

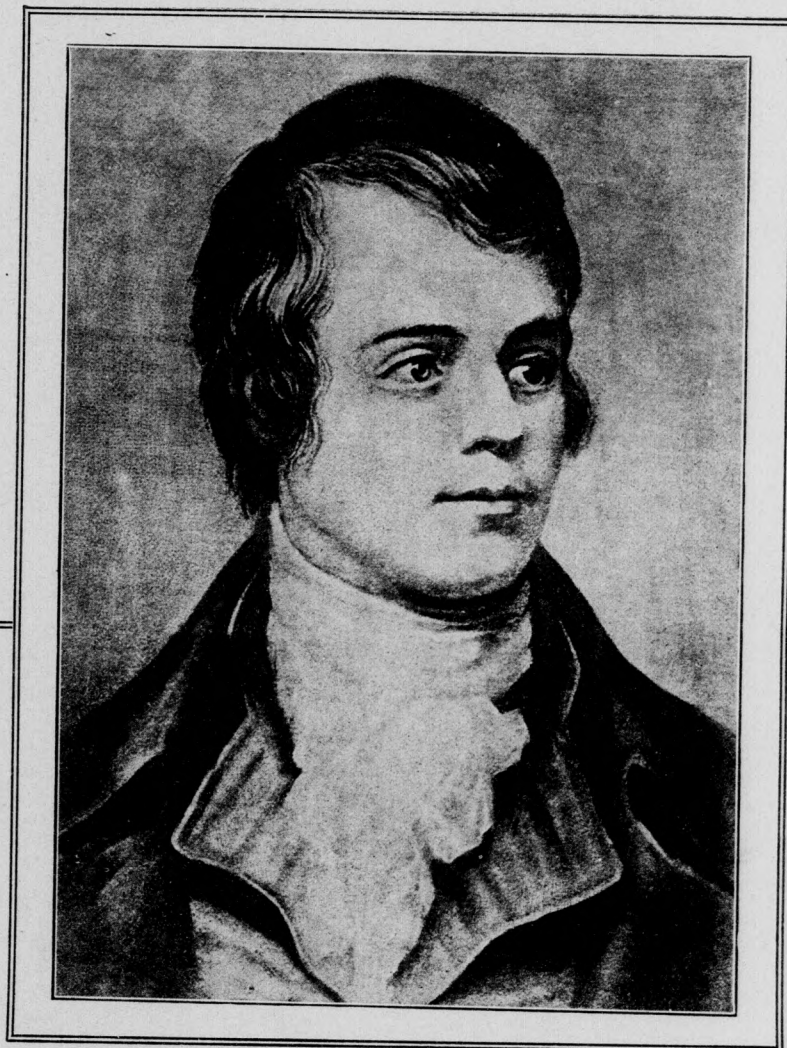
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 26, 1927

Number 2262



ROBERT BURNS

Born January 25, 1759
Died July 21, 1796

Still o'er these scenes my memory wakes,
And fondly broods with miser care;
Time but the impression stronger makes
As streams their channels deeper wear.



Is there for honest poverty
That hings his head, an' a' that;
The coward slave—we pass him by,
We dare be poor for a' that!
For a' that, an' a' that,
Our toils obscure, an' a' that,
The rank is but the guinea's stamp,
The man's the gowd for a' that.

What though on hamely fare we dine,
Wear hoddin grey, an' a' that?
Gie fools their silks an' knaves their wine,
A man's a man for a' that,
For a' that, an' a' that,
Their tinsel show, an' a' that,
The honest man, tho' e'er sae poor,
Is king o' men for a' that.

A Man's a Man For a' That

Ye see yon birkie ca'd a lord,
What struts an' stares, an' a' that;
Tho' hundreds worship at his word,
He's but a coof for a' that.
For a' that, an' a' that,
His ribband, star, an' a' that,
The man o' independent mind,
He looks an' laughs at a' that.

A prince can mak a belted knight,
a marquis, duke an' a' that,
But an honest man's aboon his might,
Gude faith, he maunna fa' that.
For a' that, an' a' that,
Their dignities, an' a' that,
The pith o' sense an' pride o' worth
Are higher rank than a' that.

Then let us pray that come it may
(As come it will for a' that),
That Sense and Worth, o'er a' the earth,
Shall bear the gree', an' a' that.
For a' that, an' a' that,
It's coming yet for a' that,
That man to man, o'er a' the world,
Shall brithers be for a' that.

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]

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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.

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in advance.

Four dollars per year, if not paid in
advance.

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issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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

Items of Interest to Grand Rapids Council.

Preparations for the twenty-fifth annual banquet and ball of the United Commercial Travelers of America, Council No. 131, to be held in the ballroom of the Pantlind Hotel the evening of March 5, are proceeding nicely. Roland A. Otton, who is chairman of the sub-committee on decorations and music, has engaged the "Dude" Dietrich six piece jazz orchestra to furnish music from 6:30 p. m. until midnight. Those who have danced to the music of this unusual combination of players know what a rare treat they have coming to them. He has also engaged P. R. Jeffery who has earned the title of "America's Foremost Radio Casting Tenor," to furnish a program of exceptional vocal music and to lead the community singing.

Manufacturers of candy, cigars and advertising souvenirs and novelties are offering to supply us with their lines without charge. This is not done entirely from an advertising motive, but the goodwill they have for Grand Rapids Council and for the organization as a whole, which prompts them to help make this annual event a big success. Truly the commercial traveler is being recognized by business men as their best friend, and many successful business men can trace their success, to quite a degree, to the co-operation, help and kind advice of the commercial traveler who not only knew his line of business, but through contact with many business men, knew the science of business, and was in a position to pass on to the merchant the accumulated business experience of many merchants.

Conductor Henry T. Koessel was in Chicago the early part of January, attending a sales conference of the Utica Heater Co., which manufactures the Super-Heater Smokeless Furnace, Mr.

Koessel has made quite a record for himself as a salesman for his company in Michigan and part of Indiana and has contracted with them for the year of 1927 at a substantial increase in salary.

Ira Gordon, living at 425 Woodlawn street and representing F. E. Meyers & Bro., of Ashland, Ohio, while on a recent business trip in the Northwest, visited Bertram Rockwell, at Fargo, N. D., who is the son of Mr. and Mrs. A. F. Rockwell, Secretary and Treasurer of No. 131. Mr. Rockwell, Jr., is in the employ of S. S. Kresge Co. and has climbed the ladder of success very rapidly with them and is nearing the topmost round, having been recently appointed assistant manager of their new and very modern retail store at Fargo, N. D.

Since the return of Brother Gordon from the above mentioned trip, it is reported that he is passing the cigars with a smile and asking, "Am I not a youthful appearing grandfather?" The occasion of the cigar and the smile is the arrival of Raymond Gordon Zwingeberg at the home of Raymond Zwingeberg, his son-in-law.

The Salesmen's Club of Grand Rapids, at their annual election last Saturday, elected the following officers for the coming year. President, Frank Powell; Vice-President, A. E. Harper; Secretary, Homer R. Bradfield. The Executive Committee chosen consists of John B. Olney, Homer R. Bradfield and A. E. Harper. Following the election the Club was addressed by Rev. James W. Fifield on the subject, "The Parable of the Lobster." The lecture was entirely new and was well received by the Club.

The retiring President, John B. Olney, was presented with an artistic end table, beautifully hand painted, with humidior and complete smoking set, by the Salesmen's Club as a token of affection and appreciation of his splendid leadership during the last two years.

Arthur N. Borden, living at 526 Fuller avenue and selling hardware for Foster, Stevens & Co., narrowly escaped a serious accident to himself recently. While driving on Eastern avenue a truck preceding him stopped suddenly, and on the icy pavement his car skidded into the truck with heavy damage to the car. This is just a little reminder that the number of real good men is growing smaller and men like Brother Borden should drive with exceeding care and discretion.

Earl Hall, who has called on the trade from Grand Rapids to Traverse City for the Brown & Sehler Co., of Grand Rapids, will in the future work the territory which has been covered by Herb. Godfrey, who will devote his entire time to the automobile accessory

part of their business on the territory where he previously sold the entire line.
The Scribe.

Late News From Our Busy Factories.

Detroit—The O. K. Skirt & Waist Co., 23 West Jefferson avenue, has changed its name to the O. K. Dress Co.

Saginaw—The American Marvelle Co., 103 Federal avenue, has increased its capital stock from \$30,000 to \$50,000.

Detroit—The Carnahan, Byrne Machinery Co., Inc., 733 Beaubien street, has changed its name to the Carnahan-Kramer Corporation.

Detroit—The Detroit Hume Pipe Co., Livernoise and Detroit Ry. Terminal, has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Coghlin Foundry Co., 110 South Harbaugh avenue, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Mt. Pleasant—The Joy Toy Manufacturing Co., which has been placed in the hands of a receiver, will be re-organized. Chester B. Kellogg, of Mt. Pleasant, has been appointed receiver.

South Haven—Webster Bros., veteran ice cream manufacturers, have sold their plant and stock to the Arctic Dairy Products Co., of Detroit, and will devote their entire attention to manufacturing ice.

Kalamazoo—The Michigan Foundry & Machine Co., 14448 North Pitcher street, has been incorporated with an authorized capital stock of \$20,000, \$5,000 of which has been subscribed and paid in in cash.

Fordson—The Italian Mosaic & Tile Corporation, 6816 Jonathan street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$2,000 in cash and \$18,000 in property.

Zeeland—The Specialties Sales Corporation has been incorporated to manufacture and sell utility and novelty products, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,500 paid in in cash.

Detroit—The Raladan Co., 2-234 General Motors building, has been incorporated to manufacture drugs, chemicals and pharmaceuticals, with an authorized capital stock of 100 shares at \$100 per share, \$10,000 being subscribed and paid in in cash.

Detroit—The Cadillac Stamp Co., Inc., 832 Porter street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$46,900 has been subscribed and paid in, \$4,302.86 in cash and \$42,597.14 in property.

River Rouge — The River Rouge Provision Co., 259 Burke avenue, has been incorporated to manufacture meat products and deal in them at wholesale and retail, with an authorized capital stock of \$6,000, all of which has been subscribed, \$600 paid in in cash and \$3,400 in property.

Saginaw—The Wilcox Products Corporation plans an addition to its plant and now is putting in \$100,000 worth of new automatic machinery. The company is now employing 540 persons, including its night crew, and expects by the end of January to be employing 650 persons.

Manistee—The Marshall Field Mills Corporation, of Illinois, has purchased the plant and equipment of the Manistee Shirt Manufacturing Co., taking immediate possession. Operation of the factory will continue, with L. Hallett Peterson, former secretary-treasurer of the selling company, as superintendent.

Grand Rapids—The Henning Manufacturing Co., 421 Market avenue, S. W., has been incorporated to manufacture and deal in casein glue, glue and other adhesives, with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$17,235.11 in cash and \$12,764.89 in property.

Detroit—The Huetter-Premier Machine Co., 5260 West Chicago boulevard, has been incorporated to manufacture devices for splicing tubes of pneumatic tires, with an authorized capital stock of \$250,000 preferred and 7,500 shares at \$1 per share, of which amount \$4,000 and 1,000 shares has been subscribed and \$5,000 paid in in cash.

Allegan—The real cause of the closing of the First National Bank of Allegan Tuesday morning was "frozen assets," that is, long-time loans which cannot be collected at once. The bank holds notes amounting to over \$500,000. Slow loans made by former cashier Basil Barker in the last four years also had a bearing on the "frozen assets." The deposits run between \$600,000 and \$700,000. The fire of Jan. 6, when the interior of the bank was nearly destroyed, also had a bearing on the bank's closing, as it precipitated a run on the bank. As soon as Bank Examiner Harry R. Fuller, of Grand Rapids, is able to furnish a statement, a definite statement of the affairs of the bank can be given. The officers of the bank state they will make every effort to re-organize and open the bank as soon as possible. The officers and directors met with Examiner Fuller Monday night and it was decided to place the affairs of the bank in the examiner's hands. It is believed citizens will co-operate with the bank and that it will soon be on its feet again.

BOOM, BLOW AND FREEZE.

All Three Have Done Their Worst For Florida.

Orlando, Florida, Jan. 22.—Through the courtesy of some good friend in old Michigan I have received the last two issues of the Michigan Tradesman, and must say it is like meeting an old friend in a strange country, for the Tradesman is indeed an old friend of some twenty-eight years standing and one to whose advice I must give a large degree of credit for the measure of business success we have enjoyed during the past twenty-eight years.

After closing our Bay View store in October we decided, as I had nothing to keep me in Petoskey, we might as well spend the winter in the South, so with my wife and daughter we started out Nov. 8 by motor, seeking a warmer climate. After visiting friends in Southern Michigan and Gary, Indiana, we motored Southwesterly through the prosperous farming and fruit country of Illinois to Cairo, where we boarded the ferry and dropped down the Ohio river a few miles, thence across the Father of Waters, landing in Missouri, and again crossing the Mississippi by a long bridge at Memphis. After crossing into Missouri and on through Arkansas, we noted a great change. The country seemed less prosperous and very low and level, the principal crops being cotton, negroes and mules. Passing through these two states and Northern Mississippi we had a very good opportunity to observe how the great cotton crop is harvested, from the picking by the negroes to the mills where it is ginned and packed in great bales and loaded on cars for shipment.

In Northern Mississippi cotton and corn were the chief crops, but further South the country was hilly and rolling and turpentine and lumber were the leading industries. We spent a day at Biloxi and Gulfport, then on to Mobile, Ala., for a day. These cities are all prosperous and pretty places and in this region we saw our first orange and pecan groves. At Mobile we had to drive aboard the ferry for a seventeen mile ride across Mobile Bay, landing on the West border of the great state of Florida, thence on through Pensacola, Tallahassee and Defuniak Springs to Lake City, where we turned South on Florida route 2 passing through Gainesville, the seat of the University of Florida. Leesburg and the beautiful ridge section of Florida, which is dotted with pretty, sparkling lakes and the hills covered with great groves of orange, grape fruit and tangerines, all loaded to the ground with luscious golden fruit—enough, one would think, to supply the breakfast tables of the world for many moons.

We visited in Eustice and then on to Orlando, "The City Beautiful," which when we saw it we said, "This looks good to us," so we rented a pretty five room bungalow and here we are for the winter. The city has grown in the past few years from a small village to a city of 35,000, has miles of boulevard streets, shaded by great oaks, eucalyptus and palms, and also boasts of thirty-one beautiful sparkling lakes in the city limits. It is in the heart of the citrus and gardening district and steadily going ahead. It has never had a blow and few of its citizens ever went crazy over the prospect of getting rich overnight by buying a lot in a farm miles from a paved street. They are a pretty level headed lot and by dint of hard work and the wealth of citrus fruit and great truck gardens Orlando is sitting pretty. Of course, the tourists come along in due season, all of which helps. We have a colony here of some forty persons from Emmet county, mostly Petoskey, so you see we are not entirely among strangers.

Since arriving here we have driven over most of the State. We found

Miami pretty well recovered from the great blow, although there is still plenty of evidence of that terrible event. It levelled great hotels and buildings costing many thousands, as well as the homes of the humble. It took what they had left after investing in worthless lots miles from nowhere. They are a hard up set, owing each other and with not much chance of paying up. Owners of lots and other property are hustling about trying to sell something to pay taxes or keep the mortgagee from foreclosing. Everything is bought on time and the great ambition of last year seemed to be to make the whole state into one great city, and judging from the number of subdivisions and cities in the making, many miles from nowhere. If given another year of the boom they would have accomplished their purpose.

Coral Gables, a large suburb of Miami, was not so hard hit and is still growing. It has some wonderful buildings, such as the Biltmore Hotel, said to be the finest in the world, the Venetian pool, the country club and countless others.

At Palm Beach they have just completed the New Breakers Hotel and many other wonderful hotels, and are sitting pretty, waiting for society. Without doubt, the "Idle Rich" from New York, Boston, Washington, etc., will come this season, as always, for Mrs. Van Astor would not dare to miss her Palm Beach season.

We also enjoyed a trip to Tampa, St. Petersburg, Lakeland, Dunedin, etc. The scenery is pretty, but business is dull. The tourists are not here in usual numbers. The boom, the blow and now the freeze have each done their part, but in my opinion Florida is bound to come back and make mighty strides forward. It has the climate and resources and will eventually come into its own. It is, in truth, the place where "Sunshine spends the winter" and many Northern people are looking for just such a place, where they can live in the open, and get away from the wintry blasts of the North.

We found the roads mostly paved after we left Central Michigan, and Florida is noted for its wonderful system of paved roads, which are built by a gas tax of 4 cents per gallon.

We have enjoyed the trip from the start to the present moment; in fact, we are having a real vacation.

Will see you and home friends about the middle of April.

Lewis A. Smith.

Incidents of a Trip to Captiva Island.

Fort Myers, Florida, Jan. 21—I am to-day a guest of the owners of the steamship line which plys to and from Captiva Island. Capt. A. L. Kinzie is an old friend of mind and so is his successor, young Capt. Leon Crumpler. They tried their best to make the trip as pleasant as possible for me and the other passengers. It is a delightful water trip. On our outbound trip we met the collier freight boat from Tampa to Ft. Myers, also the local coast guard boat.

The damage done by the recent is partly repaired and new docks and landings are being put in order at Punta Rassa, Dixie Beach and St. James.

On our return trip we met F. L. Ross, of Pineland, on Pine Island, Fla., who cultivates fifty acres of vegetable land. He says the recent frost has not hurt his crops at all.

F. R. Hathaway, of Detroit, who summers in Bay View and winters here in Sanibel, Fla., was one of our fellow passengers.

From the farm of T. L. Shell, of Bay Shore, two miles from Fort Myers, the first watermelons of the season and the first, it is believed, to be grown in the open in the United States this year, will be brought to Fort

Myers this afternoon. They are selling at 10c per pound.

The melons weigh from fifteen to twenty pounds each and were not protected from the cold wave that swept over the South last week, Mr. Shell states. They were grown on a half-acre "patch" on the North shore of the Caloosahatchee River.

The first car load of watermelons to be shipped from the field last year was shipped from this section to the New York markets and later retailed to the Gothamites at 50c per slice.

L. Winternitz.

Cannot Return Stale Bread Under Model Law in California.

The California Sanitary Bread Law, said to be one of the best sanitary laws in existence in America, particularly in prohibiting the take-back of bakery goods, has been declared constitutional by Judge Charles S. Burnell in the Superior Court of California, in Los Angeles county.

H. E. Rundell, a driver of one of the wagons of the Holsum Bakery or Continental Baking Corporation, was arrested in the El Monte township for taking back eight loaves of bread from a store known as the Steinart Department Store and giving credit for the same.

Trial was held at El Monte, Calif., before Justice of the Peace Wilson. The defendant was ably defended and contested the case on the grounds that the law was unconstitutional. Trial was held before a jury and the defendant was convicted and sentenced to pay a fine of \$50. He appealed the case to the Superior Court on the ground that the justice erred in not allowing the admission of constitutionality. Judge Burnell decided in favor of the contention and reset the case to be tried in his own court, which afterward came up for trial, and at the hearing the points heard by the lower court were stipulated to by the district attorney and attorneys for the defendant. At the close of the hearing the judge held the case on the bench, requesting the district attorney and attorney for the defendants to file briefs. After considering the evidence and briefs so filed, the judge rendered his decision on Jan. 4 in favor of the constitutionality of the law.

Has Hulswit Come Back?

When the announcement appeared in the press that Frank Hulswit, former president of the United Light and Power Co., had organized the American Commonwealth Power Corporation, the general tenor of the comments were that he is making a struggle to "come back." The new holding company is organized to acquire the control of the Community Power & Light Co. and substantially all the investments owned by the American States Securities Corporation.

We should call this reference to a "come back" somewhat of a misnomer, since we do not think Hulswit was ever really down and out as a result of the break in security prices last March which hurt his United Light & Power stock. Hulswit then resigned. In his heart his own personal considerations are always subordinated to the best interests of his investment following and he felt the mention of his name with the decline of the stock

was prejudicial to the company's interest.

Whatever were his financial losses they could not stem the excessive ambition which is so much a part of Hulswit's make-up and he went quietly to work building his remaining utility enterprises. It is not in the nature of Hulswit to admit defeat. When this is the situation there is no room for staging a come-back—it is simply a temporary pause and then forging further ahead. Those who know Hulswit best are confident he will always remain a powerful constructive influence in the public utility field.—Financial World.

"A. & P." Has a Rival in the Offing.

If it turns out, as rumors persist but without confirmation, that the big Kroeger and American Stores systems of chain stores reach a satisfactory basis for a merger, the gigantic "A. & P." will have a truly formidable competitor in the field—a single management operating over 5,300 stores in no less than nine states, likely to roll up a total trade of something like \$275,000,000. While this does not match the "A. & P." record of \$450,000,000, it emphasizes the coming of two contenders in the field in place of one.

The Kroeger Grocery & Baking Co., chiefly centered in Cincinnati and St. Louis, is said to operate 3,400 stores, located principally in the states of Ohio, Indiana, Illinois, Michigan, Kentucky and Missouri. Its sales for 1926 were \$146,051,433, a gain of \$29,815,996, or 25.6 per cent. over the sales of \$116,235,437 in 1925.

Over 500 stores were opened within the past year. The American Stores Corporation, centered at Philadelphia, is credited with almost 2,000 stores, of which 300 have started within a year. This is a pace likely to challenge the supremacy of even the 14,500 stores of the "A. & P."

