillac | 22.53 |
| Mich. Accessories Co., Grand Rap. | 79.63 |
| Firestone Tire & Rubber Co., Grand Rapids | 23.69 |
| National Tire & Reliner Co., Grand Rapids | 8.72 |
| U. S. Tire Co., Grand Rapids | 466.03 |
| Mich. Bell Tel. Co., Cadillac | 10.38 |
| Harold L. Roussin, Cadillac | 35.00 |
| O. O. Borst, Cadillac | 32.00 |
| Jensen-Colmen Co., Big Rapids | 28.00 |
| H. W. Labbe Co., Cadillac | 40.00 |
| Jacob L. Beckman, Cadillac | 120.00 |

On this day also was held the first meeting of creditors in the matter of Roy L. Quay, Bankrupt No. 3044. The bankrupt was present in person and represented by Charles H. Lillie, attorney. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Jan. 12. (delayed). On this day was held the adjourned first meeting of creditors in the matter of Holland Canning Co., Bankrupt No. 3046. The trustee was present by Francis L. Williams. The bankrupt corporation was present by one officer and one director. Creditors were present by Travis, Merrick, Warner & Johnson and Van Duren & Van Duren. John Janssen, Daniel Ten Cate and E. L. Buikema were each sworn and examined, with a reporter present. The adjourned first meeting then adjourned without date.

Jan. 13. On this day was held the first meeting of creditors in the matter of Frederick F. Marckwardt, doing business as Grand Rapids Laundry. The bankrupt was present in person and represented by Cornelius Hoffius, attorney. Creditors were represented by Boltwood & Boltwood and G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter. The Michigan Trust Co. was elected trustee, and its bond placed at \$1,000. The first meeting then adjourned without date.

The Turkey Is Gone.

Reports from many retailers following the recent Christmas holiday indicate that turkey was generally eaten this year and that everybody was well satisfied with the kind eaten. Some of the largest dealers say they never before had such high quality to sell at this time of year. The turkey is gone now, however, and thought must be given to less poetic, though fully as sustaining, meat for the weeks up to the next holiday season.

The substitutes for the farmyard gobbler are fairly high in quality and plentiful enough for all needs. Lamb is running good, most of the offerings coming from the feed lots, where grain and other dry feed makes for tenderness and flavor. The prices are not unreasonable, measured by usual lamb values, and it will not be a very difficult thing to find satisfaction in this delectable class. Pork cuts such as fresh loins, hams, shoulders are not as high in price as they were and taste just as good.

Veal is mostly of the vealer or young, milk-fed variety and plentiful enough to hold prices somewhat lower than during recent periods. Beef is quite satisfactory as to quality and lower in price, taking the carcass as a whole, than other meats, including poultry.

Well ripened steaks will be found within reason in the retail shops and other beef cuts equally so and, whether served during the poultry season or not, highly satisfactory to most meat eaters, which means nearly everybody.

Regardless of the luxury that surrounds anyone, food is most important, and it is indeed fortunate that the natural resources of our country provide meat of such generally excellent quality in such abundance. This year is no exception and supply of all meats is sufficient to furnish all that is needed and at prices that are not out of reach of the average person regularly employed or with moderate means.

Modern methods of handling this meat are employed with the aesthetic sensibilities of meat users fully considered and this gives to users the satisfaction always present when cleanliness, healthfulness and wholesomeness are dominant features.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 18—A. B. Newton, who has been manager for the Atlantic & Pacific Tea Co., at the Easterday avenue store, has resigned and accepted a position with A. H. Eddy, the grocer on Ashmun street.

The hotel at DeTour is still closed, much to the inconvenience of the traveling public, who must seek private accommodations while doing business at DeTour. The good roads throughout the country make much extra travel now. The channel across to Drummond from DeTour is now safe for auto travel, enabling the Drummondites for the first time in history to make the trip from the Island through to the Soo by auto at this season of the year.