Underwear Demand Is Good.

An active demand from retailers continues for silk underwear for both January sale purposes and forward delivery. Desirable stocks of merchandise for clearance are at low ebb in the wholesale market now, because of the steady absorption of the goods since the first of the year. For delivery during the next few weeks glove silk, voile, rayon and celanese garments are in strongest demand. Many retailers are buying the latter merchandise for the first time, inasmuch as it is now available in medium and popular-priced underwear. Flesh, peach and Nile are the outstanding shades of the moment.

Afterglow.

Alone beside my fireside glow
At eventide I see
The happenings of long ago
Keep coming back to me,
As memory with embers there
Rekindles fires of brighter glare
Than oaken logs can know.
And like some sacred altar fire
Burns on into the night,
So ever here, devout desire
Illumes with new delight
Remembrances that quickly ope
Old visions so beset with hope
They kept the future bright.
Beloved gave to me her hand
Beside the burning wood;
But there I could not understand
Like years have understood;
For now they lay a constant claim
Upon the guidance of the flame
Beaming from Yonder-land.
Charles A. Heath.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Michigan and Indiana merchants are warned to deal gingerly with John C. Hubbert and Paul B. Talbot, who claim to own or represent the Trade Extension Service of Des Moines, Iowa. They have inveigled many merchants to pay them \$100 for territorial rights in a business which functions chiefly in the imaginations of the promoters. This enterprise has been denied the use of the mails by the Postoffice Department, but the crooks above named—perhaps by the use of other names as well—will undoubtedly re-establish themselves at some other city than Des Moines and continue to victimize merchants by means of their plausible ways and lying tongues.

A fraud order issued by the Postoffice Department has halted the activities of the Foreign Employment Bureau, Fairview Station, Detroit. For some time, under the guise of offering employment in foreign countries to young men, this so-called "Bureau" endeavored to sell a booklet of instruction for \$2. The Foreign Employment Bureau is not an employment bureau and has no facilities for placing the persons to whom they sell their instructions. W. B. Gregory, W. B. Gregory, Jr., C. W. Miller and E. C. Gray purport to be the officers of this swindle.

Complaints have reached the National Business Bureau that an individual using the names "L. S. or "L. D. Monroe" or "George H. Rice" has falsely represented himself as a direct selling agent of the Van Raalte Co., of New York City, and has succeeded in securing orders for hosiery on which no delivery has been made. The Van Raalte Co. advises that it employs no house-to-house salesmen and sells its hosiery only through retail stores. Latest reports indicate this party is traveling through Ohio and Indiana, evidently headed for Michigan or Wisconsin—possibly both. If or when you hear of this man's activities, please communicate immediately with the Realm of Rascality.

In advertisements in the Pathfinder and other periodicals J. B. Buchanan & Co., a corporation of Fort Worth, Texas, used free lot offers to secure prospects for a real estate scheme to which the Postoffice Department closed the mails under date of November 19th. If a reader of this advertisement responded to the invitation to rearrange l-o-v-e-r-s-t-o-e to spell the name of a president of the United States, he was awarded a lot 20 x 100 feet in Finlay, Texas, which the advertiser described as the coming rival of Amarillo. The cost of a warranty deed and all transfer charges was but \$9.85. The suggestion was made that \$5 be sent as a "good faith deposit" in the event that \$9.85 was not immediately available. The recipient was also advised that the adjoining lot might be purchased for \$100, giving a total frontage of 40 feet. Numerous follow up letters hinted of oil developments while specifically denying any direct knowl-

edge of oil or gas on the property. The facts back of this alluring presentation were that Finlay, Texas, is a flag station consisting of a railroad station, two stores, three filling stations and the houses of some score of inhabitants, chiefly railroad employees. Once more the analysis of a free lot scheme indicates that real estate or other offers, baited with puzzles, free lot offers and the like seldom signal a straightforward business transaction.

The insidious rise of the stench bomb industry in Detroit, accompanied by thuggery of the most vicious type, has been marked by the loss of human life, grave injury to peaceful individuals, arson and the destruction of hundreds of thousands of dollars worth of property, owned by citizens who sought to conduct their business in a legitimate and lawful manner, untrammelled by those who sought to levy tribute on them.

Naturally, owing to the dastardly and secretive nature of its operation, little is known of this nefarious industry except by the people directly concerned, the agencies which are seeking to curb it, and the police officers who are occasionally called in to quell violent demonstrations of the thugs' trust, which is an important adjunct thereto.

In order to enlighten the general public as to the reprehensible practices in vogue "under cover" in its midst—matters in which all good citizens who still believe that this is a free country should be interested if only from the standpoint of self-protection—it is proposed to explain the inside workings of the stench bomb industry.

A stench bomb is made by taking a quantity of the most evil smelling drug known to science—valerianic acid—in comparison with which ancient eggs and asafoetida are as the clover-scented breeze, placing it in a fruit jar, adding water and screwing on the top. Very simple mechanically, and very, very effective when thrown into a business place and broken.

Its use is easy, which is as it should be, for the men who manipulate these cowardly weapons are usually of a low order of intelligence, tainted with murderous tendencies.

Bill Jones runs a cleaning and dyeing shop, a laundry or some other business. He has a paying plant as the result of painstaking effort and fair prices. In order to get good work done he hires men who, he believes, can produce customer-pleasing results that will mean substantial profits. When he hires these workers he does not question them about organization allegiance, religion or domestic relations, as he does not consider that these things enter into his craftsmanship or his ability to do an honest day's work for an honest day's pay.

Bill has a growing family of children which he feeds and clothes well and is bringing up as free born American citizens. He takes a lot of pride in the thought that through his prosperity they can have better advantages than he had in his earlier years.

Eventually, however, Bill's success comes to the attention of labor union walking delegates who covet a piece of it. They accuse him of not paying

his workers high enough wages, and that their hours are too long. They inform him that his prices are too low, and state that he is not running his plant as they think he ought to. They want a slice of his profits and these are the pretexts under which they seek to get it. In the courts this procedure is usually called blackmail. Sometimes he is required to join the union (which is merely the screen for the collection of money by the blackmailers) and to pay so much cash to its collectors monthly for no benefit whatever.

Bill, having grown up in an uncouth sort of way and being somewhat rough as to speech and decisive in action, tells the emissaries of the union whence they can go. These suave gentlemen report back to their principals and these gentlemen immediately consult with the leaders of the stench bomb industry, who, in turn, call in the shining lights of the thugs' trust.

In the darkest hours of the night an automobile is driven slowly past Bill's place and from it a stench bomb attached to a brick goes crashing through his display window. All merchandise in Bill's store immediately becomes a total loss and Bill has to foot the cost.

The contents of the bomb soak into the flooring and rugs wall paper, plastering and everything else. Perhaps if the store is left open to the air for a year or two the lingering, nauseating odor will eventually fade out. It cannot be immediately removed. This guerrilla warfare continues until Bill is put out of business, capitulates and pays tribute or succeeds in landing the perpetrators of these outrages in jail, which latter event is of infrequent occurrence. This is how the stench bomb industry operates.

Sometimes, however, in cases in the building industry, the contents of an egg shell, or the inside of an apple are removed and replaced by a coal tar derivative mixture, which, when thrown on walls and ceilings, woodwork or marble, leaves a black stain which it is practically impossible to remove.

Under our present laws it is almost impossible to bring these malefactors to justice, and it is the hope of right-minded citizens, who believe that the stench bomb industry and the thugs' trust have no place in Michigan, that eventually, perhaps at this session of the Legislature, the statutes of the State will be so re-adjusted that short shrift can be given these cowardly crooks who usually work at night with the devil's brew in fruit cans as their portent weapon.

Activities of these organizations have been most pronounced in Detroit—where the pickings are richest—but they are beginning to spread out to other cities. It is a condition which, if not cured soon, will curse the entire State.

Paw Paw, Jan. 22—Referring to your article on page 6, issue of Jan. 19, regarding the Russell-Stanton Co., J. A. Reidl, of Paw Paw, showed me this and said that just recently he had received an enquiry from this company regarding my standing.

I never heard of this company before, but on Jan. 12 I ordered from a salesman of the Lennox Oil & Paint

Co., of Cleveland, a 15 gallon drum of Pure Pennsylvania auto oil, shipment April 1, payment Oct. 1. Since then I have been wondering if I had not made a mistake in ordering, as I did not know anything of the company, and now I am wondering more. Is this Russell-Stanton Co. connected with the Lennox Co. in some way and is the Lennox Co. a concern that is likely to ship bootleg oil?

Mr. Reidl said that if anyone could find out about them you could, and I certainly would appreciate any information you can give. Dana Bennett.

As the Lennox Oil & Paint Co. is not known to the mercantile agencies, the chances are that it is composed of one or more cheap crooks who keep their records in their vest pockets. Cleveland is brimming over with oil leases which exist only in the imaginations of the miserable creatures whose sole stock in trade consists of printed bill heads and envelopes. Usually the man who owns the stationery takes to the road and pictures the magnitude of his house in glowing colors to the gullible individual who listens to the matchless eloquence of the stranger. The stuff sent out by these crooks is almost invariably trash of the worst description. No one who has any regard for his car would consent to use the stuff.

According to Mr. Bennett's letter head he is a producer of cherries, grapes, asparagus, Duroc swine and Rhode Island Red chickens. He probably markets some of his products to his home merchants in Paw Paw. In making shipments to other markets he would undoubtedly use due diligence in first ascertaining the credit standing of the houses he entrusts with his goods; yet when it comes to buying supplies he overlooks his home dealers who handle standard products and takes up with a stranger whom he probably never saw before and probably never will see again—a man who is so insignificant in the world of business that his name is not even listed by the mercantile agencies.

Some weeks ago many people of Barron and also from all parts of the country and Northwest received packages of ties from "Paunee Bill, the Blind Tie Man" of St. Louis. The entire Northwest was flooded with the ties, of a cheap knitted variety, which could be kept, if the addressee would remit one dollar to Bill. Many persons, out of sympathy for the blind, sent in their dollars and kept the ties. Among these who received these packages was the chief of police of Red Wing, Minn. He returned the package and wrote to the police headquarters at St. Louis to find out something about Blind Bill. He received information that "Paunee" was blind, but that he was a notorious underworld character, who, despite his affliction, associated with yeggs, thieves and the like. The letter to the Red Wing police stated that attempts had been made by the Post Office Department to put a stop to the operations in the tie business, but that so far as they knew, it came within the law. The postal authorities stated that about the only way to get rid of this kind of merchandising, was to "forget to send back the ties or the money," thus making it unprofitable for the schemers to continue.—Minneapolis Journal.

MOVEMENTS OF MERCHANTS.

Bangor—Sam Witz has closed out his stock of boots, shoes, etc.

Middleville—E. E. Faulkner has sold his drug stock to his son, Paul M. Faulkner.

Watervliet — Fire completely destroyed the Star hotel, entailing a loss of about \$20,000.

Howell—Fire damaged the bakery of Mrs. Nellie Johnson, Jan. 22, to the extent of about \$3,000.

Detroit—Nathan Printz, 9105 East Forest avenue, boots and shoes, has filed a petition in bankruptcy.

Detroit—The Brake Equipment Co., 3609 Gratiot avenue, has increased its capital stock from \$20,000 to \$75,000.

Detroit—The Federal Electric Co., 3408 Woodward avenue, has changed its name to the Federal Electric Co., Inc.

Durand—Fire damaged the confectionery stock and store building of De Rose Bros. to the extent of about \$3,000.

Quincy—J. L. Long, proprietor of Long's Central Drug Store, has sold his stock to Clinton Joseph, formerly of Homer.

Detroit—The King-Blair Co., 1456 Woodward avenue, retail clothier, has increased its capital stock from \$50,000 to \$100,000.

Grand Haven—Van I. Witt has sold his drug stock to E. Ewald, formerly connected with the Sanford Drug Co., at Muskegon.

Howard City—H. M. Gibbs has been obliged to take back the drug stock he sold to O. K. Cody, who failed to keep up his payments.

Kalamazoo—The C. Thomas chain store organization has opened its sixth grocery store here, locating it in the Van Avery building on the East Side.

Detroit—The Globe Creamery Co., Ltd., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Urbondale—The Henry & Deane Co., retail hardware, has changed its name to the T. J. Henry Co., and removed its business offices to R. F. D. 7, Battle Creek.

Muskegon Heights—The Earl Drug Store, 1 West McKinney avenue, has been purchased by P. S. Woodhall, who formerly conducted the East End Drug Store at Holland.

Bangor—A. A. Grimm has removed his drug stock from St. Joseph to this place and consolidated it with the drug stock owned by the late Oscar Karmen, which he acquired by purchase.

Detroit—The Crown Drug Co., 10200 12th street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and \$7,500 paid in in cash.

Detroit—The Keystone Oil Products Co., Inc., 544 Buhl building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The Acme Tool & Supply Corporation, 6623 Gratiot avenue, has been incorporated with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Saginaw — The Burns Vulcanizing Co., which has conducted its business in Bay City for the past nine years, has opened a branch here at 825 Janes avenue, under the management of B. T. Cowherd.

Holt—The Delhi Coal & Supply Co., has been incorporated to deal in fuel and builders' supplies, with an authorized capital stock of \$10,000, \$2,600 of which has been subscribed and paid in in property.

Detroit — The Conrad Heating & Plumbing Service, 5240 Stanton avenue, has been incorporated with an authorized capital stock of \$25,000, \$7,500 of which has been subscribed and paid in in cash.

Lansing—Mrs. Ada M. Bolt, proprietor of the Bolt Fur Shop, 117 West Allegan street, will add a stock of millinery to her fur business. The store is now being remodeled and redecorated preparatory to installing the goods.

Hamtramck—The Fuel Oil Service Co., Woodland & G. T. Ry., has been incorporated to deal in oil burning and other heating plants, with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Southwestern Motor Sales, Inc., 6371 West Fort street, has been incorporated to deal in autos, trucks and parts, with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in cash.

Highland Park—The Hamilton Construction Co., 15853 Hamilton avenue, has been incorporated to deal in lumber, builders' supplies, etc., with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Saf-T-Cab Sales & Service Co., 2440 John R street, has been incorporated to deal in automobiles, etc., with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$5,010 paid in in cash.

Three Rivers—J. S. Cox has merged his coal and fuel business into a stock company under the style of John S. Cox, Inc., 700 Mechanic street, with an authorized capital stock of \$12,000, \$7,000 of which has been subscribed and paid in in cash.

Flint—The Palmer-Edwards Co., 316 Water street, has been incorporated to deal in machinery and electrical equipment as manufacturers agent with an authorized capital stock of \$12,500, \$3,000 of which has been subscribed and paid in in cash.

Detroit—The Pennsylvania Mosaic & Tile Co., 11204 Charlevoix avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,500 paid in in cash and \$8,500 in property.

Detroit—The Specialty Distributing Co., 2422 Market street, has been incorporated to deal in provisions, nuts, fruits and vegetables, with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed, \$500 paid in in cash and \$4,200 in property.

Kalamazoo—Bert Bushouse, of the South Westnedge street Piggly Wig-

gly store, paid \$10 and costs in municipal court when Peter DeKorte, city sealer, convinced a jury there had been a shortage of six ounces in the five pounds of beans which he purchased at that store.

Kalamazoo—Verwys & Co., Inc., 232 Kalamazoo avenue, West, machine shop and dealer in auto parts, has merged its business into a stock company under the same style, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Detroit—The Michigan Wall Paper Co., 514 Randolph street, has merged its business into a stock company under the same style, with an authorized capital stock of 2,000 shares at \$100 per share, \$200,000 being subscribed and paid in, \$3,524.22 in cash and \$196,475.78 in property.

Chatham—Th Eben Farms Co-Operative store opened for business in the temporary structure erected across the street from the building which was recently destroyed by fire. A modern stone store building will be erected on the site of the old store, early in the spring by the company.

Flint—The Flint Paint & Varnish Corporation, 425 Detroit street, has merged its business into a stock company under the style of the Flint Paint & Varnish Co., with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in in property.

Whittimore—The Arenac Oil & Gas Development Co. has been incorporated to prospect for petroleum and deal in petroleum products, with an authorized capital stock of 100,000 shares at \$1 per share, of which amount \$52,850 has been subscribed and paid in, \$2,850 in cash and \$50,000 in property.

Detroit—The Carrier Motor Truck Co., 7641 Gratiot avenue, has merged its business into a stock company under the style of the Carrier Motor Sales Co., to deal in motor vehicles, parts and accessories, with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Owosso—E. S. Everett, manager of the Owosso branch of the Michigan Sugar Co. since 1924, when the Owosso Co. was purchased by the present owners, has resigned to take effect Feb. 1. He is succeeded by H. F. Martini, of Bay City, who resigned from the secretaryship of the John C. Liken Co., at Sebawaing, to go to Owosso.

Crystal—Harzey J. Fisher and wife, who have owned and conducted the East Side store in Crystal, have traded the stock and store building to Milo Straight and Hugo Volz for a 200 acre farm North of town, which they will soon remove to. The new owners of the business will conduct it as a co-partnership.

Grand Haven—Robinson & Yonker, hardware dealers, have called a meeting of their creditors, to be held today. They claim assets of \$21,000 and liabilities of \$20,000. One of the local banks is a creditor to the extent of \$4,500 and the Franklin Hardware Co., of Milwaukee, is interested to the extent of \$4,000.

Detroit—The C. H. McCurdy Coal & Supply Co., 7543 West Chicago boulevard, has merged its business into a stock company under the style of the McCurdy Coal & Supply Co., with an authorized capital stock of 100,000 shares at \$1 per share, all of which has been subscribed, \$10,000 paid in in cash and \$90,000 in property.

Reese—Winterstein Bros., Inc., have assigned all their property to William F. Rau of the same village as trustee. It is planned to sell all the company's property, consisting largely of a stock of general merchandise. Winterstein Bros. have operated a general store at Reese for two years. It is claimed the corporation is solvent and will be able to pay all indebtedness. Assets are listed at \$18,000 and liabilities at \$9,000.

Detroit—Leasing of the old stone building at the Southwest corner of Jefferson avenue and Griswold street is announced by the Union Trust Co. The structure will be known as the Union Trust Co. Annex and will be occupied by those departments of the company which for the last two years have been housed in the Huron building, wrecking of which will take place soon to make way for the trust company's new building.

Ithaca—Will K. Ludwig, 78 years old, prominent Mason of Gratiot county, died last week at Ithaca, which had been his home for about forty years. He was buried Thursday with Masonic services and a Knight Templar escort. Ludwig was county agent for collection and charities, county coroner, village health officer and member of Presbyterian church and at one time was a prominent merchant of this place. He was unmarried and leaves no relatives.

Saginaw—City officials, bankers and retailers have been invited to attend a dinner meeting of the Retail Merchants' Bureau of Detroit at the Bancroft the evening of Feb. 2, it was announced. Arrangements for the affair have been completed here by Ernest E. Prine, Secretary of the Detroit bureau, after a conference with Secretary William A. Rorke of the local bureau. The dinner will be a feature of the Detroit retailers' annual junkt tour through the Saginaw Valley trade area for the promotion of good-fellowship. The preceding night a similar session will be held in Bay City.

Saginaw—Retirement after a period of service of more than forty years in the baking business in Saginaw valley, during which time he saw the business he founded grow from an obscure retail shop to one of the largest baking houses in the State, is the record of Henry Schust, who announces he has retired from the presidency of the corporation bearing his name, Schust company. Schust came to Saginaw shortly after he arrived in this country from Switzerland. It was in 1886 that he established himself firmly in the Saginaw business world and developed the present day business which has been taken over largely by his sons and their associates. While Schust is retiring from the presidency, he is still a member of the board of directors.

Essential Features of the Grocery Staples.

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

Tea—The market is holding firmly to present price levels and a moderate movement is reported. In some quarters it is heard that a pinch may occur in China greens, due to the trouble in that country, and the probable difficulty of getting tea from Shanghai, but others discount this theory on the grounds that between now and next summer the situation may adjust itself. The trade is watching, however, and some speculation may take place in these grades.

Canned Fruits — The demand is showing some revival which is natural enough after recent price cutting. The next three months it is believed will bring a better than normal demand. Pineapple is reported to be in fine shape with good orders coming in from the country.

Dried Fruits—Apart from the slightly improved marketing conditions reported in prunes and apricots the close of last week developed few new features in the market for dried fruits. San Francisco wires dwelt on a scarcity which was developing in No. 40 prunes, but other descriptions show little or no important change. The declines of about 1/4c which occurred on practically all other varieties of prunes in the first fortnight of January suggested to some that packers were taking losses on their prunes as they were unable to buy them from the grower at prices that would justify such low selling valuations. However this may be, the tone of the market again appears to be stabilized and conditions are said to be generally on the mend now. The raisin promotion plan is bringing good results according to leading marketers of raisins. Oregon prune growers numbering more than 250 have already approved a form of organization for the purpose of strengthening and stabilizing the prune industry. The meeting of the Dried Fruit Association of California held at the Hotel Del Monte last week was expected would develop some interesting features.

Canned Fish—The canned fish line has failed to develop any important features. The domestic salmon trade is waiting on an improvement in weather conditions, while foreign buyers, actuated by a preferential tariff, are concentrating on British Columbia salmon and are not expected to be active in the American market until the British Columbia packers have sold out. A higher schedule became effective for Maine sardines last week. A fairly brisk business was done prior to the advance. Among imported fish one interest developed was the cable report from Italy and Spain that the catch of anchovies was extremely poor and that prices had been advanced about 100 per cent. accordingly.

Nut Meats—Importers have started to realize that a real shortage of shelled walnuts is in the making and that within another sixty days it will be definitely brought home to the trade. Shelled almonds are also especially firm. Farmers in Italy and France,

it appears, are still holding on to their nut crops and are loath to sell excepting at full prices. This with the constant demand which is mostly in small lots and the firmness in the Italian and the Spanish rates of exchange has tended to stabilize the price of shelled almonds in all principal markets. The large sizes are reported as exceedingly scarce and are held for higher prices. The stocks of almonds here are probably now the smallest in a good many seasons past. The same low condition of stocks is reported from London. The best opinion is that farmers will no doubt hold firm until blossoming time, when they will be able to get a better line on prospects for the crops. In the case of walnuts all good qualities have already been shipped out of France and there is small likelihood of lower prices. There have been arrivals of exotic walnuts, but some of these have been deficient in quality so that quality goods are expected to be scarce. Advances were named during the week in various descriptions of Pignola nuts as higher prices have been asked for the Turkish, Spanish and Italian by foreign shippers.

Spices—There are very few price changes, with the possible exception of Malabar peppers and Zanzibar cloves in the futures positions. Both these articles now appear to be quite low in price. Cloves have touched the lowest point in many years and will no doubt command more interest.

Molasses—New Orleans molasses is meeting with a fair call. Most of the buying, however, is against immediate requirements and no one is showing any desire to stock up. Blackstrap is holding firmly to present levels and nothing new has developed here.

Rice—Increased activity in the domestic markets follows the broader general movement which has been witnessed throughout the South. Farmers in the rice belt appear to be pretty well financed and are holding their rough for full prices.

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—Canadin, \$1.75 per 100 lbs. Bananas—7@7 1/2c per lb. Beets—\$1 per bu. for old; \$2.25 per Butter—Jobbers hold fresh packed at 47c, prints at 48c and June packed at 43c. They pay 25c for packing stock. bu. for new from Texas.

Cabbage—\$3 per 100 lbs. for old; \$4 per crate for new.

Carrots—\$1.25 per bu. for old, \$2.25 per bu. for new from Texas.

Beans—Michigan jobbers are quoting as follows:

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

Cauliflower—\$2.25 per doz.

Celery—Home grown, 30@60c per doz.; Calif. Jumbo, 65c; Rough Calif. \$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, 65c per doz. bunches.

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.\$4.25
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 5.00
344 4.75

Parsnips—\$1.50 per bu.

Pears—\$3.50 per crate for California.

Peppers—Green, 75c per doz.

Potatoes—\$1.45@1.60 per 100 lbs.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls 23c

Light fowls 16c

Springers, 4 lbs. and up 23c

Radshes—75c per doz. bunches for hot house.

Spinach—\$1.50 per bu. for Texas grown.

Sweet Potatoes—\$2 per hamper for Delaware kiln dried.

Tomatoes—Southern stock, \$1.65 per 7 lb. basket.

Turnips—\$2.25 per bu. for new from Texas.

Veal Calves—Wilson & Company pay as follows:

Fancy 17c

Good 15c

Medium 13c

Poor 10c

Two giant human skeletons recently

were unearthed in a sand quarry in England.

The famous derby races of England were instituted by the Earl of Derby in 1780.

Spring Colors Important.

Never has there been a season when hosiery shades were so important and so difficult to select in order to preserve the harmony and smartness of the apparel ensemble as they are this Spring, according to Miss Merle Higley, style adviser for the Brown-Durrell Co. Women, she says, will need particular aid from the stores in choosing hosiery correctly for wear with the becoming compose costumes that are featured this season, and which require shoes in two or three different shades to complete.

"More women will buy several pairs of shoes this Spring than ever before," she continued, "as those chosen for wear with a special compose costume will be incorrect with a suit or other frock. This means that the smart woman will also include more shades of stockings in her season's wardrobe than usual.

"Among the shades that will be especially favored are flesh pink, which supplies a variety of needs and which may be worn with garments and shoes of several colors. 'Pearl blush' will also be liked. Like flesh pink, this is a shade which harmonizes with the new macre leather that is being used for afternoon and evening slippers, and also for trimming on white and colored kid footwear.

"Other hosiery colors that will be seen a good deal during the Spring include 'sandust,' a neutral nude shade with an opalescent tint, and 'Aloma,' a light wood shade. Also to be seen will be 'Auburn,' which is a medium reddish wood shade, and 'Algerian.' The latter is a third wood shade, more neutral in tint, that is especially correct for wear with sport clothes in the tan hues and with street suits in navy blue."

The Usual Labor Union Swindle.

Saginaw, Jan. 25—S. L. Ruhstorfer, meat dealer at 112 North Michigan avenue, reports to the police that he was victimized by a slick talker, Ruhstorfer subscribed to an advertisement in an alleged magazine published by the "American Brotherhood of Railroad Employees," paying \$15 for the advertisement, only to learn later that no such organization exists.

He described the salesman as being about forty years old, five feet 6 inches tall, weighing 160 pounds, and wearing a brown overcoat and brown fedora hat.

When Wifey Takes the Wheel.

Doctor (to patient who claims to be a nervous wreck)—What are your symptoms?

Patient—I jump when I hear a telephone, the door-bell sends me into hysterics. Any stranger coming to the house frightens me out of my life, and I'm afraid to pick up a newspaper. Do you know what's wrong with me?

Doctor—Yes. My wife drives a car, too.

Watervliet—The Watervliet Paper Co. has increased its capital stock from \$1,000,000 to \$1,250,000.

No matter how mean a thing you do, it is easy to give a reason for doing it.

Much happiness never goes with much money.



WHAT THE DUB THINKS

The Traveling Representative.

Yes, that's the word—representative. Always it has been my good fortune to know traveling representatives, away back from the time I was a boy. I have seen them grow old and die and others take their places, and let me record right here, that at this time. I cannot recall one that ever went bad in any form.

And when I say traveling representatives, I don't mean salesmen, either. They are a different breed entirely. In the old days, fifty years ago, they were called "drummers." You could spot one by the cut of his gib. They wore clothes that screamed—narrow rim-bowlers, brakeman's pants and opened faced vests, exposing a sparkler equal to those displayed in the old time Garland hard coal burners. Always there was the light top coat with wide lapels down the entire front.

Only a short time ago I read an interesting article describing these pioneer travelers, and while the article carried a laugh at the old boys, it did not lam them as many of the later day writers have done. Really they were like the proverbial singed cat—"better than they looked."

In those days you could pin almost anything on a drummer and make it stick. They were accused of doing about everything a reformer didn't want to do. Undoubtedly the song of "The Persian Pussy" whose papa was a traveling man, could be traced back to some of them. Anyway, they were supposed to bring in all the outside stories that were not customarily told at church socials, and they did, but when it comes to story telling, let me tell you they had nothing on the present day afternoon tea and bridge parties.

They were frequently called "Lady chasers." There were no flappers in those days, but girls in all the small towns prided themselves on knowing one or two drummers. In the evening the boys would line up in chairs on the sidewalk in front of the old hotel, which was generally the parade ground for all the small town girls, and unless a man was a cast iron dog he didn't sit there long, but, like the famous Jim Bludso, "he saw his duty, then and there," for these present day mamas were just about as coy, if not as clothless, as the hairless dolls we have with us to-day.

Yes, he drank and played stud poker, but who didn't? And many times he was looked forward to as "good pickin'" by some of his customers. But take it from a dub, they were no worse than the times in which they lived or the customers they served—sometimes much better. They were invariably inveigled into more trouble than they started.

Not all their customers of those days were members of the "Y" and the boys had to "sit in" if they expected to take orders. But with it all they were more human than bad, and to-day in big business you will find

a lot of these young squirts of fifty years ago behind the big desk, and if you ask them, they may sheepishly extract an old time tin type from a hidden drawer, showing a young strippling standing between two girls out in Buck's Corners on circus day. Yes, he will say with a far away look, and my oldest daughter is a perfect likeness of that one on the left.

Well, it is all different now. Everything is different, even to the makings. Their places are taken by a bunch of fellows who have no superiors in any walk in life. It means something to be a traveling representative to-day. You know some of these boys? May be live in the same block or flat with them. Did you ever know one of them who wasn't a gentleman? You bet you didn't—he couldn't be a traveling man and be anything else.

It is said they are born, not made! and let me add, they are born in the business. They do not come from the schools and colleges, but mostly from the offices and the back rooms where they have been nailing up boxes and filling your orders, or perhaps dad's before you, for years. Your name and wants are as familiar to them, almost, as they are to you, and that's the reason they are here.

Talk about diplomats, if this country should ever run out of political hangers for the diplomatic service, there is always the U. C. T. and T. P. A., where a better selection can be made. It has been asserted "missionaries are the forerunners of civilization." Well, I can't deny it, but the traveling man was generally along side the missionary so early in the game that when it came to a tossup as to which would prove the best diet, they were invariably selected. And anyway, he has always left a good taste in their mouths when he departed. So far we have yet to hear of any of them ever attempting to put over their opinions as to the best method of reaching the hereafter or injecting any of their personal ideas into the family circle. Nor have they ever squatted down on the territory with an organization entirely akin to the ideas of the natives.

Why an honest-to-God traveling man could start a business in cabbage and Brussel sprouts with a bunch of baboons, extracting cocoanuts in exchange, without ruffling their dispositions, injecting table manners, telling them what to wear and what to say before eating; and get away leaving a trail of good will rather than rotten eggs. But missionaries—well, they just manage to keep them passive for a time with beads and bibles, but in the end we have to send a warship and land a bunch of marines to protect the orphans; for even a baboon is similar to a dub. They are willing to admit superiority, but they don't want it rubbed in. A traveling representative never rubs anything in—he greases it.

Now don't get these old boys mixed up with the modern high powered salesman. As stated when I started out, they are an entirely different breed—a hangover from the war—came along with the drives and campaigns. First they flooded the country with

blue sky stocks and bonds covering everything from oil to ostrich eggs. The colleges furnish a lot of the raw material which is worked over in the schools of intensive salesmanship. They have about everything a traveling representative doesn't need. They are drilled in bunches to put on campaigns, cop the big commissions and hie away to greener fields or customers. They have what is known as the "studied approach," gained mostly from the "tackle" in football, and are out to sell something, whether you want it or not, from autos, washing machines, vacuum cleaners, on down to encyclopedias and modern versions of the Bible, a dollar down and a dollar a week. They take up golf to get the "approach" and are adept at spreading the fertilizer, never expecting you to say anything but "yes."

But a traveling representative—that's different. He comes representing an old established concern. He is an order taker if you need anything and he keeps you posted. Never attempts to sell you something you don't need, nor any more than you can use. He knows when to talk and when to listen and generally he does most of the listening.

Their private lives are spent in a quiet way with a happy family, and you seldom hear of them in the divorce courts. They come from the picked few, and of all vocations, a traveling representative is the hardest to fill.

They never attempt to get something for nothing with short hours and long pay. Did you ever hear of a traveling man's union, bloc or association striking for better conditions, shorter hours or more pay? Bah! Brains are the asset of these boys; they work on their merit—wouldn't work any other way. They have their own organization, with mutual insurance, and social betterment, with no appeals for government aid. When it comes to "digging down," who digs deeper than these boys in cases of distress? They not only live model lives, but they make life a pleasure for all who come in contact with them.

In the name of good government, good citizenship, and prosperity, give us more traveling representatives. They are a bunch of diplomacy, thrift, poise and good fellowship in one package, "all bound around with a woolen string." If I was looking for presidential timber, or ever saw old man Diogenes sneaking around with a glim looking for a perfect man, I would refer him to the U. C. T. and T. P. A. And take it from me, if there is anything in this hereafter dope, I'll ask nothing better than to sit in along side these old boys of the past.

Of times in darkest midnight
When I awake in my abode,
I see departed faces
Of the boys who "hit the road."
The Dub.

The Christmas Tree in the Alley.

Thing of beauty cast away
In the rubbish of decay.
Well, I know you longer live
Than your hour, because you give
Memories which fondly play
With your gleams of yesterday.

Christmas trees can never die
They are stars in human sky;
Though new calendars becloud
Glowing candles with a shroud,

Yet their shining from afar
Somehow brightens what they are.

"Tannenbaum" we'll not forget
But enjoy you even yet
Though your baubles we remove
They have kindled such a love
In our hearts, that they would be
A perennial Christmas tree.

Charles A. Heath.

INSURED BONDS

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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.

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KRAFT CHEESE

A variety for every taste

TAKING INVENTORY

Ask about our way.
Barlow Bros., Grand Rapids, Mich.

Kidskin Liked For Spring.

A survey of all the branches of the women's apparel industry, prepared for the kid leather tanners, has enabled this group to introduce a range of shoe colors that will exactly match or complement all of the costume colors of the ensuing Spring and Summer seasons.

"Pastel parchment," a shade which can be compared only to the petals of a water lily, is apparently slated for marked popularity. Continuing this range, there are "stone," "stroller tan," and "rose blush." "Shell gray," with a decided sheen of silver, will follow with greater impetus this year after last season's introduction. "Spanish raisin" will be worn in the early spring as a costume accessory, and will then develop into combinations with other colors.

In the field of high-grade shoe manufacturing, which furnished very largely the collections of footwear being worn at Palm Beach right now, there is a marked tendency toward developing the shoe in exact costume shades. These shades include "monkey skin," which is a very delicate flesh color; "Mother Goose," which has the light creamy tint of parchment; "Sonora," a pearl pink; "meadow pink," very much like clover blossoms, and "sistine," a light, clear blue.

Every indication is that black and white will be one of the foremost costume combinations for early Spring street wear. In many instances black shoes with a light trimming will be worn with it. Ebony kid, a deep, lustrous shade of black which was accepted as the smartest black shoe last Winter, is carrying over in volume proportions into Spring business.

Fall in Exports and Rise in Imports.

A rise in merchandise imports and a fall in exports for 1926 squeezed this country's so-called favorable balance of trade, or excess of exports over imports, down to 378 millions of dollars. That may not mean much to the general reader but when expressed in terms of past performance it will to some present a trend not at all comfortable to contemplate. To any student of the old school it will not be pleasant to read that our export excess for last year was only about half of what it had been before, when, incidentally, it had fallen far below the total for the year before that. Ever since 1919 our favorable balance has been falling steadily and sharply. It has come down by persistent yearly drops from 4016 millions of dollars in 1919 to 378 millions in the year just ended.

And yet for very good reasons there is no occasion to become disturbed over the future. In a general way the change represents the correction of a maladjustment that arose during the war. When comparisons of the present trade position are made with pre-war years the picture loses most of its alarming aspects for while the 1926 export excess was smaller than before the war it was not so very much smaller. Our excess of merchandise exports during 1910-1914 averaged 477 millions of dollars and, be it noted, in that period the country gained only 17

millions of dollars in gold on the average whereas in 1926 the net gain was no less than 98 millions.

The essence of the matter is, of course, that the shift from a debtor to a creditor nation automatically has removed the old arguments for the maintenance of large merchandise balances in favor of this country. Some of the best economists hold that a switch from a favorable to an unfavorable balance of trade, so-called, would work to the benefit of industry and provide the only practicable means for foreign debtors to pay the United States what they owe. Whether or not the United States will fall into the category of countries that import more than they export, along with Great Britain, is, however, uncertain. About all that appears certain is that the old standards must go and that in the future a modest excess either of exports or imports must be accepted as natural.

As a matter of fact new markets have been found for our export articles and these to a surprising degree have offset losses from the shrinkage in the totals that otherwise might have gone to Europe. Imports from Europe naturally have grown but the incoming shipments have not in the main been in items that enter seriously into competition with our articles. Unquestionably the course of our foreign trade channels has been modified by the post-war adjustments and as time goes on it will be changed still more but to date no signs have indicated any real impairment of the position of the United States in foreign fields.

Paul Willard Garrett.

[Copyrighted, 1927.]

Fewer Salt Factories This Year Than Last.

The department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1926, the establishments engaged in the manufacture of salt reported for 1925 products valued at \$34,253,056, a decrease of 7 per cent., as compared with \$36,837,162 for 1923, the last preceding census year.

Of the total value of products reported for 1925, \$33,286,797 were contributed by salt and \$966,259 by other products, such as bromine, calcium chloride, containers made for sale, etc. This industry classification covers establishments engaged primarily in the manufacture of commercial salt, whether from rock salt or from brine.

Of the seventy establishments reporting for 1925, sixteen were located in Michigan, fourteen in California, twelve in Kansas, eleven in New York, four in Louisiana, four in Ohio, and the remaining nine in New Mexico, Texas, West Virginia and Utah. In 1923 the industry was represented by seventy-five establishments, the decrease being the net result of a loss of eleven establishments and a gain of six. Of the eleven establishments lost to the industry, five went out of business prior to the beginning of 1925, four were idle throughout the year and two reported products valued at less than \$5,000.

Sentence Sermon.

True happiness (if understood)
Consists alone in doing good.

Bermuda Keeps Out Carrots.

A recent enactment of the Bermuda Legislature prohibits the importation into that country of American and Canadian carrots in their raw and untreated state.

Overtones.

I heard a bird at break of day
Sing from the autumn trees
A song so mystical and calm,
So full of certainties,
No man, I think, could listen long,
Except upon his knees.
Yet this was but a simple bird,
Alone, among dead trees.

NEW ISSUE

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First (Closed) Mortgage Gold Bonds

Due September 1, 1941.

Direct obligation of Alaska Refrigerator Company, which was established over 45 years ago. This company now is recognized as one of the largest manufacturers of Refrigerators in the world.

Secured by First Mortgage on all the real estate, buildings and fixed equipment, which has been appraised as having a sound value of \$1,193,000 making this approximately a 50 per cent loan.

Net earnings for the year ended June 30, 1926, were \$314,880—over 8½ times interest requirements on this issue.

Mortgage provides a Sinking Fund sufficient to retire in excess of 60 per cent of this issue by maturity. Tax exempt in Michigan.

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All information given herein is from official sources or from sources which we regard as reliable, but in no event are the statements herein contained to be regarded as our representation.

THE DIFFERENCE IS IMPORTANT

William James gave credit to a carpenter friend of his for having stated a great truth in plain words.

"The difference between one man and another is mighty little, but that difference is important."

Banks may look alike on the surface, but there is a wide difference in their service.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

NO MENACE IN CHAIN STORES.

Apropos recent discussions of the advantages and disadvantages of chain stores, several interesting points have been made regarding them by a man who has given considerable study to both sides of the retail syndicate question.

Concerning, among other things, the cash sales policies of these stores, he asserts that the chains sell for cash, in most instances, not because they are doing business through a hired manager with people who are utter strangers, as has been charged. If this were the only reason, he contends, they could, by a little experimenting, plot their losses just as readily as the independent merchant can in dealing with people who are not strangers. They would then add the losses to the cost of doing business, and the net result would affect the selling price of all the goods in the store. He continues:

"The cash policy is really adopted by the chains for the reason that it involves a definite saving aside from credit losses, which are, it must be admitted, very small. This saving lies in the inactivity of tied-up capital, which is represented by the accounts receivable of any store at any specific time. If a merchant doing business on a capital of \$50,000 and having a turnover of four, making his sales \$200,000 a year, perpetually has out on his books unpaid bills amounting to, say, \$15,000, it means that he has to do either one or two things. He must operate with a capital reduced from \$50,000 to \$35,000, in which case he will not be able to make as much money or carry as much stock as before, or else he must borrow \$15,000 from a bank and pay 6 per cent. interest on it. It is this interest on capital that is not released for active duty in the purchase of merchandise which represents the additional cost of operating on a credit basis."

The man in question goes on to say that chain stores are a natural development in American retailing, arising out of the necessity of millions of families getting staple articles for human consumption at low prices in order to permit them to satisfy their desires in the selection of luxuries.

"In advertising themselves to the world," he continues, "the chains analyze their advantages and their disadvantages and make a virtue of the only real advantage they have. It so happens that this advantage is the very thing the average American householder is now looking for, low price. With his payments on the car, the radio, the instalment furniture, the washing machine and even his house, perhaps, there is less left for the payment of excess services on the staples needed in every home.

Delivery has become decreasingly important because, with the number of motor cars increasing, more and more families can make a pleasure spin out of the shopping expedition and gain some fresh air in the bargain. Even the payment of cash comes as a welcome relief to the instalment payments on the various other items entered on the family budget, for the householder has at least the comfort-

able feeling that there are no more payments due on the goods he buys from the chain stores.

"The only sensible way for independent merchants to meet chain store competition is to offer things the chains cannot and, at the same time, cut their prices by efficient buying and rapid turnover. Unless they combine they are beaten before they start. If they do combine to beat the chains at their own game, they become chains themselves. It then becomes a question of which chain can operate in the more effective manner."

PSEUDO PHILANTHROPIST.

Because Henry Ford has invested \$200,000 in his grocery stores—one at Highland Park and one at Fordson—and asserts that he is handling \$12,000,000 worth of groceries and meats at 3½ per cent. profit—

Because Henry Ford sneers at the regular independent grocer who has to obtain about 20 per cent. profit on his sales in order to meet the cost of doing business—

Because Henry Ford makes from 100 to 200 per cent. profit on his flivvers and boasts that grocers and meat dealers cannot get along without his delivery vehicles—

Organized grocers all over the country are adopting drastic resolutions not to buy any more Ford vehicles and also entering into iron clad agreements to that effect.