We hope the man who married the girl debater will have at least a chance for rebuttal.

We see by the census, just completed, that the Canadian Soo has increased 10 per cent. in population during the past ten years, but with the new wet law there is no telling what

it will do during the next ten years. Meanwhile we are sitting pretty on the American side, knowing that it is not necessary to move to Detroit in order to be in touch with Canada.

Leo O'Donnell, for a short time in the Moher meat market, has discontinued business and will take up other business more profitable. Leo says the meat business is O. K., but too much on the hog for him.

The Hiawatha Club, a new \$100,000 organization with limited membership from Detroit and other cities, is building a club house at Bachawana Bay, fifty miles North of the Soo. The building will be ready for occupancy by July 1. The membership is limited to 100 men, each member contributing \$1,000 to the capital stock. The club house and other buildings will be the most elaborate of any hunting and fishing headquarters in this section of the country. The main building is being constructed of peeled logs. Several cottages for families, being erected near the big building, will be constructed of the same material. An electric light plant will furnish the illumination for all of the buildings. There will be a huge furnace, running water, baths in all of the cottages and all other conveniences. The Hiawatha Club is the first to build along the North shore, long known as ideal hunting and fishing grounds.

The new Hotel Tahquamenon has been opened at Hulbert, in the heart of the deer country, to fill a long felt want in that town. With the tourist trade in the summer and the hunters in the winter it should be a paying proposition to the promoters. E. R. Buckecton and his wife will have charge of the hotel and the guests will find a good place to sleep and eat.

John Werve has accepted a position as meat cutter at the A. H. Eddy market. Mr. Werve has had years of experience as meat cutter and has many friends here.

John Hulbert, the well known lumberman from Portland, Ore., accompanied by his wife, paid us a visit for a few days. Mr. Hulbert is an old Soo boy, but has lived in the West for the past sixteen years. They have many old friends here who were glad to see them. Several gatherings were held in their honor. Mr. Hulbert noticed many changes in the Soo which he has always considered a good town, but likes the West.

The Tapert Specialty Co. is now occupying its own building at 711 South Ashmun street, having purchased same last week. It will do some remodeling in the spring, making it one of the best wholesale houses in the city. William G. Tapert.

Commends Old Timer's Contributions

Bloomington, Jan. 17—I have read the Michigan Tradesman for a good many years and never miss the articles written by Old Timer. However, I think the article in last week's issue is the best I have ever read and I agree heartily with every word. Hope he writes more along the same lines. E. J. Merrifield.

Political medicine will undoubtedly be brewed from the Treasury Department's request that Congress approve the refunding of \$174,000,000 of illegally collected taxes for 1926 and prior fiscal years. It will be said by sections of the country which do not pay large taxes that this is a special favor to New York and the East. Those who have had experience with the tax review machinery of the Government will know that this is untrue. The universal complaint has not been against too great leniency by the officials, but against too great severity. Any taxpayer who has carried his case to Washington and won a reduc-

tion has had to earn it. Secretary Mellon has improved the machinery so that it is now possible to get a comparatively prompt and definite hearing. But there has been no whisper of favoritism or undue accommodation. The refunds now asked are spread all over the country, affecting both Democrats and Republicans. They are recommended after strict and impartial investigations. Congress is in duty bound to approve them.

No pun is intended when one says that the farmers are at last getting down to business in their latest plan to have a committee of business men make a study of the agricultural situation and formulate a workable, sound, economic plan for the relief of the woes of those who till the soil. After all, agriculture is a business, and even with the troublesomely uncontrollable factor of the weather taken into consideration, there is little doubt that modern business has a genuine contribution to make in the solution of the farmers' problems. It is an encouraging sign that politics alone is not going to be depended upon to improve the situation. What is needed is fact finding and analysis rather than political pressure, which arouses immediate resentment among other forces in the country. Let us first of all find out exactly what is the matter with our agricultural system and then set about remedying it. This move on the part of the farmers themselves is a hopeful sign in what has been a sadly muddled situation.