If this movement becomes general, it may still further reduce the Ford output to 10 per cent. of the motor vehicles sold during 1927, instead of 25 per cent., as was his record last year.

One thing is quite evident and that is that while Henry Ford can do some things quite well, such as accumulating the largest fortune in the world inside of twenty years, he cannot retain the good will of the grocery trade of America while he imposes unnecessary hardships in the form of illegitimate competition by creating and maintaining a menace to every grocer and meat dealer in Detroit.

END PERNICIOUS PRACTICE.

Judge Joseph Sabath, who has presided at 20,000 divorce trials, after reading about Chaplin case, advocates law preventing public prejudging man as soon as wife files bill of divorce making accusations. This would be prevented, Judge Sabath says, if publicity were withheld on accusing bill until answer was filed, when both should be made public simultaneously.

In nine cases out of ten, the original charges made in divorce cases where infidelity is charged are wholly "frame-ups" originated by crafty and unscrupulous lawyers who then hide behind the immunity attending legal allegations of this character, even though there is no legal basis on which to build such a structure of untruth and rascality. In most cases these "frame-ups" are submitted to the defendant before being filed in the expectation that he will settle rather than have the charges played up in the newspapers. In many cases copies of the allegations are secured by unscrupulous newspapers and the person

charged with infidelity is informed that the allegations will be published unless he "comes down" handsomely to suppress their publication. In no branch of the law business is there so much skulduggery as in the handling of nine-tenths of the divorce proceedings which reach the law courts of this country.

Not many years ago a local daily newspaper procured a copy of a "frame-up" conceived and executed by a local attorney who assumed the defendant would open his purse strings when informed of the revelations in store for him. The defendant was indifferent to the approaches of the shyster, who thereupon filed his allegations, but had the judge throw the blanket of suppression over the transaction. A copy of the charges were furnished a local newspaper man who carried it around in his pocket and read it to every friend of the defendant he met on the street, thus undertaking to convey to the defendant the thought that he better call at the newspaper office and negotiate a settlement to avoid publication. Both conspirators soon found that the man they attacked so surreptitiously would not submit to blackmail, whereupon the original charges were withdrawn and a divorce proceeding substituted therefore, based on the grounds of desertion.

TO PUSH GINGHAM SALES.

After two years of preliminary research and study, plans for a campaign for promoting sales of gingham have been completed by a group made up of a number of the country's largest producers of these fabrics, and the movement is now under way. The plans, which have not yet been announced in detail, are based largely upon dealer co-operation.

One of the purposes of the campaign is to break down the erroneous but more or less established opinion among women that gingham are all plaids and checks. Many new and beautiful effects which closely resemble the designs in the foremost trend of silks have been brought out during the year. These are adaptable not only to apparel but to interior decoration and the domestic arts as well. Solid colors in all the newer shades, in addition to patterned, checked and striped goods, are now available.

"Last season a decided trend toward cotton fabrics was apparent at the smart fashion resorts along the Riviera," says a bulletin describing the campaign. "The present mode of sport clothes, which is the most important group of costumes in the wardrobe, is particularly adapted to interpretation in the new gingham. Plain colors in a complete range of pastels, as well as in the darker street shades, are available. A decidedly smart effect has been achieved by a superimposed design of colored threads on a plain background. Sport models in gingham, especially in two-piece dresses with their stitched-down pleats, will be an essential part of the well-dressed woman's warm-weather wardrobe, it is predicted.

"The sunfast, tubfast qualities of gingham, say the campaign organizers, have materially stimulated the use of

gingham as an interior decoration fabric. As to withstanding wear and tear, as well as frequent washing, this has always been a foremost consideration in the use of gingham for children's clothes."

BETTER BUYING DEVELOPS.

There has been a substantial quickening of the pulse of the wholesale grocery markets during the week, with continued good buying evidenced in a number of canned goods staples as well as in some of the dried fruits. Wholesalers and retailers have taken hold of tomatoes, and these have moved into consumption at the going quotations at a faster rate. New buying in staples like corn and peas has been in limited volume but prices appear to be well maintained. A better than normal volume of business for this season of the year has appeared in canned salmon, but foreign buying has been limited. France, it develops, has already bought some 350,000 cases of British Columbia salmon, so that no important foreign buying of American salmon is anticipated until British Columbia packers have sold out.

DISGRACE TO HER SEX.

The last days of the administration of former Governor "Ma" Ferguson proved peculiarly unfortunate for the reputation of Texas. Just as the remainder of the country had embarked upon a campaign for the better enforcement of the laws against crime Mrs. Ferguson began pardoning criminals by the wholesale. The number of her pardons during her term of two years reached the astounding total of 3,595, which is about equal to the entire number of persons who were in state institutions when she became Governor. That the new administration appreciates the fact that this abuse of the pardoning power has given Texas an unenviable reputation and desires to impress upon the remainder of the country the idea that the state must not be considered a haven for vicious criminals is shown by the action of a special committee of the Legislature, which hastens to declare: "Not in the history of the state has there been such a disgraceful disregard for the proper and just punishment of criminals and the safeguard of the people and the property of the state." The committee adds that the power and prestige of the Governor's office "had been practically usurped and dictated by a private citizen, the husband of the Governor, for political favoritism and personal gain." It is an extraordinary arraignment of a public official, but it clearly demonstrates that law enforcement in Texas must not be judged by the acts of the Ferguson administration and that the voters of the state have learned their lesson.

The Tradesman feels no hesitation in urging every grocer and meat dealer who reads this paper to carefully scan the article on Increasing Meat Sales, published elsewhere in this week's edition. John C. Cutting, who wrote the article, has been in close touch with the subject for many years and his observations and conclusions are worthy of careful consideration.

AWARDED CIVIC TROPHY.

Col. Foster Wins Optimist Club Civic Award.

Fort Wayne, Ind., Jan. 24—Colonel David N. Foster, the "Father of the Fort Wayne Bank System," veteran of the civil war, active in the civic and political life of Fort Wayne for an even half century, and time-defying citizen of 86 years, has been elected winner of the 1926 civic award trophy of the Optimist club.

Colonel Foster was chosen as the winner of the trophy by the board of awards, composed of a member of each of twenty civic clubs and organizations of the city, at the last meeting of the Chamber of Commerce. The selection was made on the fifth ballot.

Adolph Jaenicke, superintendent of the city parks, stood second to Mr. Foster in the contest. There were six candidates and the five other than the winner were all given "honorable mention" for their services to the city.

The five were Mr. Jaenicke, M. S. Mahurin, chairman of the Chamber of Commerce; Albert H. Schaaf, president of the Chamber of Commerce; Rev. Philip Wambsganss, assistant pastor of the Emmaus Lutheran church; and Miss Bessie Orr, of the Willing Workers.

W. E. Doud was chosen as chairman of the board of awards. Oscar G. Foellinger was chosen vice-chairman, and J. M. Barrett, Jr., was chosen secretary.

The winner must receive a majority of all of the votes cast. The trophy will be presented to Colonel Foster at a public dinner sponsored by the Optimist club, held during the latter part of February.

Waldemar E. Eickhoff, former Democratic candidate for Congress, is in charge of the arrangements.

Bert J. Griswold won the trophy in 1923, Mrs. Frank J. Kanaga in 1924 and William E. Mossman in 1925.

This was the first year that Colonel Foster has been nominated. He is a member of the Optimist club and until the present year has been chairman of the committee in charge of the arrangements. He was nominated by Charles J. Steiss, who served with him on the park board for a number of years.

Colonel Foster came to Fort Wayne in 1877 when he was 36 years of age. He came here from Grand Rapids, where he had been conducting a newspaper. Colonel Foster says that his first service to his city and to the State came in 1882, when he devoted his efforts to securing the enactment of a legislative act by which libraries throughout the State were placed under the direct control of the board of school trustees, a condition made possible by levying a special tax by the city councils. Fort Wayne's present library is supported under that law.

Colonel Foster served for a long time as president of the Hope hospital. He has been active in the work of the Y. W. C. A., the Pixley Relief home, the Rescue Home and Mission, the Associated charities, the Fort Wayne Country Club, the Chamber of Commerce, the Fort Wayne Art School, the Izaak Walton League, the Fort Wayne Allen County Historical Society, the Y. M. C. A., the board of park commissioners, the G. A. R., and many business concerns.

Always a Few Snipers on the Firing Line.

Grandville, Jan. 25—The recent death of Charlotte, ex-Empress of Mexico, calls vividly to mind another scene below our Southwest border which serves to emphasize the soundness of the Monroe doctrine in other days.

During our stress and struggle to hold the Union together from 1861-5 our European neighbors took advantage of the situation, and the complete

occupation of our time with the suppression of the slaveholders' rebellion, by entering Mexico with armed forces. Spain, France and England were the offenders, while Uncle Sam had his hands full looking to the regulating of his own household.

It was at such a time as this that Mexico fell under foreign domination, although England and Spain soon faded out, leaving Mexico to the French, who, under the reign of Napoleon the Third, placed the Austrian archduke Maximilian on the throne of Imperial Mexico. The beautiful Charlotte was consort of this new emperor of Mexico.

Backed by French bayonets Maximilian had no trouble in holding his throne. Nevertheless your Uncle Sam had not been consulted. The Monroe doctrine was then in full force, held in abeyance because of our inability to set it working.

until notice of her death was recently recorded. It is this event that has recalled those thrilling scenes which took place in the seating of a member of European royalty on a Mexican throne.

Without the Monroe doctrine that European empire might still be in force across the Rio Grande. An American army was massed on the border ready at word from this Government to step across and enforce the American doctrine of no foreign adventuring on this continent.

How easily it may be conceived that the Maximilian fiasco would be reenacted did not the United States assure the Mexicans that no European trespassing will be allowed. And that fact, or rather knowledge on the part of Continental Europe, is the only safeguard against the overrunning of all small American nationalities by superior force from across the sea.

In the light of all this what mockery

Archduke Maximilian, much less his wife Charlotte, for what took place. Reared under European skies, in the families of royalty, those young people believed they had been called of heaven to succeed to the throne of the Montezumas.

The story of broken-hearted Charlotte is worthy the pen of the historian who might touch up the picture and send it forth as a warning to all ambitious princelings who seek renown and happiness at the expense of another people.

For sixty years the widow of the unfortunate Maximilian has lived in seclusion, being more or less mad during the time. It is a wonder she lived so long. Her story is one of the saddest in human history, and not a heart in all America but bleeds for the manifold sorrows of this uncrowned Empress.

After the capture of the short-lived Emperor of Mexico many requests were sent in from North of the Rio Grande asking that mercy be shown the deceived young Austrian and that his life be spared. These pleas fell on deaf ears, however, as the Mexicans were too full of wrath over what had occurred to forgive or forget.

Maximilian died a victim of the ambition of the French Emperor, who was short sighted enough to believe that a new France might be planted on the shores of Southern North America. That was a dream founded upon both the hope and belief that the United States of America, then engaged in a civil war, would soon be broken into fragments, some of which might eventually become a part and parcel of the new American French empire.

Monarchical dreams come often to nought. Britain was wise in time and dropped completely out of the scheme, a fact that redounded more to British sagacity than any desire to be of benefit to America. Old Timer.

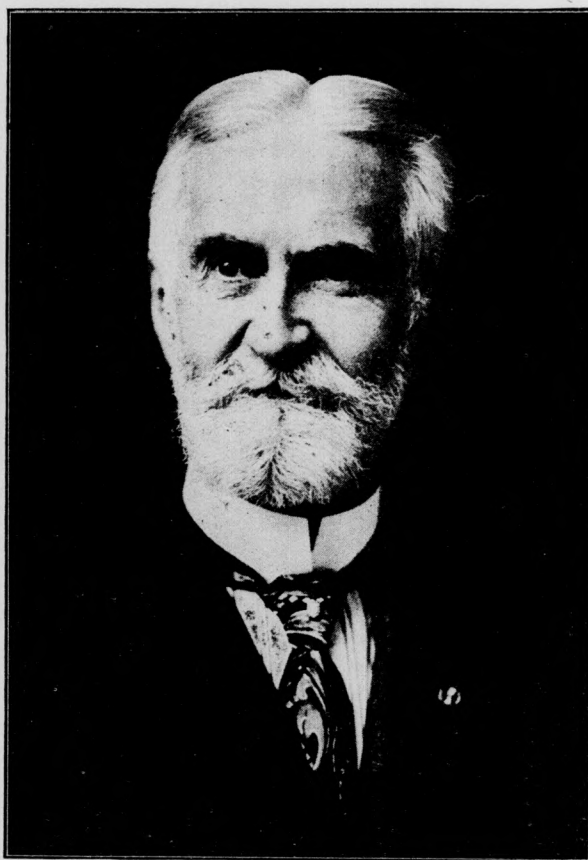
Jobbers Complain of Vinegar Barrel Mixup.

Complaints are being made by some wholesale grocers of trouble concerning the return of empty vinegar barrels, on which an allowance is made to the retailer. The trouble lies in the fact that some of the manufacturers ship their products in barrels made of soft wood, while others use the hard wood. The allowance on the hard wood barrels is about four times that on the soft wood.

Wholesalers complain that the retail trade does not seem to appreciate the difference in wood and there is trouble in straightening out the credit memoranda. A vinegar company in analyzing the trouble said that a good deal of the trouble would be eliminated if the cider vinegar manufacturers would take their own barrels back the same as the distilled vinegar manufacturers do.

This manufacturer said that as things stand now they do not take them back and this being the custom they furnish a rather light constructed soft wood six-hoop barrel that oftentimes is ready for the repair shop after the first trip. It was suggested that perhaps the low prices that have prevailed on cider vinegar have forced this light cooperage.

The American Cider Vinegar Manufacturers' Association has recently adopted as its standard container the Douglas fir barrel, with oak-hung stave and is advocating its use by all the members of the association.



Colonel David N. Foster.

When at length the civil war came to an end, Secretary Seward turned his attention toward the ravished republic on the South and quietly informed the despotic intruders that the Monroe doctrine had not lapsed in America.

Emperor Napoleon took the hint and withdrew French bayonets from Mexico, the consequence being that the Mexicans at once set about restoring the republic. Once this was done, with Juarez as President, Maximilian was seized and made to face a firing squad.

With the death of Maximilian "Poor Carlotta" went mad, and for the past sixty years she has lived a lonely life in Belgium, the demented widow of a once gallant monarch who had foolishly dared to defy the Monroe doctrine in the hope of founding a permanent empire in Mexico.

It is doubtful if many people knew of the existence of the crazed Empress

to hiss and jeer at President Coolidge for taking the stand he has in these troubles in Mexico and Nicaragua.

The present misunderstanding will become smoothed out very soon and any American who has censured the stand of this Government down there will be ready to blush with shame because of his un-Americanism.

It is a hard matter to convince everybody of the justice of any cause. There are always a few snipers on the firing line who delight in doing the dirty work of the enemy under the guise of unco righteousness. We have them to-day among our public men, even in Congress, but not even the vociferous mouthings of these false Americans can blind the great body of Americans from seeing the truth and acting accordingly.

"Poor Carlotta!" was a sad echo of that futile and wicked attempt to monarchize the Mexican republic. We can scarcely blame simple-minded

SHOE MARKET

Suggests an Arbiter For the Shoe Industry.

In an address before the annual convention of the National Boot and Shoe Manufacturers' Association at the Hotel Astor early last week, two rather radical suggestions for the betterment of general conditions in the shoe industry were advanced by John Slater, head of J. & J. Slater of New York City. The first of these suggestions was that a single association be formed which would take in all branches of the trade. The second was to select as head of this body some competent man and to entrust to him the powers of an arbiter.

Amplifying the latter suggestion, Mr. Slater said that many problems come before each of the present associations that are difficult to solve because they bear on the interests of another organization, whereas if one man had the power to call a meeting of authorized representatives of the bodies concerned, these matters could be settled immediately. Once a year he added, each association holds a national convention, and it is very difficult to reach the various conference committees in the interim. This causes delays on important questions which are detrimental to the trade at large.

Continuing his talk Mr. Slater emphasized the great need of co-operation and co-ordination in the shoe industry. He pointed out how closely related its branches are, and how each is dependent on the other for the success of the trade as a whole. He decried individualism when it worked to the detriment of the industry in general.

"In offering a plea for greater co-operation between the various branches of the industry, as well as in these branches themselves, I am not suggesting the stifling of competition," he said. "I am only hoping that through more harmonious relations the derogatory criticism of all divisions of the trade that has come to my attention will be done away with. It is no secret that leather men do not play fair with their customers, and that manufacturers do not always do the right thing by the retailers to whom they sell. The retailers themselves are not without faults.

"Traveling salesmen tell me that although they work much harder than heretofore they are often treated by buyers with less consideration than they formerly received. Common courtesy demands that these men be treated with respect, and there is another angle to the matter. It is that salesmen can be of great value to retailers if the latter will let them. Salesmen, if treated with proper consideration, will in many cases act as advisers to the retailers to whom they sell merchandise. They will direct the buying along the proper lines and will not press their customers to order footwear that cannot be disposed of in a particular store or locality. Improper buying causes reduction sales, and every shoe sale hurts some one. Such sales, it is true, are necessary, but more of them are occasioned by bad advice

than by poor buying judgment. Greater co-operation between retailers and traveling salesmen would doubtless improve the situation materially.

"The manufacturers, too, can be of assistance. Fair-minded retailers will admit that they want and need the advice of the men who produce the merchandise. Many retailers do not have much opportunity for outside contacts, and therefore are not so well posted on matters of vital importance to their business as might otherwise be the case. Taking them by and large, retailers would welcome a study of retailers' problems by manufacturers. For one thing, it would unquestionably end the charges now made that retailers make money and the manufacturers do not. If there is to be criticism of retail shoe merchants by the latter, however, let it be constructive and not destructive."

Mr. Slater went on to say that, in turn, retailers could co-operate more fully with manufacturers to the latter's good. He pointed out that, to operate economically, shoe factories should run on an even production basis for at least eleven months out of the year and that retailers should assist the concerns from which they buy to bring this about. At the same time Mr. Slater suggested that this end might be accomplished if the manufacturers were not so anxious to finance stores that do not deserve extensive credit.

"Retailers," he continued, "should not buy merchandise from fly-by-night concerns that cut prices and thus deprive reliable manufacturers of business. Such buying merely brings about a condition that is more harmful than good to the trade in general. This same condition applies to the leather merchants, who seem from general observation, however, to have learned the error of these methods."

Mr. Slater here brought up what he considers a most helpful step in the way of co-operation. He referred to the co-operative advertising plan of the men's shoe manufacturers, which will have for its purpose the awakening on the part of the men of the country a "shoe consciousness" that is entirely lacking at the moment. The aid of the retailers in the movement has been asked, he said, and he expressed the hope that the project would be generally supported by them. At the same time he spoke strongly against certain types of retail advertising which make it appear that shoe merchants are lacking in honesty, and suggested an organized "clean up" of the trade if the alleged conditions were found to exist.

"As a final word," Mr. Slater concluded, "I should like very much to suggest again that all of the problems of the industry be brought for solution to one big association made up of members of the Tanners' Council and of the various associations now in existence in the shoe industry proper. Some man, in whom all branches of the trade may have implicit faith, should be selected to head an association of this type, and to him should be given the powers of an arbiter. Let a single convention of the suggested organization be held annually for the

interchange of ideas by members of its various groups. In this way, I am sure, the highest degree of co-ordination and co-operation will be obtained."

Business Conditions in Grand Rapids Eighty Years Ago.

The Tradesman is indebted to J. S. Morton, Vice-President of the Goodrich Transit Co., Benton Harbor, for four letters written by his uncle, George C. Morton, to his grandfather, E. Morton, during 1842, 1845 and 1846. The letters originated in Grand Rapids, where the writer was then living, and present some phases of business life in the '40s which will prove of interest to people of this day and age:

Grand Rapids, Dec. 14, 1842—Your favour of 1st inst. came to hand, since which I have received a letter from Brother Wm. dated at Fairport Dec. 2, in which he states he is on his back with a broken leg which he says was done by stepping into a hole in the pier the night but one before when running to the assistance of the schooner Wabash, which was attempting to get into the harbor. I should think from his description it was doing tolerably well and not badly shattered, although both bones were broken between the knee and ankle. He had not concluded whether to come and run the Barton or not, but waited an answer from his father to get the views of Messrs. Granger and Ball and also from his having a good offer from Capt. Beardsley to go as mate. I shall write on the return of my employers (who are absent), stating explicitly what he can rely upon in regard to G. & B.

I have been thinking upon the subject of your debt to the bank and what you say in regard to Granger, but have not opened the subject, as I am certain they have all they can manage at this time, having met with losses to the amount of some \$3,000 in a cargo of flour on the schooner Mississippi and many other things turning rather unfavorable with them this fall. Ball has now gone to Rochester and Granger to Buffalo. Ball is to return in about five weeks and then I can judge more correctly in regard to the matter, but I have no hopes of success with them (at present at all events). Williams will be home tomorrow or next day. I then shall write Wm. I hope to get time to come home about the first of next month, but don't know how it may be as yet. If I can get any money out of them I shall come and I may also if I do not, but I shall try and scare up enough for pocket change, but I cannot rely to a certainty upon getting any at this time. The people on Grand River have nothing but plaster, lumber and shingles this season to bring money,

as their wheat crop was entirely cut off and their salt works are not yet doing much. But there is an enterprising set of farmers and a smart class of business men and they will dig through if there is any chance. How often does the stage run from Kalamazoo to St. Jo and how many days does it arrive at your place? I have been trying some new remedies for chilblains this winter and I think with very good success. One to boil scoke root and use the juice with beef gall. And another which I have practiced for three weeks past is getting up in the morning while the feet are parched and sore and go directly into the snow and stand as long as you can without freezing. I have not been as much troubled thus far this winter as usual. Please answer this as soon as convenient or let Miss Jane. If I come home I shall expect great times among young nieces and attending weddings. I haven't had a holiday

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since 4th of July, and as Mr. Miller expects to use up this round pumpkin before another 4th of July comes round I think it best to take about a week. Love to all. Geo. C. Morton.

Grand Rapids, April 7, 1845—I have made arrangements to remain here for the next eight months at some rate as previously and have settled up with Ball and find him indebted to me \$300, provided Frazer will take 5 or 5½ dollars per acre for his land. I think I can raise the \$200 for first payment and would like to purchase. Conger will write what the terms are. It is impossible for me to come to any definite conclusion about permanent arrangements at St. Jo, but I want to bring things about as soon as possible, to get hold there in such a way as I can see things clear ahead. I have written Albee at the mouth of the river (who will probably send a vessel with plaster to St. Jo) in regard to exchanging lumber delivered at St. Jo for potatoes, good common stuff, say ⅓ clear at \$7½ and potatoes at 25c per bushel and shall hear from him probably before he sends the plaster and if he should conclude to send lumber I will let you know. If Albee does not want the potatoes I think it will be doubtful about selling them here. I think from what I learn from the East and from the price of freights that they would bear shipment to Buffalo or some port below if they cannot be sold there (St. Jo). I am told that a free use of plaster will renovate land. Would it not be a good plan to try a pretty free use of it on your land? Those that have used the plaster up the River St. Jo are recommending it highly. I see the people of Grand River Valley are wide awake to give the Eastern world and all emigrants a knowledge of this country and its resources. They have got out a pamphlet and map, which is circulated through the Eastern cities and all boats and cars, etc. There should be some such method adopted by those interested in the vicinity of St. Jo. Some of those heavy land owners are the ones to make a push in the matter. Write me when anything new takes place, as I shall be on the lookout for any movements of interest at St. Jo. Miss Caroline will please make her first attempt at correspondence. I shall be happy to pay the postage on her letter. Please let me know how Jim comes out in his affair. Tell Miss Carey I have not seen the girl I spoke of to her yet, but I presume she sends her respects. I have had only one very flattering offer out of our establishment since my return to commerce business in town, which was an offer of partnership with H. R. Williams, the owner of the Plaster Mill Steam Boat, etc., but I concluded not to accept. G. C. Morton.

Grand Rapids, Feb. 24, 1846—Yours of the 15th inst. is received and the contents perused with mixed feelings of pleasure and pain.

I was glad to learn that you had so far succeeded in paying your note to Fitz. and should be more glad to help you to pay the balance and, if possible, will do so, but Ball is now absent and it is all I can possibly do to raise money enough to keep the wheels moving and I dare not promise to raise you any on his return, but will try. This is the hardest country to raise money in that can be found. I think the better course to pursue would be to see Fitz. and if he is not crowded for the money have him agree (in writing) to hold on say three months, but if he will not hold on for that time or any other length of time please write immediately. I will use my best exertion to raise \$100 at some rate or other. I was sorry to hear of the illness in the family. Hope to hear of an improvement in your next.

I have not much opportunity to

judge of the certainty or uncertainty of legislative action in regard to selling the Central R. R., but from what I can learn they will be just as likely to adjourn without doing anything as not. I am much obliged for the papers. Have read them with pleasure. William wishes you to leave any letters that come to your office (marked Geneva P. O.) in the office. If I can get a little leisure I will write more at length, but I thought it necessary to answer yours as the pay day was near at hand. Excuse imperfections as I write midst the bustle of an office full of men. G. C. Morton.

Grand Rapids, Nov. 15, 1846—Yours of the 7th inst., in which you ask of me a decision in regard to the ownership of the Fitz. purchase, is before me. I have had no time to think of the matter, but my present opinion is that it had better be owned by one alone in whole, and that it would be better for you to own it, as it will probably connect with the farm on the North side of the road to good advantage, either for a farm or as a piece of property to sell. I do not now recollect how the payments for purchase may stand and don't know that it makes any difference. If you should want any help in the payments of purchase I think I could help you. I have what means I received this summer invested now in purchase of notes and bonds and mortgages, which I shall make pay something, but could help you to \$100 soon probably.

I received a letter from William a day or two since, dated at Providence, R. I., Nov. 2. He says he found the vessel he first shipped in to be a bad craft and left her and is now on board the brig Wells P. Walker, owned by Austin Gurney, of Providence. She is bound for Matangas, Cuba. He thinks he shall be gone six weeks or two months and wishes you to write him so as to have a letter at that Providence place by first of January to the care of the owner. He says he has got on board of a good vessel and good crew. All Yankees. Wages, \$17 per month. He intends coming home in the course of the spring, and will try to be in time to get the propeller which is being built here. I am pretty well excepting chilblains and sore eyes, which is a new disorder to me and bothers me considerably. If you think I err in my decision or would prefer fixing it in any other way, please write your opinion at length. I have made up my mind without any anticipations for the future, because I have no other ground to take. I find I can use \$400 or \$500 to the best kind of advantage in shaving notes, etc., by being pretty cautious. Please write when you can get anything new. Love to all. Geo. C. Morton.

Unique Trends in Printed Silks.

Lines of printed silks for Spring have been enlarged through the addition of many new patterns. Most of these are of a unique nature, reflecting the effects of wholesalers to stimulate the demand by means of highly distinctive effects. However, the early season trend toward small all-over designs which have led in the buying thus far, continues. The attitude of many wholesalers toward prints is one of confidence, but it is held that the business will be much more concentrated than a year ago, both as to designs and the wholesalers from whom the goods are bought. Staple patterns stand little chance of favor, and this situation has served to center the demand upon those manufacturers and converters who are bringing out the really new and stimulating designs.

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FINANCIAL

No Adverse Domestic Influence on Business.

That no less important an institution than the National Bank of Commerce in New York, which in the volume of total deposits runs fifth in this country, should, at this time, find in the business situation an "undertone of increasing confidence" is a sign of more than ordinary interest. Its significance is increased by the fact that the statement is made after the first half of January and at a time when every one is endeavoring to learn whether our industry will go forward from present levels or fall back slightly.

And yet this is the very conclusion that the authorities of that bank draw after an analysis of current conditions. More than anything else perhaps the building boom gave the present period of prosperity its impetus. In forecasting the future of business prophets have been vitally concerned over the probable trend in construction work. On the basis of contracts recently let it appears that building will continue active. Indeed, the National Bank of Commerce experts believe "that business can count for the present at least on the stimulus it has so long enjoyed, a heavy demand for building materials and full payrolls in the construction industries."

When thought is given to the matter it appears that several influences tend to confirm the optimism of the New York bankers. Notwithstanding the sharp December decline in automobile production employment in that industry has increased moderately of late. Hog and cattle prices are moving up. Cotton, although still low, is on a better basis than a month ago. There can be no doubt that the low price of cotton, although at the 1913 level it presents a difficult problem to the agricultural regions, has been a boon to the textile industries. Both raw wool and raw silk, furthermore, are lower than they have been since 1922 and 1924 respectively.

Perhaps no expression of opinion on underlying conditions by bankers is more interesting than that on money which, as it happens is an especially important power at present. "The supply of commercial paper has increased," says the bank, "as is normal after the turn of the year, but offerings are in no way unusual for the season, either as to amount or names. There is no pressure for funds. While dealers' portfolios are somewhat larger than in December, they are not now increasing, paper going out about as fast as it comes in. Buying is chiefly from the Middle West and Northwest."

Paul Willard Garrett.

[Copyrighted, 1927.]

Churning of Stock Market Fails to Jar Public.

If stock investors over the country fail to understand why the market persists in its apathetic state they may comfort themselves in the thought that not even Wall Street knows very definitely what is going on. In the refusal of the market to yield to the

efforts of the bears to drive it down the bulls see evidence of a fundamental position unmistakably strong; similarly, however, on its refusal to rise far, however much the bulls endeavor to push it up, the bears conclude that the peak has been reached. Meanwhile about all that can be learned from the newspapers is that the stock market is churning up and down in monotonous manner as professional traders jockey for position.

It would appear that the financial district of all places would be the best source from which to learn whether the present stock market is entirely under the control of powerful speculators or whether it is held at the prevailing level by investment buying. But even on this point the answer usually given by the typical large operator in New York is not entirely satisfactory. If asked at any time whether the public is or is not in the market the partners of any brokerage firm will give the enquirer a categorical reply. It will be either yes or no. A canvass of opinion on this matter now would bring a consensus of denials for, in the opinion of Wall Street, the public is not in the present market.

That in comparison with a year ago the investing public is not in the market everybody knows but if investors have remained entirely out of the market since last spring how is the rise in loans for security speculation to be explained? Obviously the public has not gone mad again over stocks. Issues no longer are being accumulated without regard to intrinsic merit. Small investors are not now as they did a year ago getting their hand on as long a line as possible. They are not and have not in months overreached themselves and, let it be freely admitted, the principal moves up and down have been engineered by canny operators in their effort to unload.

The climb in loans and stocks and bonds to brokers and dealers made by reporting member banks in New York, however, and in loans on Stock Exchange cannot be ignored. In the liquidation period last spring these loans fell heavily but since then a substantial portion of the loss has been recovered. In the drop from their early January peak to the May bottom loans, as reported by member banks in New York, fell \$732,430,000 but have since recovered \$382,440,000, or 52 per cent., of the shrinkage. Similarly loans on Stock Exchange collateral have risen enough to offset 68 per cent. of the spring decline. In the fact of those figures no authority can rightly say, and say without some qualification, that the public has had no hand in the recent market.

Paul Willard Garrett.

[Copyrighted, 1927.]

Not a Bird.

Two colored men were standing on the corner discussing family trees.

"Yes, suh, man," said Ambrose. "Ah k'in trace mah relations back to a family tree."

"Well, dey ain't but two kinds of things dat lives in trees—birds and monkeys—and yo' sho' ain't got no feathers on you."

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Cutting the Loss Due To Markdowns.

Probably no other single phase of retail merchandising will receive greater attention and more careful scrutiny during the year than the matter of markdowns. It is pointed out that the most serious leaking away of profits in the average store results from markdowns, which have to be made for a variety of reasons. With even a moderate recession in the volume of retail sales, it is evident that the markdowns become increasingly important and hence the keener necessity for more complete control of them.

In the attempt to reduce markdowns one particular cause of them is being given especial study. This comes from buyers being misled by an enthusiasm in the wholesale market which does not manifest itself when the goods are offered to consumers. With novelty merchandise in such an important position as it is to-day, buyers are frequently misled into making purchases that in the end prove a source of loss to the stores rather than of profit.

An illustration of this in the case of purchases of silks was cited yesterday by a well-known retail executive. The silk buyer goes into the wholesale market intent on covering a portion of the store's needs for the new season. The merchandise manager has probably limited him as far as the buying appropriation goes, but he is unfettered as to weaves, patterns and colors and, to a certain extent, price.

The buyer visits his usual sources of supply and, in practically every one, finds that enthusiasm runs high for novelty weaves and colors. At first the buyer may look skeptically at some of the patterns and colors. But in many cases he succumbs to the wholesalers' views that such-and-such weaves, patterns and colors should sell extremely well.

He places an order for the goods and, relying on wholesale opinion, selects a wide range of colors. The fabrics arrive in the store and are offered to consumers. One, two or three colors in the assortment sell very well. They have to be reordered. But the remaining shades do not move and markdowns have to be taken on them, which may seriously curtail the profits on the goods which sold well.

In other words, according to the executive quoted, the present situation calls for a keen sense of what consumers are likely to buy, rather than what wholesalers think will be good. The fact that consumers want novelties does not mean that all such goods will prove profitable. No criticism applies to the manufacturers for their honest enthusiasm, but the situation places a greater burden of responsibility on the buyer and the merchandise office.

At the same time, it is becoming increasingly necessary, this executive added, for buyers so to operate as to insure a well balanced and diversified stock. This is no easy task, involving as it does the placing of comparatively limited buying appropriations in merchandise that will afford the widest range of choice to consumers and consequently yield the best results for the store.

The solution is at best more or less

of a compromise, but in the way the buyer works out the compromise he lessens markdowns. He is aided by the fact that, while original appropriations may be limited, frequent buying will help to lessen the effect of poor purchasing. Mistakes can be more quickly rectified, although some of them may be of the type, as outlined above, that limit the profits on succeeding purchases.

Consumer buying tendencies, the executive went on to say, tend to change very quickly under present conditions, and it is up to the buyer to be quick enough to keep a step ahead of the consumer demand. Wide dissemination of fashion knowledge, coupled with a taste for better merchandise, leave the old-time buyer far behind in the procession. He gets markdowns and wonders why.

In certain departments, markdowns are heavier and more frequent than in others. Even under the most ideal conditions, it has been found that this condition cannot be remedied, except in two ways.

The first is giving up the department or renting it. Many retailers will not do this, particularly if the department is a "service" one that rounds out the merchandise facilities of the store. The other method is to mark up the original price of the merchandise high enough to take care of later markdowns. Depending on the type of merchandise, this plan works out, even if there is no real profit on the goods.

Many buyers and merchandise managers rely on the preceding month's or year's figures to guide them in buying and in avoiding markdowns. But, while these are valuable, it is a mistaken idea to adhere to them slavishly, as many do. The figures deal with past performances and therefore do not take into account the new developments in tastes, preferences and attitudes of consumers nor of new trends in the merchandise markets.

The interpretation of the figures has value in showing what not to do rather than what to do, according to the executive. If the buyer is of the right type the conclusions reached from the figures will be merged with the careful study of present developments. Taking the two together, a sound basis for shrewd buying should be afforded.

When goods are found to be "slow movers," it is the best plan, added the executive, to take markdowns on them at once. While in some instances there may be reason for delay, depending on the type of merchandise, he holds it is usually best to move the goods from the shelves at once. The markdown should be sharp enough to effect this result quickly. Such action paves the way for the buying of fresh merchandise, more correctly chosen, which will enable a profit on its turnover.—N. Y. Times.

Many concerns feel that they need more capital when what they really need is more brains.

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Banking by Mail Made Easy.

\$7,000. Lenoir Co., N. C., 5½% 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	32,038,000.
Total debt	2,110,000.

Population, 1920 Census—29,555

Opinion Reed, Dougherty & Hoyt, New York City

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When Merchant Countermand Order.

When a merchant signs an order for goods, and it is accepted by the seller, a binding contract results. The seller is bound to deliver the goods, the merchant is equally bound to accept and pay for them, and the order cannot be revoked, countermanded or cancelled, except by mutual consent.

However, the mere signing of an order by a merchant will not amount to a binding contract unless the seller is also bound. It follows, where an order is signed, subject to approval of the seller, the merchant will not be bound until the order is approved, and, as a general rule, he may cancel the order at any time before it is accepted.

The above point of commercial law is one of considerable importance to retail merchants in general and a working knowledge of the rule involved may well be had in mind when merchandise or equipment is being ordered. And, as an example of the reasoning of the courts on the question, a brief review of a decided case of this character may not come amiss to even the best informed.

A traveling salesman called upon a merchant, and induced the latter to sign an order for certain store equipment. The order provided that it was taken subject to approval of the salesman's firm in a distant city. It also stipulated that it was not subject to countermand. All right.

The order was given to the traveling salesman on July 11 and he forwarded it to his home office where it was approved on July 21. In the meantime, however, the merchant decided he did not want the equipment, and served written notice of countermand upon the salesman on July 13.

The selling firm declined to accept the countermand, and shipped the equipment. The merchant refused to accept or pay for it, on the ground that he had the right to cancel the order before it had been accepted, and the selling firm thereupon brought suit for the price of the equipment.

This suit of the selling firm was based on the contention that, in view of the provision against countermand, the merchant did not have the right to cancel the order. The case reached the higher court on appeal, and there in reviewing the record, and in applying the law thereto, the court said:

"The order was simply an offer to buy the terms stated therein. It is elementary that an offer may be revoked at any time before it is accepted. This is true, even though the offerer has expressly declared in the offer that he will revoke it, or has by the very terms of the offer allowed the offeree a certain time to accept, unless the offer is supported by a consideration.

"Unless an offer is supported by an independent consideration, there is, until acceptance, a complete want of mutuality, and no contract between the parties. In the present case here was no independent consideration for the offer, and the appellant (merchant) until acceptance, was not bound by any of its provisions.

"The provision in the order that it should not be countermanded, and

that any notice or communication relating thereto should be made in writing to the company was purely contractual, and for the reason heretofore indicated was in no wise binding upon appellant until the order was accepted by the company."

In accord with the foregoing language, the court held the merchant was within his rights in countermanding the order. And, that since he took this action before the selling firm had accepted the order, he could not be compelled to accept or pay for the equipment.

The foregoing case constitutes an apt illustration of when a merchant may countermand an order for goods, and remain free from liability thereunder. If the order is accepted when given, as where a salesman has the authority to approve, there will of course be no right of after cancellation. On the other hand, as we have seen, where an order is taken subject to acceptance or approval, the merchant will not, in the absence of an independent consideration be bound until the order has been accepted. It follows he may cancel up to that time.

Of course, it goes without saying, that no merchant would waste his time and that of a salesman in giving an order with the expectation of canceling it. However, and here's the point, a situation may arise in which a merchant may have very good reasons for desiring to countermand an order. In such a case, a knowledge of his rights in this respect, as illustrated by the case reviewed, may prove well worth the having in mind, for the sake of being able to act promptly in accordance with the facts of a situation.

Leslie Childs.

Pongee Underwear in Favor.

Pongee silk has found its way into the women's underwear field, and from present orders placed for Spring and Summer delivery it looks as if it were going to become a permanent item. It is easy to launder, and this feature is used as a strong selling point. The garments in which it is used include nightgowns, step-ins, bloomers, pajamas and slips. In most instances the trimming consists of colorful appliques in floral or conventional motifs in crepe de chine sewn on by hand. Hand embroidery in gay colors is also used in scroll effects. In these garments the prices range upward from \$33 a dozen for the nightgowns. The other articles are priced proportionately.

Women's Scarfs Will Repeat.

From all present indications women's scarfs will repeat this Spring their success of the recent past. The tendency of the goods now favored most by buyers is strongly toward bright patterns and bold colorings. Shawls also remain in favor, not only those of fringed crepes, but also the evening "squares" of brocade and crepe de chine. In the more staple end of the neckwear industry collars and cuff sets are being taken well. Tailored vestees are also selling freely, according to the United Neckwear League of America, as are rufflings of all kinds. In the latter distinct favor is shown for novelties.

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.

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FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

Inspection Service For Moral Hazard

In 1923 a number of fire insurance companies made an experiment in the use of moral hazard inspection reports to secure for their examiners and underwriting officers better information on which to base their risk selection. These companies were all large carriers of automobile fire and theft lines and had used the moral hazard inspection reports in their automobile departments with such success in correcting excessive loss ratios that it was thought the same general type of information could be made effective in securing better ratios in general fire lines.

These experiments proved generally satisfactory and favorable comment regarding them was passed quickly from company to company and from examiner to examiner. The feeling of a need for something more and better fitted than what was then available in the nature of special reports was widespread among fire insurance carriers, and anything which gave promise of relief was eagerly taken up and tried out.

One hundred and twenty-five companies had installed these reports by the end of 1923. By the close of 1924 this number had passed 250 companies and branches and the close of 1925 found the service in use by 450 companies, branches, departments and many general agencies. 1926 showed a gain of fifty more but the field was practically covered in the expansion of the two previous years.

Many of the fire companies use the moral hazard inspection report wherever any special report is used, except on large corporate lines. Other companies limit their application to localities, agencies, or types of risk or assured where something may suggest the possibility of moral hazard. Thus, in the brief span of four years a business, where habit is strong and established procedure and process hard to change, finds itself introducing almost universally a new form of special report and giving weight to added features of information in the growing problem of risk selections.

The moral character inspection treats principally of the human element in the insurance transaction. It adds to the data usually available to the companies on the physical features, construction, exposure and occupancy, more information than was formerly secured as to the reliability of the assured. It enables the examiner to know how the assured is regarded by people who know him and see him in action; to know something of his ideals, his outlook on life, his feeling of responsibility toward his own reputation and toward the rights of others.

One of the principal features of the process of making a normal character inspection report is that the information is not secured from the assured but is secured from people who know him. The assured is not interviewed at all and has no means of giving direction or feature to the information. He is entirely the "subject" of confidential enquiries that are directed to bring to light features of personal life, home influences, past record, business

career, financial situation and future prospects, that may have a bearing on his probable behavior in an insurance transaction.

The rapidly changing situation in many lines of business, in many localities and in the lives of people, has added to the information needs of fire insurance companies. Underwriters must have some means by which to form an opinion as to how the assured may be expected to resist or to respond to temptation to defraud the company. The daily report contributes practically nothing to this end. The K. O. and other cards of record are only a partial list of those who are already established as hazardous and inadequate for the ever-rising tide of new wrong-doers whose acts must be anticipated.

To anticipate the acts of people is no exact science. It is complex in the extreme, and success in doing it is only approximated. The contributing factors will not be or remain fixed. There is continual change, and new conditions are constantly arising to motivate the acts of assureds, whether they be overt acts of accomplishment or acts of negligence, carelessness or contributory carelessness. Breaking under pressure—the toll of moral hazard continues to rise. The only possible solution to the growing problem is better selection of risks.