FLORIDA WEST COAST ICE COMPANY

1st Mortgage Sinking Fund 20-Year 6% Gold Bonds, Series A

Earnings for the 12 months ending October 31, 1926, were 2 3/4 times annual interest requirements on these bonds, although more than half the Company's present equipment was not in operation prior to January 1, 1926.

Price 97 and interest To yield 6.25%

Complete descriptive circular available upon request.

HOWE, SNOW & BERTLES INC.

Investment Securities

GRAND RAPIDS
New York Chicago Detroit
San Francisco

Business Wants Department

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

For Sale—Will take offer on three shares of Grand Rapids Wholesale Grocery stock. C. H. Boelkins, Muskegon Heights, Mich. 458

ROOMING HOUSE FOR SALE—24 rooms, with public baths, in this lively town on M-17. For particulars, write DR. H. S. SCOTT, Hartford, Mich. 459

FOR SALE—One 10-foot Hussman meat display counter; one Lucey meat slicer; and two Standard scales. The above mentioned are all as good as new and prices are reasonable. Also our stock in the Grand Rapids Wholesale Grocery Co. P. J. Weenink's Sons, 923 N. Westnedge St., Kalamazoo, Mich. 460

For Sale—General store, gas station, residence, in farming community. \$2,000 down, terms reasonable. South Riley Store, DeWitt, Mich. 461

MERCHANDISE SALES—Do you need money? Does your business lack snap? Do you want to reduce your stock, or make a complete close out? Let us submit our proposition and working arrangements. We guarantee lowest operating cost—and get desirable results. References furnished. Merchant's Advertising Service, 413-414 Murray Bldg. Phone 66165. 462

FOR SALE CHEAP—Two light oak clothing cases with revolving racks. One eight-foot light oak hat case with sliding racks. Write or call E. Barnett, 951 Gratiot Ave., Detroit, Mich. Cadillac 7517. 463

FOR SALE—A complete stock of general merchandise. Also store fixtures. Frank A. Wieber, Fowler, Mich. 464

FOR SALE—Complete line of Grand Rapids fixtures, including other makes, to equip clothing store. Many nearly new. Shirt, underwear, hosiery cases, etc. Clothing cabinets, tables, safe, National cash register, etc. The Wesley Co., Adrian, Mich. 465

For Sale—After 41 years in business have decided to retire. Well-established clothing and men's furnishing business. A clean stock, good fixtures. Centrally located. Store can be leased for term of years. Excellent opportunity for anyone wishing to go into business. Act quick. Erickson Bros., 241 Monroe Ave., Grand Rapids, Mich. 466

FURNITURE Building For Rent—Three floors and basement. 5500 ft. of floor space. Did a \$40,000 business last year. Has been furniture location for years. Sickness cause for selling out. Write for particulars. G. H. Killian, Albion, Mich. 451

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

CASH For Your Merchandise!

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

TAKING INVENTORY

Ask about our way. Barlow Bros., Grand Rapids, Mich.

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.

Stand Solidly Behind President and Secretary.

Grandville, Jan. 18—There are some puzzling things agitating various peoples South of the Rio Grande in which the United States is taking a decided interest. The defenders of President Coolidge's position and that of Secretary Kellogg maintain that we, as a conservator of peace and amity on the American continent, are doing our simple duty in the protection of American citizens in a foreign country, who are being put upon unmercifully by that foreign government. Is this true or is it false?

Is President Coolidge mistaken as to what is taking place down in Central America? Has Secretary Kellogg been misinformed and is the United States overstepping its rights in the premises and acting the imperial despot?

It seems to the ordinary man that our Government has means of making itself acquainted with the facts, which, being the case, is it likely that the American Secretary of State has gone into this thing bullheaded? The President has the reputation of being a well informed, sober, sensible gentleman, who has never been known to go off half cocked. Then what is the meaning of all this hubbub and denial of our rights in the Central American states?