The fire companies generally have put more thought on writing business than on selecting it. Complete freedom of selection by prompt and effective policy cancellation has gotten away from underwriters in many companies. They are limited by the complexities of the agency situation. There are difficulties presented in using the information available through the moral hazard inspections and many risks are carried through in the face of direct information as to the doubtful quality and contrary to the judgment of the examiner. It is taking time for the companies to adjust themselves to following the lead of information brought them through moral hazard inspection reports, but the progress is far greater than might have been expected in a business so set and fixed in its processes as the business of fire insurance.

Walter C. Hill.

Sports Vogue to Help Knitwear.

Indications continue to multiply that knitted garments will be greatly helped by the sports vogue during the Spring. Sweaters to be worn with suits, one, two and three-piece silk jersey costumes and golf and tennis garments are being featured strongly by wholesalers. Novelty knitted yarns are being combined in attractive colorings and patterns, with the result, manufacturers say, that the fine appearance of the garments has seldom, if ever before, been duplicated. Retailers are credited with increased interest and a number of them are said to be planning new departments to handle this sports merchandise.

You can accurately judge a community by what it does with its ashes and tomato cans.

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

WILLIAM N. SENE, SECRETARY-TREASURER

THE FLORIDA FROST.

Not Nearly So Disastrous as the 1917 Freeze.

Kissimmee, Florida, Jan. 24—Regarding your enquiry as to the frost damage in Florida, it is true that the frost went as far South as Kissimmee and even farther South. The damage to the fruit trees, however, is not as serious as indicated by the newspapers, because there were very few trees killed, even of the youngest stock. The damage will be largely very temporary, because in most cases it was merely the leaves or foliage which was frozen and, of course, there are a large number of groves which were absolutely untouched.

On Sunday I was up in the Dade City section and was surprised to find that the fruit in that section was absolutely untouched. There are about twenty-five or thirty acres of orange trees on the Pasadena Hills property and not even the foliage of those trees was touched, and a small nursery on the property also was absolutely untouched by the frost.

In the higher spots, such as the ridge section and higher section in the North central part of Florida, the frost did little damage. It was in the flat country and the low spots where the damage was mostly done. This is the worst freeze Florida has had since 1917, but is not as bad a freeze as the one in 1917, because at that time quite a few of the full grown trees were killed, while this time if any full grown trees have been killed, the number is very small. In some cases the fruit was frozen on the trees in this last freeze, but that also is small in comparison with the total crop. There is no doubt but what the killing of the foliage will have the effect of keeping the crop, which has not yet matured fully, from maturing, in the section where the frost did most damage.

From the standpoint of the North, fruit will undoubtedly cost more as a result of the freeze, but Florida will get as much money from her fruit as she would if there had been no freeze, because fruit will bring much higher prices.

In some sections the vegetables were hard hit, but on the whole, the vegetable crop was not very much affected. For Florida, it was distinctly an off year, so far as frost is concerned, and that, of course, is not surprising, because Michigan also has an off year when it practically loses her cherry crop and when the frosts affect the peach crop. This is the first frost Florida has had since 1917, which has done any damage worth mentioning to the fruit and vegetables.

Conditions in Florida are improving. I was in Tampa yesterday and note the city is showing increased activity. There is quite an activity in the sale of houses in Tampa. From a commercial standpoint, Tampa is making great progress. I was surprised to see the life on the streets and the traffic. A real boom is going on down at Venice, on the West coast, below Sarasota, where some railroad brotherhood is putting on a large development with a townsite on the Gulf Coast and developing a back country of farms. They are meeting with great success.

Coral Gables is also showing some renewed activity. Busses are also carrying a good many people for the B. L. Hammer properties, at Tampa. Dunedin Isles are also running busses and carrying a good many people. "Howey in the Hills," which is a large orange grove development, is also running a good many busses and carrying a lot of people. This development is also meeting with great success. Conditions are certainly much improved over what they were when I was here in October.

F. A. Sawall.

Fort Myers, Florida, Jan. 22—I am

in receipt of your enquiry as to the condition of Lee country fruit and vegetable crops following the unusual frosts of Dec. 30, Jan. 7 and 15.

Beans and cucumbers which had not been picked are all gone. The season for picking these was mostly over, however, before the first frost, so there was little financial loss for those crops.

Tomatoes were damaged in some localities and not in others. It is estimated that the tomato crop suffered about a 60 per cent. loss.

Peppers were uninjured.

Egg plant was slightly damaged and the crop will be delayed a week or ten days.

Lettuce, celery, strawberries, cabbage and cauliflower were not hurt. Irish potatoes were frosted, but are not considered to be seriously damaged.

Citrus fruit sustained very little damage in Lee county. A few tangerines probably were frosted, but not in any material quantity. Damage to citrus crop North of here is undetermined and cannot be known for about ten days.

Thank you for the copy of the Michigan Tradesman, which I am sending over to the public library, so our people can have an opportunity to read same.

A. A. Couls,
Sec'y Chamber of Commerce.

Sebring, Florida, Jan. 20—I received your enquiry this morning regarding effects of cold weather on fruits.

Just talked with a fruit packing house man and he said the damage they estimated on oranges, grape fruit and tangerines in Florida would be around a million boxes, and it might be 50 per cent. It will take a week or two yet for the effects of the frosts to develop.

As frost, like water, drops to the lowest point, the groves on the low ground were hardest hit.

Trees which have had proper care will, no doubt, come through all right in most sections of the state.

Strawberries have been mostly killed, but as the vines were not injured generally, they will produce again within a month.

Tender vegetables were mostly killed and replanting is going ahead.

There was less damage in the highlands on account of the higher altitude.

H. Potts.

How the Salesmen Got the Business.

Probably one of the most unusual ways in which a salesman ever got an order for his house and, incidentally, brought in additional business indirectly was that experienced not so long ago by a road man carrying a line in which water glass, which is much used for preserving eggs, was an important item.

This salesman called late one afternoon on a druggist in a certain Middle Western city with the idea of booking some business. It so happened that a number of customers came in at brief intervals, and the salesman's arguments were so frequently interrupted that he was almost on the verge of leaving the store without an order when the druggist suggested that he drop in about 8 o'clock that evening. The salesman grasped this suggestion like the drowning man grabbed the proverbial straw.

When he called at the store that evening the salesman found the druggist dressed for the street. He was about to suggest that the latter had made an appointment with him for that hour when the druggist took him by the arm and started toward the

door. "Let's go to a place where you will have a better opportunity to talk," he said.

The salesman was puzzled by this suggestion, but he agreed to it. The two men kept talking, and so earnest was the conversation, at least on the salesman's part that he did not notice where they were going. The druggist opened a door at what was apparently the rear of a large building and the two entered. This door led into a small, hall-like room with only a battered chair in it, and the salesman began to wonder just what it was all about. On the other side of this room was another door, to which they crossed.

Opening it suddenly the druggist pushed the salesman through it and followed. The latter was nonplussed to find himself standing on a stage in front of a large audience of men, most of whom first looked surprised and then roared with laughter at the comical expression on the salesman's face. In his stage fright the salesman turned to run back through the door by which he entered, but the druggist seized him by the arm and half dragged him down to the footlights. Then he introduced the salesman as Mr. Jones of the Blank Products Corporation, and announced that he would give a talk on water glass.

Not yet knowing what it was all about, but willing to talk business to anybody, anywhere, at any time, the salesman got down to the facts in the case. He talked long and well and was greeted with considerable applause when he finished. To make a long story short, the druggist, who was an inveterate practical joker, had put up a deal with the heads of a retail druggists' convention to stage a big surprise laugh for the delegates. The upshot of the matter, however, was that the salesman got several good orders in the city before leaving.

The matter did not end there. About two weeks later the salesman received a letter from his house enclosing a copy of part of one written to it by the salesman covering the territory adjacent to his on the South. In this the latter salesman related an experience he had had with a druggist in his district whom he had been trying to sell for some time without success. This druggist it turned out, attended the convention at which the first salesman had been an involuntary but effective speaker. As a result of the impression he had made on his hearers the second salesman was able to open a nice account with the druggist in question.

Another instance, almost as odd, was in the case of a well-known local salesman handling novelty knitted wear. The opening of one of his best accounts was due to his ability as a golfer. It happens that the buyer of these lines for a certain Middle Western store is himself no dub with the driver and putter. It also happens that this buyer is of the "hard-shell" type, and that it is very hard to get him interested in a new line. He is courteous enough to the salesman showing the goods, but the great bulk of his business is done with certain

houses whose line he has carried with considerable success for some years.

The salesman in question had tried unsuccessfully for some time to get his goods into this buyer's store, and he had about given up hope. In fact, he had abandoned the thought of trying to get business on straight selling talk and the merits of the goods. The lines the buyer handled were all first class, the salesman realized, and he also realized that other salesmen also "knew their stuff" when it came to selling talk.

His problem was to find something out of the ordinary that might give him a foothold for his line that normal selling methods had failed to obtain. In this he was lucky. His train being late, he got into the buyer's city on one trip after business hours. After dinner he glanced over the sporting pages of one of the local papers, and much to his surprise came upon a small item about the buyer's having won a cup in tournament play at one of the suburban clubs. Instantly the salesman's plan of attack shaped itself.

On being admitted to the buyer's room the following morning, the salesman at once congratulated the former on his victory and then boldly said that he was pretty good at the ancient game himself. The buyer bridled somewhat at this and half-grunted: "So you're pretty good, eh?"

To this day the salesman can't tell why he said it, but he retorted to this effect: "I'm just about good enough to trim you any time you want to take me on. If I can't, I'll promise not to bother you for business any more."

"Fair enough," said the buyer. "Meet me here about 5 o'clock and we'll go out to my club. If we eat some sandwiches in the car on the way out there'll be time enough to finish a game before dark."

"What'll I do for clubs?" asked the salesman.

"I'll get you a good set and I'll allow you a couple of strokes to make up for the handicap of playing with them. I know I'd feel lost without my own."

The salesman agreed, and the late afternoon found them preparing to drive from the first tee. The game was nip and tuck throughout. The salesman was really the better player, but the handicap of playing a strange course with strange clubs was bigger than he figured on. The cards at the first nine holes showed even scores. The salesman lost ground on the next three, but some poor playing by his opponent evened up matters by the time they were ready to play the final hole.

The salesman was first to drive, and he got away a beauty dead down the center of the fairway. The buyer, realizing that it was a case of now or never, put everything he had into his drive. The result was a long "hook" that dropped his ball in the rough and spelled sure defeat. Without saying a word he turned his back on the salesman and started for the clubhouse. He had gone about a hundred yards when he turned around and came back. Apologies apparently did not come easily with him, but he

managed to stammer how sorry he was for his conduct.

On their way back to town, the buyer told the salesman he was not in a position to put in his goods then, although he knew the line and thought he could do well with it, but he promised to give the salesman a better break on his next visit. The incident was the beginning of a business and personal friendship that has proved pleasant and profitable to both. Incidentally, the buyer is still trying to beat the salesman playing golf.—N. Y. Times.

Should English Speaking People Form a Union?

Grandville, Jan. 25.—A uniting of the whole English speaking world under one manner is being advocated by both Americans and Englishmen. Is it possible to imagine such a combination with happy results?

Why should Britain and the other English speaking people enroll under one banner and bid defiance to the rest of the world? Would not such a combine be regarded as a threat by other peoples of the world, and would not anything like that serve to stir up enmity and strife where it did not exist before?

"No entangling alliances" has been the motto of this country since the days of Washington. Shall we now, after rejecting the snare of the league of nations and the enticements of a world court, enter into a league of English speaking people as against every other language on earth?

It seems the height of folly to think of such a thing. Why a combining of the English world as against the other languages? To enter into such an arrangement would be flying in the face of Providence on the part of Americans. We have no quarrel with Latin peoples, nor have we enmity toward Teutonic, Scandinavian and Dutch.

Why, then, should this country advertise to the world that it is ready to start a quarrel at the drop of the hat?

Great Britain has been for a century past the great piratical power of the world. We have only to look at South Africa, the Indies and China to see the truth of this. A more unjust and vindictive war was never waged against any people than that against the Boers a generation ago. Shall then the United States become a partner in the sins of the British empire simply because they speak our language?

To the writer it seems the height of absurdity to entertain such a thought for a single moment. Britain by her high-handed proceedings against non-Christian nations, has earned the contempt and hatred of many peoples with whom the United States has no quarrel. By becoming a partner with Britain in her scandalous mismanagement of her colonial affairs we should invite, but deserve the contempt and hatred of the civilized world.

Are we ready to make such a sacrifice for the purpose of becoming a party to a combine than which the league of nations is but a speck on the horizon?

The idea that a league of English speaking people would be of benefit to anybody but Britain is nonsense. We are not in a condition to invite trouble, even to please some of the high potentates who apportion themselves under the British flag.

The term Americanism has become so well known and understood that all nations understand its meaning and treat this country with all due respect.

A combine of English speaking people would serve to anger and antagonize the greater part of the world, and make more trouble than any possible benefit to be derived from the same.

In fact, it would serve as a challenge to all the other languages of the earth, and might possibly result in one of the greatest wars in history. Do we want anything like that? Do we wish to unnecessarily antagonize our friends who do not happen to speak our language?

There is more to this suggestion of English speaking folks hanging together than appears on the surface. Through the iniquities of British rule, we see outbreaks and murders in various parts of the world. Not only the Latin races, but the yellow peoples who are a vast host upon the earth would turn against us in case of a debacle of any kind.

America has managed pretty carefully in the past and we believe the future will prove equally satisfactory if we keep to ourselves and let the rest of the world do the same.

China, with its four hundred millions of people, has no love for England. The United States treated that nation more than fairly after the Boxer outbreak, and it is not likely that China would look upon Britain and the Americans uniting with any degree of satisfaction. By becoming a part of an English speaking combine we take on all the animosities due to Britain and make common cause with her in much that is iniquitous in methods of governing foreign peoples.

No foreign entanglements whatever is still the motto of our people, let who will say to the contrary. Should the time ever come when Britain even if in the wrong, is pressed to the wall by outside powers and likely to be totally crushed, America might then step in and aid a fallen forefather, but not until then should we concern ourselves with the political life of our long time enemy of two wars, and her partial entry into a third.

This country, through the sage advice of its best public citizens, has maintained itself very comfortably, and can do so in the future unless all signs fail.

Wherefore this talk on either side of the water about an English speaking combine is mere idle vamping and can have no fruition in fact.

Even the British ought not to expect America to meet her half way in a project of this kind. Uncle Sam has been very decent in his treatment of his British cousin, and will continue along that line, but as to combining with the greatest robber nation on earth for what is said to be mutual protection, there is nothing doing.

The antagonizing of the rest of the world for the purpose of tickling British pride and egotism will not be considered for a moment for our self-respect in American Nation.

Old Timer.

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

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

YOUR RESERVES



EVERY BUSINESS MAN SHOULD plan for a reserve fund as carefully as he would for any other detail of his business. In fact, the time often comes when the reserves, moved up to the firing line, save the business from ruin.

Let our Bond Department work with you in the matter of building a reserve for yourself. Your money will be working for you all the time it is waiting to serve your purpose.

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Michigan Retail Dry Goods Association.
 President—H. J. Mulrine—Battle Creek.
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 Second Vice-President—G. R. Jackson, Flint.
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 Manager—Jason E. Hammond, Lansing.

Getting Retailers' Views.

With a view to bettering still further the relations between manufacturers of dresses and the retailers to whom they sell merchandise, the Associated Dress Industries of America is sending to a large number of the latter questionnaires that will supplement information already in hand. In a statement issued yesterday telling of the questionnaire and the reason for sending it out, the association says:

"It has been a custom for trade associations conducting credit departments to rely altogether too much upon a dealer's financial statement. That may be an honest reflection of the financial standing of the retailer. But we have found that back of this financial standing, whether it is satisfactory or not from a credit viewpoint, there are other factors that exert considerable influence on the daily relationships between the retailer and his creditors. Economic conditions are facts and not conjectures or states of mind. Just how a retailer conducts his business under given conditions depends largely upon them and the judgment he forms in regard to them.

"Therefore, we are making an effort to learn the viewpoints of retailers. We want to know how they look at things, what their experiences were last year and what condition they are now and to know what they think of prospects for 1927. This information is more valuable in many ways than the data in the financial statements, although they go hand in hand.

"Indications based on early responses from some of the leading stores are that retailers look forward to a sound and prosperous year. They establish the fact that stocks are low and that their present inventories show the merchandise on hand to be of a salable type. Dead stocks have been gradually but surely eliminated. Buying is conducted on a basis that assures quick turnover for known requirements. Shipments that are being received represent reasonable merchandise."—N. Y. Times.

"Sub-Deb" Sweaters Take Well.

The constant demand of the trade for sweaters for "sub-debs" or junior misses, whose ages range from 16 to 18 years, is being met by at least one manufacturer here. He says that girls of this age do not want to wear women's styles in small sizes or children's modes in larger proportions. With this thought in mind, a series of new models has been brought out to retail at popular prices. These include both slip-on and buttoned styles, in a variety of fancy collars and neck treatments. Horizontal stripes on popular Spring backgrounds are much in evidence, some having sports motifs woven in. Lumberjacks are shown with flat necks and pockets that prevent the fronts from stretching. White

and the pastel shades are selling well in these models. Jacquard and other novelty weaves in all styles are also selling well in various colors.

Problems of Smaller Retailers.

A general session devoted exclusively to the problems of smaller stores will be one of the features of the annual convention of the National Retail Dry Goods Association to be held from Feb. 7 to 11 at the Hotel Pennsylvania, New York City. Five main problems of such retailers will be dealt with at the meeting. They comprise buying, merchandise control systems, sales promotion methods, improvement of selling service and insurance. The subjects, according to Lew Hahn, managing director of the association, were selected only after most careful consideration had been given to the needs of the smaller establishments and their operating difficulties. Addresses, twenty minutes long, will be made on each of the topics by carefully chosen speakers familiar with the problems they will discuss.

Trends in Children's Coats.

Buying of children's coats for Spring has not yet become active, as retailers have devoted most of their attention to the clearing of seasonal merchandise. Stocks of the latter goods in the hands of wholesalers have now become much depleted so far as desirable styles and fabrics are concerned. In the buying of Spring merchandise that has been done, coats of novelty woollens have stood out, and the general opinion in the trade is that this trend will continue for some weeks to come. A similar condition prevails in coats for adults, and the best-selling styles for children usually are replicas of the garments of their elders. With the approach of Easter, however, the trend of buying is expected to be toward coats of a "dressy" nature that are made of worsteds, suedes and cashmere weaves.

Millinery Buyers Marking Time.

Millinery buyers have been marking time in good part during the past week, the great bulk of the resort season buying having been done and it being just a shade too early yet to give really serious thought to ordering Spring hats for wear in other parts of the country. In the rather limited business put through this week both felt and straw hats continued to share. In the latter choquette and crochet straws again dominated in the business placed in the better-grades chapeaux, although models of sisol, tagal, bouette and other straws showed up to some extent. In the felts, hats of the givre or frosted material were favored although it was said this fabric was losing a little of its popularity as an exclusive article because of its growing use in the more popular-priced lines. In the best-selling colors, blue ranked very high.

Offers Novel Display Sets.

Something new in window display sets for department stores and specialty shops has been put on the market at prices which, according to the producer, are extremely moderate.

The sets consist of an artistic panel background and thirty-four separate display pieces. The latter embrace a number of decorative tables and plateaus of unusual design. Some of the panels of the background are transparent, which permits them to be illuminated from the rear. The sets are finished in a brilliant metallic, varicolored effect, with contrasting blue, and other color schemes may be obtained by the use of two-sided panels that fit on top of each plateau. The sets are said to lend themselves especially well to the display of lingerie, handkerchiefs, toilet articles, jewelry, etc.

Women's Fabric Outlook Better.

While reordering of women's Spring woollens and worsteds still is being done slowly, selling agents are confident that the demand for these goods will soon show substantial improvement. They point out that production of ready-to-wear, while conservative, is now increasing, and that a normal turnover, of the finished merchandise to retailers should be quickly reflected in additional calls for fabrics. Novelty woollens continue to lead in the coatings. Mill representatives, however, remain convinced that "dressy" weaves will meet with favor later on. Worsteds, particularly the lightweight sports types and the sheen goods, are already in increasing demand. If the suit vogue materializes as expected the outlet for these cloths will be greatly enlarged.

Silverware Sales Break Record.

If the business done so far this month can be taken as a criterion, sales of sterling silverware during the current year will exceed even the record-breaking volume piled up during 1926. Never in the history of the industry has the demand for fine sterling ware been better than it is at present. An excellent call for fine tea and dinner sets is in evidence at prices ranging from \$250 to \$4,000. High-grade toilet sets also are selling well, and the demand for fine beverage (cocktail) sets has never been larger. Colonial designs still lead in popularity, with not a little attention being given by buyers to patterns of the French Renaissance period. In the finishes French gray seems to have the call.

New Type of Comb Case Shown.

To keep up with the demand for novelties that have a useful purpose, the "bobbie comb" has been brought out in a new type of case, which comes in silk leather. When opened, half of one side of the case drops down and reveals a mirror. This obviates the use of the mirror part of the vanity case or powder box when arranging the hair. The combs are made of composition and well finished. A single color scheme is preserved, for the combs match the cases. For evening use gold and silver kid cases are provided. The other colors are red, purple, blue, green, tan, coral and orange. In silk the new cases are priced at \$12 a dozen, while in leather they range from \$12 to \$36 a dozen.