This country is carrying things with a high hand, in a manner both tyrannical and imperialistic if we are to believe what the interested foreigners are giving out.

Who are the most credible witnesses, the President and Secretary, or the wild-eyed insurgents and guerillas of Mexico and the people of Nicaragua?

Our sympathies are with our own country. It is easy to believe the stories told of Russian soviet plotting on Mexican soil the overthrow of "imperialistic United States."

It seems that America is in deep all around. The whole of Europe hates us, while South and Central America are conjuring up all sorts of schemes to put us in the hole. The European countries are ready to hiss on the dogs of war.

Looking upon the picture with unprejudiced eyes we believe that Mexico and Bolshevick Russia are inclined to join hands in an onslaught on the Monroe doctrine which has stood for the protection of helpless American small states as against the spoilation of the great powers of Europe.

Doubtless Cuba realizes how much better is her condition under the brotherly protection of Uncle Sam than when she was a part and parcel of the Spanish nation. Doubtless, also, should this country reverse herself on the Monroe doctrine and turn over the South American states to world conquest, those vociferous shouters against United States imperialism to-day would be the sorriest lot of foreign colonies.

Shall America, our good old United States, reverse herself on the Monroe doctrine and let in the world upon South and Central America? Such would be the case were the warnings of Coolidge and Kellogg to pass unheeded and we turned a deaf ear to those Americans who have become residents of Nicaragua, Panama and Mexico.

Borah decries the use of force in Nicaragua.

Such is the headliner over the news columns telling of that Senator's action with regard to the situation in Central America. Borah is nothing if not sensational. It would be a miracle to pursue a course of action which would receive the approval that senator. To attempt to keep him in line with a sensible national policy would be a waste of time and breath.

Cool Cal. is on deck, ripe for action. He has his ear to the ground and is not likely to make a mistake. Those in

authority at Washington hold the destiny of the Nation in their hands and, as sensible men, they are not likely to get the country into an international mess from which it will require a Borah to extricate them.

"Inaugurate a campaign of peace," roared Senator Borah. "Abolish the idea of force," which is very well under certain conditions, but there are men and causes that know no way to a settlement of right doing save by feeling the strong arm of force. It took force of a determined character to crush out insurrection against U. S. authority in the sixties and it may yet require that to bring the president of Mexico and a few other outlaws down in Central America to terms.

Peace we will have, even if it requires the use of force to maintain it, Senator Borah and his followers to the contrary notwithstanding. Secret agents from Moscow are at work across the Rio Grande border, plotting the hurt of the great American Republic. It will be well enough for Uncle Sam to put on his spectacles and watch out all along the line.

There is no party in this country that expects or even wishes to interfere with the internal governments of those Latin states to the South, from Panama North or South. Order and safety for Americans, however, will be maintained, and the sooner the discussionists accept this fact, the better.

Gird on your armor, boys, and make ready to do duty for Uncle Sam should any clash come over the present restless condition of affairs below our Southern border line. The American people have every confidence in President Coolidge and his Secretary of State, all wild talk to the contrary notwithstanding.

The Monroe doctrine has long been an established fact in the Western hemisphere and any attempt at this late day to tear it down will prove as unavailing as an attempt to destroy the American Union, founded by the Revolutionary patriots and preserved to future generations by those gallant boys in blue who followed Grant and Sherman to overwhelming victory in 1865.

Stand by the Government and let the iconoclasts roar. Old Timer.

Better Merchandising Conference and Exposition at Detroit.

Detroit, Jan. 18—The great merchandise exposition, which will be an essential part of the Better Merchandising Conference at the New Masonic Temple, March 8, 9 and 10, under the auspices of the Wholesale Merchants Bureau, is going over big.

The first allotment of exhibit spaces was made by the committee Jan. 12 when orders for forty-one reservations were taken. These reservations, which include concerns in the following lines, assure a wide variation of products: Drugs, confectionery, bakery supplies, paper and twine, paints and varnishes, men's clothing, plumbing supplies, hardware, dry goods, wholesale furniture, dairy supplies, building products and nationally advertised food stuffs distributed through Detroit wholesale grocers.

Although forty-one spaces were assigned, there was only one conflict in choices, indicating that practically all the booths in the fountain room at the New Masonic Temple will be well located.

Many of the wholesalers are taking spaces for their own concern and have asked the manufacturers whose lines they distribute to take booths on either side of them or share in the expense of maintaining such a booth.

It is planned to advertise the exposition even more intensively than the Conference. The Conference will be advertised.

In addition to that, it is planned to distribute nearly 100,000 tickets to in-

terested parties throughout the city of Detroit and this district who may not find it possible to attend the Conference, but at least would be there for the exposition.

Although this is not an exposition for the general public, it is planned to make every effort possible to bring out the trade interested in the type of exhibits shown. There will be no admission fee for the exposition, but tickets will be distributed to interested parties and through exhibitors. Also all delegates to the Conference will be able to visit the exposition at all times. Following is a list of exhibitors to whom spaces were assigned Jan. 12:

Beecher, Peck & Lewis
Berry Bros.
Buhl Sons Co.
Burnham, Stoepel & Co.
Carey Co.
Crane Co.
Detroit Manufacturers' Representatives Association.
Detroit Wholesale Furniture Co.
Edson, Moore & Co.
Farrand, Williams & Clark.
E. S. Gallagher & Co.
A. Harvey's Sons' Mfg. Co.
J. W. Ladd & Co.
G. F. Minto & Co.
I Shetzer.
Standart Bros. Hardware Corporation.
Union Paper & Twine Co.

Reservations are now being taken through the Secretary's office at headquarters, 909 Polk directory building. Charles W. Collier, Sec'y.

Annual Meeting Corduroy Tire Co.

L. A. Brown, President of the Corduroy Tire Co., stated at the annual stockholders meeting, held Tuesday at the Corduroy factory, that in many ways the year of 1926 showed substantial advances in the business. Fluctuation in the crude rubber market and the steady lowering of tire prices made the year a trying one for the tire industry in general.

The present board of directors was re-elected at the annual meeting to serve for another year. Following the meeting, the board elected the following officers:

President—L. A. Brown.
Vice-President—Clifton G. Dyer.
Treasurer and General Manager—C. S. Dickey.
Secretary—M. J. Goldner.
Assistant Secretary—B. T. Schall.

In his talk, Mr. Brown said that marked increases had been made in the scope of the company's activity and that tires to-day are considerably lower in cost than a year ago, but not withstanding this, Corduroy quality has been maintained throughout the entire line. He outlined before the stockholders the economical methods which the company employs in securing its business and stressed the point that no effort consistent with good business is spared in manufacturing a high grade, uniform product. "On account of unusual conditions which existed during 1926, it was necessary for us to watch every item of expense carefully, and the able management throughout this factory is responsible for our having been able to keep expenses adjusted and to show a substantial increase in sales volume." He said that Corduroy tires were constantly gaining in public favor, not only in every state of the United States, but throughout the entire world. In closing his talk, Mr. Brown said

that the prospects for 1927 were exceptionally good and that the year should see greater improvements in the industry.

Following Mr. Brown's remarks, C. S. Dickey, Treasurer and General Manager, and M. J. Goldner, Secretary of the company, told the stockholders of the uniform and complete line of tires which is now being manufactured.

Leonard Rosin, sales promotion manager, gave an interesting address pertaining to the general manner in which Corduroy sidewall protection tires and rims protection tubes are accepted throughout the world. He read letters from several foreign representatives which highly lauded the product of the local concern.

Condemn Federal Plan To Reroute M 13.