Vestees Vie With Blouses.

So much success is being experienced with vestees of the tailored order this season that a number of the leading manufacturers of women's blouses have incorporated them in their lines. The result is that in some instances the business being done in them is almost as large, in dollars and cents, as that done in the latter garments. Novelty effects in vestees, including scalloped fronts and unusual treatments of collars, are in particularly strong demand in such goods as radium, pique, madras and broadcloth. The call for these articles, as well as for tailored blouses, is based on the active sale of sport suits for Spring wear and the more or less general expectation that all types of suits will be favored by women this season.

Novelty Leathers For Handbags.

New offerings of women's handbags made during the week continue to feature those of reptile leathers, either real or simulated. Lizard, snake and alligator effects predominate in medium-sized envelope shapes. Beige, brown and several high shades lead in the color ranges. In some instances there is a combination of plain and reptile leathers that works out effectively. Black antelope and ostrich grain leathers are being employed in the higher priced merchandise, many of which are ornamented with rhinestone, marcasite and jade decorations. Matching of handbags with shoes is a trend that is causing women's shoe manufacturers to give increased attention to handbag styles.

Blanket Prices Are Reduced.

Reductions ranging from 10 to 15 per cent. on 1927 wool-mixed and all-cotton blankets and practically unchanged prices on all-wool ones were made last week by the American Woolen Company. While the quotations on the all-wool merchandise hold steady, the construction of these blankets has been improved, so that they represent better values than a year ago. According to officials of the company fancy colors and plaid combinations are meeting with favor, particularly green, the camel's hair shade and ombre effects. There is a growing vogue for green in home decorations, which has led to the marked popularity of this color in blankets.

Something New in Hosiery.

One of the big producers of women's full fashioned silk hosiery is now offering something new in this merchandise to the trade for delivery in about four to six weeks. It is a "clock from the top" stocking and, as the name implies, the clock runs from the top of the stocking downward, instead of from the ankle upward. The new stocking is of the 42-gauge, four-thread, all-silk variety, and is made with a lisle interlined welt and foot. It has a V-line heel, and also embodies the "step-up" toe guard. In addition to black and white it is offered in nine colors, with contrasting clocking in black, green, red and gold. It wholesales at \$24 a dozen.

Good will is an insurance policy on future business.

BEGAN AS PACK PEDDLER.

Now State Treasurer of Wisconsin For Third Time.

A few days ago Solomon Levitan, who started his career as a pack peddler, took the oath of office as State Treasurer of Wisconsin for the third time. In the last election he led the entire Republican ticket, surpassing the successful gubernatorial candidate, F. R. Zimmerman, by more than 50,000 votes. "Sol" Levitan, as he is familiarly known throughout the State, is not a politician, but his personality and ability have made him a favorite with all parties and classes.

Forty-four years ago he was plodding the snow-covered roads of Green county, Wisconsin, with a pack of "notions" on his boyish back. He was an itinerant peddler, starting from the village of New Glarus in Green county and gloried in the new-born feeling that he was a free citizen of the United States and an independent "merchant" although his entire stock in trade cost less than \$10.

From the first "Peddler Sol" was known for his good humor, his honesty, his desire to help those who helped him. If he was invited to a meal and a night's lodging at some farmhouse he insisted on washing dishes, amusing the children, or in some way repaying the hospitality extended to him. He had started out to be a helpful lad even when he was a poor clerk for a grain dealer in Crimea when the first pogrom against the Jews broke out there in 1880. His employer's life being threatened by a mob, Sol Levitan was able to stand off the rioters until bystanders came to his rescue. In gratitude his employer gave him the cost of his passage to America and a small capital for his start, and he landed in Baltimore the same year, a lonely peasant boy. For two years, with his pack on his back, he tramped the roads of Maryland, Pennsylvania and Virginia, saving his meager profits for the fulfilment of his hope to "go West." At New Glarus, Wis., he replenished his pack with dress goods and struck out on the career which eventually led to making him a public official in Wisconsin.

Business and friendship increased each week. Presently his pack was too heavy to carry and he bought a pony and wagon, enlarging his territory so that farmers and their families in all parts of Wisconsin began to look for his visits. But some of the unsympathetic Westerners had both suspicion and dislike for peddlers as a class. One of these put up a sign at his gate which read: "No Peddlers Allowed."

Sol Levitan had known the family well, and when he saw the new warning it hurt him. But with ready wit he took a piece of chalk from his pocket and added two words to the warning sign. Then he drove to the door and was welcomed by the women and children. He was showing his wares when the farmer arrived and asked:

"What are you doing here, Sol? Can't you read?"

"I read a sign at the gate inviting me in," said Solomon, and led the

farmer back to the gate where the sign now read: "No Peddlers Allowed Except Solomon."

Thereafter he was always welcomed at that particular homestead.

Weary of wandering and yearning for a home, Sol Levitan opened his first store in New Glarus. He became a leader in the affairs of the town and was soon elected Justice of the Peace. During his tenure of office he persisted in discouraging litigation, and it is of record that nearly every case which came before him was settled by friendly compromises between the litigants.

Prospering as the leading merchant of New Glarus, Solomon Levitan married Miss Dora Andelson of Leavenworth, Kan. Three children were born to them, and because he

O. K'd by "Old Sol." His office became also a sort of clearing house for many of the domestic, legal and financial troubles of his neighbors. He patched up many family rows, helped young men and women who had gone wrong or were headed astray, and in time became an adviser of the students of the university.

Having mastered the banking business and eager to put all his talents at the service of his State, Solomon Levitan twice tried to become State Treasurer and was twice defeated. But he ran a third time and was elected by one of the largest majorities ever polled by a candidate for that office. At that time he said:

"I always wanted to be State Treasurer. I always felt that a man should

away the antiquated business methods that had not changed for forty years. Red tape was cut out, modern business efficiency installed, back taxes running into hundreds of thousands were collected, and many other thousands were saved by reducing needless waste.

In the following election (1924) he rolled up a grand total of 491,224, leading all his mates. His big aim now was to inaugurate Wisconsin's new gasoline tax. From this source alone over \$5,000,000 is collected each year at a total expense of only \$9,000.

Sol Levitan's doors are always open and visitors come in hundreds to see and chat with him. His admirers say that never in his long career has he foreclosed a mortgage; that he has never refused to cash a farmer's check; that he never refused to help a university student out of trouble. When he first became State Treasurer there was on deposit in his bank \$100,000 of the public funds. His first public act was to draw out this money and place it in small up-State banks that needed it more. Now every year he handles his State's business—of over \$64,000,000—at an administrative expense of only \$35,000.

Georgette Silks Doing Well.

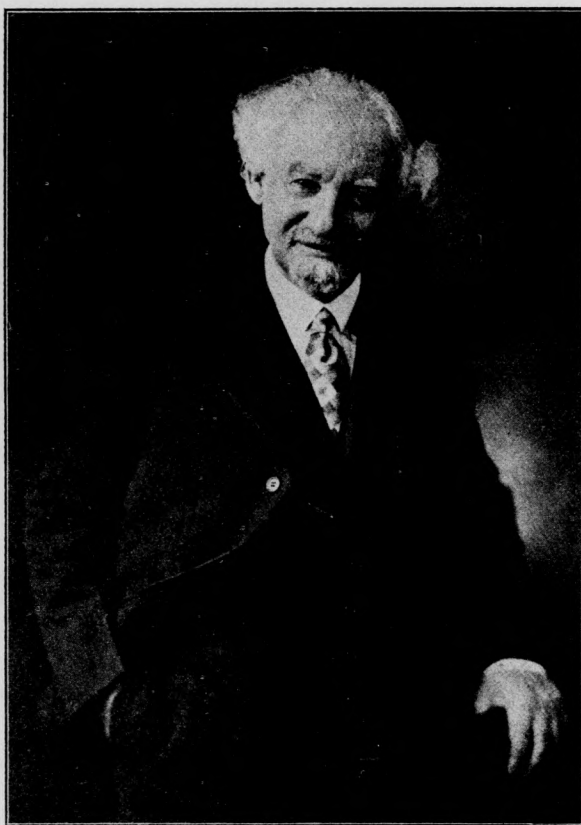
Georgettes are meeting with a steady demand from both dress manufacturers and retailers. The rose beige tones, together with navy and black, are the outstanding shades. A novelty that is said to be taking hold very well is eyelet embroidery on georgette, which is obtainable in border and allover effects. The fabric is designed for sports dresses. In these the upper portion or blouse is fashioned of the eyelet goods, while the skirt is of plain georgette, knife pleated. Lace and silk goods departments, in addition to the manufacturing trade, are said to be showing much interest in the novelty.

Smaller Handbags Selling Best.

Smaller sizes in women's handbags are being bought for Spring. Both flat pouch and envelope styles are in demand, the latter having a black strap attached. Leather merchandise continues to be featured, although later in the season increased attention is expected to be given silk bags. Reptile effects are outstanding, either in natural or simulated leathers. Brown, tan or natural are the favored shades so far. Calfskin in contrasting tones is frequently employed as trimming. Patent leather is being used for new underarm bags, particularly in the cherry red shade.

Adding to Spring Ribbon Lines.

Belting ribbons continue in outstanding demand and wholesalers are now bringing out additional "numbers." These show a variety of patterns, many of which are floral designs in the modernistic style. Ombre shadings are also being featured, following the good reception of these effects in broad silks. Grosgrain ribbons likewise show these variations in color, particularly in tones of the beige family. New types of satin-circe ribbons are being offered, the goods having two "faces" and therefore being reversible. The millinery trade is buying ribbons very actively.



Solomon Levitan.

wished them to have the advantages of the public schools and the university, he moved to Madison in 1905, became interested in a large general store there and obtained an interest in the Commercial National Bank, then being organized. He was elected Director, Vice-President, and finally President of the institution.

His interest in the government and economics of Wisconsin increased. He was one of those who helped nominate La Follette for Governor in 1898. He was a delegate to the Republican National Convention in 1912, which nominated William Howard Taft, and was named Presidential Elector-at-Large.

As a banker he became the friend of scores of poor but honest borrowers, and it is said that his bank never suffered a loss on any paper that was

be more than a business man. A doctor advises on bodily ailments; a lawyer on legal difficulties; a banker on financial problems. Most of the problems of life are fundamentally financial, therefore a banker as State Treasurer ought to be best able to show how the people's money can be saved and the taxes kept down."

The party managers of Sol's first two campaigns advised him not to try to get out and "stump" the State. But he made a few speeches, and his good humor and human sympathy won all sorts of people. He won his first successful primary with 240,000 votes, and in the general election was overwhelmingly elected by a vote of 343,177.

"Old Sol" at once started cleaning house in the treasury office, sweeping

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.

NOT SO BAD AFTER ALL.

Henry Ford To Confine Food Selling To Detroit.

For some days the Tradesman office has been besieged by enquiries regarding the alleged determination of Henry Ford to put the retail grocer on the blinkers by adding a stock of groceries to every Ford garage in the country. Rumor had it that the innovation had already been introduced in Detroit and would be adopted by other cities and towns as soon as possible; that the tin lizzie magnate was taking this means to destroy the men who no longer bought his cars because they can secure more available vehicles from other manufacturers. It is a matter of common knowledge that Ford made 75 per cent. of all the automobiles manufactured in 1924; that the next year the percentage dropped to 50 per cent.; that last year his ratio was only 25 per cent.; that Ford is very wrathful over the gigantic loss of business which has come to his factory and that he is "out for blood" and retaliation. This condition rendered very plausible the reports about his engaging in the retail grocery business on a scale never before attempted by any other interloper.

Fortunately, the report was based on a misunderstanding, due to the action of an unthinking Ford agent in Detroit. In seeking information of an authentic character, the Tradesman appealed to Clarence A. Day, Recording Secretary of the Detroit Retail Grocers' Association, who replied as follows:

Detroit, Jan. 24—I attended a committee meeting last night and the grocers with whom I talked stated that there was nothing to the rumor that Henry is going to use his agencies for the distribution of groceries.

One man stated that this story originated as follows: One of Ford's agents out on Gratiot avenue piled an immense amount of groceries in his window and put up a large sign stating that all of these groceries could be purchased with the amount one could save in buying a Ford car, instead of buying one of its closest competitors. He intended it as an object lesson, which was rather ill advised in view of the attitude of many people towards Henry as a result of his efforts to sell groceries at prices with which the regular retailer cannot compete.

If I learn that there is anything more to the story than was claimed by the grocers last night, I will be glad to write you further.

I am told that one reaction from the growth of the Ford grocery business is a demand being made by jobbers for better terms from the manufacturer. Mr. Ford has always arbitrarily made his own terms. If you sell him goods you get your money on the twentieth of the following month. Manufacturers who have rigid terms with the grocery jobbing trade allow Henry to get away with his own standard terms and

I am informed that jobbers generally will shortly make an issue of this and put forth the claim that they are entitled to the same credit terms as Henry gets. Clarence A. Day.

The agitation in meat circles rela-

tive to the manner in which Henry Ford conducts a meat market in Detroit has caused quite a great deal of comment from various sources. And among the many communications sent to Mr. Ford, relative to his actions in operating a meat market and grocery store, was a communication from L. F. Padberg, Secretary of the Missouri Retail Merchants Association. In this communication Mr. Padberg took Mr. Ford to task for engaging in the grocery and meat business.

The reply made by E. G. Liebold, Mr. Ford's secretary, is interesting and should be read by all those interested in the controversy. The letter is as follows:

Detroit, Jan. 20—Your letter addressed to Mr. Ford in connection with our community store, has been referred to the writer for attention.

In reply we might state that the Ford Motor Company has for a period of almost ten years conducted a retail grocery and meat department for the benefit of its employees; and during the past year this benefit has been extended to include the general public locally. The inauguration of this branch of service was not because of a mere desire to become competitive grocers or butchers, but rather for the purpose of stabilizing rapidly advancing living costs which threatened to neutralize the effect of increases which had taken effect and which was due principally to the increase in the number of such merchants each of whom was endeavoring to succeed in business by burdening Ford employees with their added overhead expenses and profits.

We cannot view this in any light other than a public service and we believe that so long as the public is being benefitted thereby there can be no cause for complaint except from the smaller merchant whose consequent high priced commodities are no longer in public favor.

We are interested in noting from your letter that such action on our part is construed as a "wrong" and that you are organized to combat conditions and evils such as we are creating. This means that you are not interested in "service" and lower prices to the public, but in aiding the small merchant whose expensive business costs are adding to the inflation of our living costs to-day.

Prices under existing conditions have reached a margin which provides more than a reasonable profit to both producer and distributor and if this is true it is logical to assume that any concentration of merchandising such as we are engaged in will materially reduce costs and still permit of a reasonable profit after the public has been given the benefit of such reduced costs.

The tendency of to-day is toward big business. The small merchant with his lack of knowledge of modern business methods his inability to buy in large quantities and to pay his bills on demand are all reasons which contribute to higher prices and anyone who solves this problem is bound to get the business just as a manufacturer who purchases a better article at a lower cost than his competitor.

The Ford store is the largest of its kind in the country. Public response has made it so! Our total sales reach about \$12,000,000 annually against which we show a profit of \$400,000 or slightly over three per cent. Can you point to any of these merchants you represent and say they can do business on this margin? And would you say that because we are able to so profitably conduct our stores and pass the savings on to the public, we are guilty of wrong doing?

You may have some object in the purpose of your organization which may be constructive. However, we

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— Say

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and Crackers

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GRAND RAPIDS, MICH.

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"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

MEAT DEALER

feel safe in saying that no person or organization can successfully combat such a movement which is purely economic and so clearly evidences what is a sign of the times. Our going out of business would not settle it. Others would only take our place as the movement has already gained such a foothold that other industries are inaugurating similar departments.

It is generally conceded that the average family which takes advantage of the opportunity afforded to trade in our stores can save from \$500 to \$600 annually in their living costs without taking into consideration the higher quality of the products they can purchase. If this were confined alone to our 100,000 employees it would represent a total of from \$50,000,000 to \$60,000,000 which would be released annually for products in other lines of business.

The extent of a merchant's success cannot be measured by his profits but wholly upon the extent to which he can save the people, which is and will be the only attraction to the buying public and no association, combination or other organized group can long exist for the protection of its members by maintaining commodity prices among a greater number of persons than are necessary in the distribution of products required in our daily life.

We naturally regret that you should view the matter in the light that your letter expresses and we sincerely hope that this information may be the means of enlightening you on other angles of this question.

If, however, our position in regard to this matter has not been made perfectly clear it will be a pleasure to have you come to Detroit where we can demonstrate more fully the soundness of the principles we have hereby endeavored to convey to you.

E. G. Liebold.

Choice Beef and Other Meats.

A short time ago we referred in one of our meat talks to the fact that one retailer in Brooklyn had taken advantage of the meat grading service conducted by the Government and was having his meats graded in his shop and was receiving the certificate of the Department. Like all pioneers this retailer soon found others following his example, and at the present time there are eight meat retailers in New York City and Brooklyn receiving the grading service and are informing their trade of the fact in different ways. It is perfectly proper as far as the Department is concerned for retailers whose meat has been certified to grade to publish that fact or in any other way bring it to the attention of the consuming public. There will be no interference with such a procedure as long as they adhere to facts. As a matter of fact the Department is glad to have the public get this information and thereby receive the necessary assurance that what they buy is what they want. Up to the present time all who have received Government grading are handling choice meats, which is the highest commercial grade handled by any retailers in quantities large enough to be important, and, in fact, there is practically no meat on the market that is more suitable to consumers than the meat coming within the grade Choice. The term Prime is a higher grade, but the amount available is relatively small and its qualities that bring it into the grade mentioned

are not important to consumers. The retailers whose meat is being graded Choice at the present time buy the highest grade possible and so they occasionally have cuts possessing the exceptional qualities of Prime. These eight retailers are not the only ones in Metropolitan New York handling Choice meats. Not by any means; but they are the first to submit their meats to the Government grading system and the only ones whose products are certified to by the Government. It is logical to suppose that others will demand a similar service, especially if those using it find real benefit in its use. The benefit to these retailers, aside from the satisfaction they feel in telling their patrons of the official endorsement, is in increased sales resulting from greater confidence in their goods by their patrons.

Better Utilization of Meat.

It has often been said, and no doubt with some authority, that a poor cook can spoil any cut of meat. Because of the conviction in the minds of meat dispensers that this is so the housewife cook is often blamed for dissatisfaction in the cooked product when she is not to blame and when the fault could be properly traced back to the quality of the meat bought. At all events the average cook book usually devotes to meat only nominal space and limited information. This information frequently fails to include the very things the housewife wants to know. Every housewife whose income is limited wants to know how she can utilize cuts and parts of meat carcasses and offal so they will give greatest satisfaction and at the same time save her money. There are on the market now cook books which have been prepared by the meat industry itself, with the co-operation of competent housewives and others, and these books are distributed free on application. While they include methods of preparation of the usual cuts, they also suggest methods of cooking and serving other cuts and parts not so familiar to the average woman, and many suggestions will be found both economical and pleasing to the taste. While it is not the policy of the Department of Agriculture to advertise publications of special interest, information as to how to secure these and other somewhat similar publications of the Department will be furnished on request. A special feature of the publications referred to is the charts contained in them and which show clearly where the different cuts of meat come from in the carcass and will help the average housewife in making her selections in the shop and enable her to talk to her retailer with greater assurance. The charts referred to were prepared by the Department of Agriculture and the Department is given credit for their preparation in the publications referred to. Many matters found in the booklets will be educational to even the learned food specialist and since they are published with the idea of disseminating truth as it refers to meat in a general way, rather than special promotion of merchandise of particular dealers, they may be relied upon.

Always Sell LILY WHITE FLOUR

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Rowena Golden G. Meal Rowena Buckwheat Compound

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

Planning For the Sporting Goods Trade in 1927.

Written for the Tradesman.

With the new year under way it is a good time for the hardware dealer to look ahead and to formulate his plans for the entire year. In these plans sporting goods should be given plenty of prominence.

The interest in outdoor sports is steadily growing. While baseball is losing little if any of its popularity, new sports are coming to the front. A few years ago golf was a novelty; now practically every city and large town has its golf course. Tennis is increasing in popularity. Among the winter sports, skiing, relatively unknown only a few years ago, has, in the Northern states at least, its list of devotees. There is scarcely an outdoor pastime which does not reveal a marked advance since, say, the early years of the war.

Accordingly, the hardware dealer will find it well worth while to cater to this growing trade. In connection with the entire year's sporting goods trade, a great deal of preparatory work can be done right now, when time is plentiful. It is better to lay your plans now than to wait until spring, when you will be too busy to plan.

In the first place, bear in mind that there is always room for improvement. Even if your sales methods in this department last year produced excellent results, you can better those methods. Take time to study and analyze your handling of the sporting goods department in 1926. Ask yourself, dispassionately, "Is there any way in which I could have improved things?"

It will pay you to find at least a little fault with your own methods, no matter how good they may be. For fault-finding is a necessary first step toward improvement.

It will pay you also to follow up your general stock-taking by a careful analysis of the stock in the sporting goods department. Get a line on what you have, and determine what you'll need to be completely ready for the spring trade.

In sporting goods, preparedness is essential. The average young man interested in some outdoor pastime is intensely interested; he is in a hurry to get going; and if you haven't the article he wants, he will as a rule go straight to another store rather than wait until the goods come in. A large part of success in sporting goods consists in having just what the customer wants at the very moment he wants it.