Boyer City, Jan. 18—The business men of Boyer City have been very much exercised the past month, having heard in a round about way that the U. S. Federal Road Bureau had or were going to shunt U. S. Highway No. 131, which is supposed to follow M 13 from Indiana to Mackinaw, across from M 13 to M 11 at Fife Lake to Traverse City, because there were no resort towns between Fife Lake and Petoskey. Now, that hit us in a very sensitive spot. It is true that the shore towns which are distinctly served by water have enjoyed a wide publicity, but we think that we have them all backed off the map for the real thing. Since Alex has covered our country with the best of roads we are also sure that we can show our goods to the advantage of our customers and, incidentally, to ourselves. We don't want our show windows obscured or our sidewalks barricaded by any obstruction, visible or invisible, that will divert our customers. Our motives are, of course, entirely altruistic. We don't want these benighted denizens of the Middle West to be deprived of the privilege of soaking up the beauties of our wonderful country.

A bunch, headed by J. H. Parker, President of the Chamber of Commerce, J. R. Furman, L. C. Rouse and Alex Hiller, went to Cadillac to meet other interested parties to see if "something couldn't be done about it." They report a very lively and optimistic meeting.

We have had wonderful weather for three weeks. Sunshine most of the time. Not very cold, the coldest having been 22 degrees below. Full bracing weather and roads like pavement.

Charles T. McCutcheon.

Let George Do It.

Lakeview, Jan. 18—I have read your editorial on Steal a Plenty. I want to say that I agree with you and am pleased to learn that you have taken the bull by the horns and would like to have you go farther and twist his tail; in other words, make a complaint which will bring this monster embezzler and wholesale thief back to Grand Rapids, to be tried by a jury of his peers. Perhaps I am asking too much of you, Mr. Stowe, but to me it seems that you are the right man in the right place. I am sure that the stockholders as a whole would be very glad to have you do this.

F. L. Stebbins.

Folks who board want to keep house, and folks who keep house want to board.

The boy who can run fifteen balls off the pool table is usually a failure in running the lawn mower.

The Flavor is Roasted In!

WHITE HOUSE COFFEE

DWINELL-WRIGHT COMPANY
Boston, Mass.; Chicago, Ill.; Portsmouth, Va.

3 Borden drives to triple your profits

THREE big Borden advertising campaigns throughout 1927. Each aimed to sell the housewife three products instead of one. Condensed Milk, Evaporated Milk, Malted Milk.

Send for the current issue of Borden's Condensed News with full details of 1927 advertising. Leading magazines. Color. Large space.

THE BORDEN CO.
350 Madison Avenue
New York, N. Y.

Three profits for you instead of one. Tie up with this new idea and build up your sales. Remember — Borden's is the only house offering a full line of milk products. There's a fine average profit in the full Borden line.

BEECH-NUT

Prepared Spaghetti

Ready to Serve!

The ideal quality product for the progressive Grocer to sell. Display it, thus telling your customers you have it. It is nationally advertised.

BEECH-NUT PACKING COMPANY
"Foods and Confections of Finest Flavor"
CANAJOHARIE NEW YORK

Which Would You Rather Sell?

? || ONE MATCH OR TWO MATCHES || ?

Say to your customers: "Here are two boxes of the new, perfected Diamond Match for thirteen cents — the best match and the safest match to take into your home. They are better value than ordinary matches at five or six cents per box."

Your percentage of profit on Diamond Matches is larger than on ordinary matches, and your total profit on Diamond Matches—two boxes for thirteen cents — is much larger than on one box of ordinary matches at five or six cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH COMPANY



The Mill Mutuals Agency

Lansing, Michigan

A. D. BAKER Secretary and Treasurer

Representing the

Michigan Millers Mutual

Fire Insurance Company

and associated companies

Combined Assets of Group \$33,389,609.28

Combined Surplus of Group 12,306,262.36

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**