You must have the stock in order to do business. To have the stock, you must know pretty well just what your public is likely to demand.

The dealer who, knowing the impetuous haste of the average outdoor enthusiast, stocks anything and everything rather than risk losing a sale, is apt to find his investment very heavy, and to clutter up his store with leftovers. On the other hand, the dealer

who is afraid of accumulating dead stock, is apt, through holding down his stock, to lose sales.

The ideal is to strike the happy medium between the two conditions. To do this, you must have knowledge. You must know just what you have in stock. And you must know your public, the relative interest in various outdoor pastimes, the amount of business you are likely to do in any one line and the amount of business which aggressive selling methods can develop.

You can never know or calculate these things exactly. At the best, you will be guessing; and quite often you will guess wrong.

The fact remains, that the dealer who knows his stock and knows his public, who has a pretty clear idea of what his sporting goods department did last year and is likely to do this year, will on the one hand minimize the risk of losing sales and on the other avoid the danger of tying up too much money in stock. It pays, therefore, to study your sporting goods business very closely.

It will pay you also, in planning for the new year, to give some thought to your past methods in window and interior display. Display and arrangement are vital to the successful handling of sporting goods. A really good window display is a great business getter. A window display that suggests action has an irresistible appeal.

It is well to get into the habit of noting down and filing away for future use any ideas for displays that come to you. Such ideas may be gleaned from trade papers, or may be picked up from displays noticed in other communities, or may be just evolved from your own mind. Or they may be suggested by your salespeople, who, with a little encouragement, will be quite as original as you are.

You may think hard for an hour or more on the subject of making an attractive window display, and yet evolve nothing worth while. Yet next day, when you are working behind the counter, the very idea you want will pop into your mind. Don't trust to your memory to retain the idea. Jot it down on paper right away. Do the same thing with advertising ideas, slogans, selling stunts, and, in fact, anything helpful that occurs to you or comes to your notice. Keep a handy file for clippings, notes and other material of this sort.

Then, when you want to prepare a display in a hurry, all you have to do is to refer to your file. Your accumulated material is bound to suggest something which can be elaborated into a good display.

If you have not in the past made a practice of preserving this sort of material, forming the habit is one of the reforms you should initiate with the new year. You don't need to save every commonplace, trite suggestion; but worth-while ideas should not be allowed to lose themselves in the rush of business.

Sporting goods are essentially seasonal, and the various seasons come and go in rapid succession. The dealer who wants to capture his share of the business must be prepared to grab op-

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portunity by the forelock. If he lets business get away from him, it will rarely if ever come back. So it is essential to plan each season's campaign well in advance.

Right now, and for a few weeks yet, ice skates are worth featuring. Ice skates lend themselves readily to effective display. Elaborate displays can quite often be devised. On the other hand, some of the most successful and effective displays of ice skates are relatively simple.

Thus a fragment of mirror on the floor of your window, edged with common salt, will represent ice. Common salt, or cotton wadding sprinkled with "diamond dust" makes very acceptable snow. At the top and back of the window blue tissue or cloth dotted with yellow stars will suggest the night sky. Put in your ice skates, hockey sticks, and other accessories, add a dummy figure if you have one, and you have, right there, a very attractive display. Yet it is simple and easily contrived.

The mirror-ice and cotton-wadding snow can be used to give timely "color" to almost any ice skate display you put on.

Contrast can be used very effectively to boost your skate business. Take the finest skate you have. Right beside it show a broken down, ordinary, everyday skate of, say, four or five years ago. By reason of this simple contrast the skate you are featuring looks immensely attractive. Work in your ice-and-snow accessories, and you have a display that talks right out loud to any skating enthusiast.

You can elaborate and extend a display of this sort to involve an even more effective contrast. Beside your new, up-to-date ice skate, put the oldest pair of skates in town. Or if you can get a still older pair further away, do so. Make a collection of old fashioned skates. One dealer offered a new pair of skates, the best in stock, for the oldest pair of skates (age properly authenticated) in his territory. All the competing skates were displayed in the window while they were being accumulated; and an interested crowd from day to day paused to study the new accessions and speculate on the competition. In return for a single pair of ice skates, the enterprising dealer got an immense amount of free publicity.

If you have a large window, a winter sports display may be shown—not merely skates, hockey sticks and hockey shoes, but sleds, toboggans skis and the like. Show everything you have in winter accessories. A successful winter sports drive right now will give the sporting goods trade an excellent start for the year.

There are indirect ways in which winter sports can be boomed. One small city with a number of public parks had no skating facilities outside a private rink. Citizens interested themselves ultimately with the result that the city council flooded an open space on each of the public parks, and the school board provided similar rinks on all the public school grounds. The local firemen handled the flooding for a nominal fee. At a cost of less than \$200, outdoor amusement facilities

were provided for hundreds of people during the winter months. The private rink, curiously enough, did business pretty much the same as usual; but there was an immense increase in the number of skaters, with consequent increase in skate sales.

In the Northern states at least, no modern community with water facilities and fire hose need be without an open-air rink. Where nothing has been done along this line, the wide-awake sporting goods dealer can start things moving.

Such an enterprise is typical of the lines along which a wide-awake dealer can do a lot of indirect work to stimulate his sporting goods trade. What-ever helps to engender enthusiasm for outdoor sport in your community will help commensurately to stimulate your sporting goods department.

But the bulk of the business will always go to the merchant who takes a genuine interest in outdoor sports. It will pay you to get into personal touch with the leaders in every sport in the community, and put your store at their service for organization meetings and similar activities. Help to stir up interest in the less popular sports. Act as secretary of this, that or the other organization, if need be. It is often a good stunt to offer prizes for athletic events. Putting up a trophy for competition is good business.

Personal acquaintance with individual players is a big factor in securing business. So is the ability to talk intelligently with enthusiasts regarding any popular sport.

You can lay your plans now for the entire year's business; and if they include an unselfish and interested participation in a good many lines of outdoor sport, you are sure, sooner or later, to reap the benefit.

Victor Lauriston.

A Cotton Fiber Selector.

A machine known as a fiber selector has been devised for measuring the length of individual fibers in given samples of cotton. The cotton passes through a series of rolls and is literally drawn apart, fiber by fiber. The individual fibers are laid out on an endless belt where they may be easily measured. This provides an exact test of the uniformity of the cotton with respect to length of fiber. This is important, because the cotton having the least variation in length has very definite advantages in spinning good yarn. The device has been put in operation at the Pacific Mills.

To Buy Eggs Co-operatively.

The Brooklyn Butter & Egg Protective Association, Inc., announces that it is planning to buy eggs co-operatively for its members. The association was organized about five years ago and its stated objects were to promote good will amongst its members, adjust differences between jobber and receiver and help its members as to credit of the trade. The association is planning to buy eggs and butter co-operatively direct from shippers, but through a New York house. It claims that disposition to ask "pre-miums" forces this action.

Completing Plans For the Flint Convention.

The board of directors of the Retail Grocers and General Merchants Association of Michigan met Jan. 20 at Durant Hotel, Flint, for the purpose of Planning the April convention which is to be held in Flint April 12, 13 and 14. Present were President Bailey, Treasurer Albrecht and Directors Christensen, Faunce, Loefer and the Secretary. Directors Tatman and Affeldt were excused on account of sickness. We had as visitors members Van Antwerp, Kopitz and Prues, of Lansing, and F. A. Kuhlow, of Bay City, who is a member of the legislative committee. The Flint Association also sent a delegation composed of Messrs. A. F. Faiver, Don Cameron, P. H. Hayner. They, together with J. H. Melody, are the local convention committee.

M. Wayne Womer, of Detroit, secretary of the Lord's Day Alliance, had been invited to speak to us on the question of the Sunday closing law. He gave us some valuable suggestions and showed that science has proven that a seven day week is destructive to health as well as the cause of much unfriendly feeling. He took the proposed law that Mr. Kuhlow had drawn up and promised to get it into legal shape and it is to be referred back to the legislative committee and the secretary.

The vacancy caused by the death of R. F. Zacharias was not filled, but will be left open until the April convention. With the advice and consent of the Flint committee, the convention headquarters was made the Durant Hotel and the date was set for April 12, 13 and 14.

Many of the details, such as registration, address of welcome, etc., were attended to and the secretary ordered to complete the program. The question box will be in charge of A. J. Faunce Harbor Springs, chairman, Elmer Van Antwerp, Lansing, and Dick Miles Holland.

The following are some of the topics for discussion, the speakers to be announced later: Progress of the Quality Service Stores in Michigan; Ten minute talks on Prices, Turnovers, Stock Keeping, Price Tickets, Store Policy, Profits and Margins, Credits.

This promises to be one of the best and most interesting conventions held in recent years. We would ask you to reserve those dates, as we plan to have a very interesting as well as instructive program. Now, as ever, we need to get together and discuss our mutual problems.

Paul Gezon,
Sec'y Retail Grocers and General Merchants Association.

Thirty-Nine Years in General Trade.

Hilliards, Jan. 22—I have sold out to Louis J. Erdmans, of Vermontville, who has taken over the stock and store building and will continue the business. The writer began business here Jan. 28, 1888, taking over the stock of the late M. P. Shields.

Having been a subscriber and reader of the Tradesman during all this time (thirty-nine years) we feel that it has been a great source of encouragement and support. You have been ready at all times to assist the retail merchant. I wish you many more years of usefulness. H. E. Parmelee,

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**CHEESE of All Kinds
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Quality-Service-Cooperation

COMMERCIAL TRAVELER

En Route From Los Angeles to Santa Barbara.

Santa Barbara, Calif., Jan. 22—I have had many good things to say about California, and there is yet much to be said along the same lines, but the Golden State has its drawbacks and here are some of them.

For instance, in talking with an old friend of mine who has been a California resident for twenty-two years, the question of the profit in raising citrus fruits was carefully gone over. According to his experience, for instance, the production of oranges has shown little or no profit in this field, due to a large overproduction and lack of market for by-products, principally orange juice.

The growers are at the mercy of the transportation companies and, as has always been customary, their charges are always as much as the traffic will bear. There is a market for orange juice in the East, but the freight charge is 40 cents per gallon, added to cost of package which will increase the price ten cents or to 50 cents per gallon. This leaves absolutely nothing for the producer at this end or the seller at the other.

In a previous article I told you why lemons could not be raised and bring a return, even when converted into citric acid and other chemicals, so this condition practically removes these two articles from the profit producing class. Grape fruit, at best, is a negligible quantity.

Essentially, profits are only to be found in exploiting real estate. While there is no particular boom apparent, real estate men work overtime to sell something. They have real estate to meet every requirement. If you prove to them that citrus fruits are taboo, they will come back with the assertion that English walnuts are the proper caper and that one acre of land given over to the propagation of this article will keep the wolf away from your door. But will it?

I very much doubt if the chicken and rabbit industry which are just now being given special impetus, will do what is claimed for them.

In the case of walnuts, the trees require a great deal of area, are slow bearers and the nuts are expensive to gather, dry and market.

Chickens and rabbits require feed, considerable of it, and even back in Michigan only the grain farmer has ever shown any financial progress in poultry raising, and years ago the raising of Belgian hares was given up as a bad job.

Owing to the existence of a perfect shipping organization which has had much to do with the prevention of glutting of local Eastern markets with oranges and grapes, producers of these commodities have "gotten by," but the rewards have not compensated them greatly for the risks incurred.

We all know in Michigan that production of fruit is a gamble. The horticulturist bets against the odds of insects, frosts and over production. It is the same handicap they have to face out here. Spraying, fertilizing and irrigation are three great essentials and then there is the frost danger.

Everywhere I hear anathemas cast against the transportation companies who are doing their mightiest to throttle the layer of the golden eggs. Even local railroad authorities admit that rates are too high, but because of the fact that our North Pacific line went on the rocks through acknowledged mismanagement, the shippers of Southern California are "held up" by the Interstate Commerce Commission and will continue to be the victims of high jacking until the lion lies down with the lamb.

But California as a whole is prosperous. The individual looking for a

job has no business here, but with capital one will be able, if a good manager, to promote something which will give him a living, simply because the tide of emigration has certainly turned this way, and because of the further fact that there are many profit producing industries which are available for good investment.

Hence a warning to the agriculturist who thinks he can improve his condition by migrating to California.

Unlike Florida, living conditions here are excellent. There is absolutely no profiteering anywhere. Rents are reasonable, fuel (oil) is abundant and commodities of any kind are no higher than in Grand Rapids.

But, unless you have a job in sight to meet your necessities, give up all idea of California being a land of milk and honey. It is just California, with a semi-tropical climate, great hearted people and opportunities for such as are in a position to accept them.

I have told you that Californians are very much sold on their own state and I honor them for their display of loyalty, but as you approach them don't allow their enthusiasm to carry you off your feet. Don't allow them to convince you that just because a residence lot platted out of the wild wastes and originally sold for a few dollars is now worth \$3,000, it has future possibilities. As residence property it has reached its limit, except in a very few cases under extraordinary conditions. Business property, to be sure, has greater possibilities, but it is all high enough; too high for immediate requirements.

In saying this I am not detracting from the greatness of these wonderful Coast municipalities. All Californians are not in the real estate business, and those which are may be conscientious in their belief that there is no limit to future possibilities.

And here I want to utter a word of warning to my Michigan hotel friends.

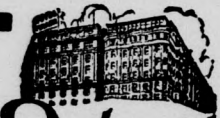
Over construction of hotels and apartment buildings of every description is very apparent here and this unfortunate tendency has rendered this type of industry far from profitable. I have spent much time in various Los Angeles hotels and except in a very few instances a hundred per cent. occupancy is unknown. Forty per cent. would be much nearer an actual estimate. This condition has been responsible for the low rates which prevail there, and, in fact, in most of the cities I have visited. The other day a friend who was interested in the project gave me an opportunity to inspect a recently completed fire proof hotel at Hollywood. Every room with bath, every modern convenience, with a maximum rate of \$1.50 per day and a frantic desire to secure permanents at \$7 per week. Seventy per cent. of the rooms are vacant even at those alluring prices. But seventy per cent. of the private homes display furnished room cards and the papers are filled with announcements of bargains in apartments.

The hotel promoter is just as active in California as in Michigan and the crop of suckers is just as large and fully as eager.

Now that I have disposed of this subject—at least for the present—I am going to tell you of a few things that have surprised me in this delightful city of 35,000 population, 100 miles North of Los Angeles, on Santa Barbara Bay.

The only way to see and learn about any part of this great country is to do it with a motor car, where highways are in the highest state of perfection, and for this reason I have enjoyed this trip in one of the many excellent busses prepared for such service.

Leaving Los Angeles, passing through Hollywood and over the Cahuenga Pass, on Ventura Boulevard (the chief highway between Los Angeles and San Francisco) you en-



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Cafeteria in Connection
Moderate Prices

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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.

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The Phonophor

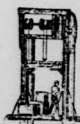
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Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote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

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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.

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80 Rooms—50 Baths

30 Rooms with Private Toilets

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

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300 Rooms 300 Baths

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Moderate Rates

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GEORGE L. CROCKER,
Manager.

ter the San Fernando valley and Calabasas into the Santa Monica mountains. In earlier days of Mexican occupation this was known as the Queen's Highway.

About thirty-five miles out we cross the Ventura county line on a road bordered by beautiful oak trees and grazing lands, feeding great herds of cattle, horses and hogs. Also extensive grain and fruit ranches are to be seen here. We drive through many unimportant but no less interesting towns and at lunch time have arrived at Ventura, the county seat of this county of the same name. Just before reaching this enterprising city of 12,000, we pass through Oxnard, which is said to have one of the largest beet sugar refineries in the world. Like nearly every Southern California city I have visited, every street is paved with either asphalt or concrete.

Here we are introduced to the innovation of dining car service on an autobus, and it is not half bad. To be sure the quarters are somewhat cramped, but the service is surprising and the food excellent. It is not dissimilar to the buffet service on our Michigan rail line and far more reasonable.

We stopped for a few moments at the old mission of San Buenaventura, in the older part of the seat of justice, where there is a typical Mission museum.

Ventura is most ideally situated on the Pacific Ocean and excites admiration from everyone, but we cannot linger.

From here North the highway follows the sea level on what is known as the Rincon drive for many miles—a continuous pleasure beach the entire distance and then Santa Barbara.

The facilities for supplying the requirements of pleasure lovers are not so dissimilar to those offered at San Diego, which I wrote about last week. Everywhere you have the grand ocean beach and the wonderful scenic boulevards, in addition to which there are hundreds of miles of well kept mountain trails.

Channel Islands, twenty-four miles off shore, bear the same relative value to Santa Barbara that Catalina does to Los Angeles—a high grade Mecca for the well-to-do people who are seeking lighter pleasure.

Many fine hotels are here and the schools, homes, public buildings and varied commercial institutions are attractive in appearance, the Spanish traditions being preserved in all architecture. Here is another old mission, bearing evidence of the vintage of 1786. It is in a much better state of preservation than any of the others I have seen.

It seems that something like two centuries ago there was a sort of mania for building missions out here along the coast and sixteen of such are still in existence. They are interesting to most of the visitors and I enjoy inspecting them, but it is next to impossible to try and describe them and besides abler pens have already done so quite copiously.

Diversified agriculture is more in evidence around here than the attempt to raise tropical fruit, although you see everywhere citrus trees in bearing.

In an Easterly direction from Ventura, however, we later visited a section known as Santa Paula, where they specialize in lemons, and where there are several large packing houses devoted to shipping this fruit. The process of preparing, wrapping and packing of lemons is most interesting. Some oranges, apricots, figs and walnuts are raised here. I was shown one lemon orchard—the Lemoneira ranch, consisting of 900 acres.

One of the great commercial products of California is petroleum, and it is here that the oil derricks are to be seen in every direction. In fact, it is due to this product, more than any other, that Los Angeles can credit her

great prosperity and marvelous growth. Also natural gas is supplied in quantities sufficient to make its value discernible in industrial work. Oil is practically the only fuel used out here, and when burned with proper appliances gives out very little smoke. Occasionally, however, when there is danger of a frost, the smudge pots are set to work and a pall of soot settles over the valleys. This seldom occurs—that is, it is "unusual."

My cruise through the Orange Empire, some 300 miles, will be taken up in my next letter. This takes in St. Bernardino, Riverside and a portion of the famous Imperial Valley.

I notice that Congress is about to legislate to the extent of returning the postage rate of one cent on private mailing cards. It never should have been increased. The Government very inconsistently supplies postal cards of their own manufacture at a penny each, but when you provide your own card, the charge for transportation is two cents, without any increased effort or responsibility on the part of Uncle Sam.

I never could see why the Postoffice department, the only Federal institution which really provides a public service, should be held accountable for its own expenses, when there were so many rat holes which sop up public funds.

The Postoffice department is in reality the errand boy for all Governmental departments, agencies and commissions. It carries free all the useless pamphlets sent out by the Department of Agriculture, the notices sent out by the Treasury Department, the voluminous mails from every other bureau, commission and committee, and is expected to pay all of its own bills and prove self sustaining. It pays for the printing of stamps; it pays the Government printing office for its printing. In fact, it pays every other department for everything it gets and yet it does all of their messenger work for nothing.

The much abused franking privilege, used mostly to carry political propaganda, costs the postoffice department a huge sum every year, but when the publisher of a legitimate journal wants to transmit something of real value to a constituent at a remote point, he must pay dearly for it, because this one branch of Government which provides an asset in the shape of service does not declare a dividend.

Now, when the Government wants to help business it reduces the income taxes, in order that larger sums may be invested in private enterprises by a mere handful of America's population, but when Uncle Sam wants to help the Postoffice department it seeks to penalize the man or woman who mails a letter or postal or package or the publisher who would place his newspaper or magazine in the hands of the public at the lowest possible cost.

It has been said repeatedly that the Postoffice department, at its inception, was never intended to be a profit earner or even self-supporting. In recent years that idea was conceived by politicians as a good talking point in "economy" campaigns.

The Postoffice department should function to spread knowledge and increase inter-communication between the people of a great Nation, niggardly in nothing except the one idea of making the private citizen pay for every benefit he gains, and if this particular service is performed at a loss, what of it? The deficit can be made up just the same as in every other branch of government, by appropriations from the general tax receipts, rather than exacting the petty penny from the individual.

In the matter of the parcel post there is, however, a difference, and no one can complain if the Government is willing only to perform this service at

actual cost. At present it is being done at an enormous loss.

I am not discussing the merits or demerits of the proposition which allow the mail order house to step in and compete with the local merchant, but in all fairness to the tax payer, the individual consumer who uses the mails for express business, should be satisfied if this service is supplied to him at cost or even a fair margin of profit.

The Volstead department is far from self-sustaining and yet it keeps over drawing its account. Why isn't the postoffice just as much and just as beneficial a service?

Frank S. Verbeck.

Building Program For Better Merchandising Conference.

Detroit, Jan. 25—The program committee of the Better Merchandising Conference to be held at the new Masonic Temple in Detroit March 8, 9 and 10 is calling on the retailers of the territory to give them assistance in suggesting subjects and speakers. In connection with this, 1600 questionnaires were sent out to equally as many retailers with request that they make these suggestions. Within forty-eight hours, more than 100 replies had been received and up to this date, nearly 250 replies have been received from the retailers, many of them making definite suggestions in the way of speakers or subjects, and nearly all of them advising that they were going to attend the Conference. Among the subjects which these retailers expressed most interest in were the following:

Store arrangement, 107 requests.
Windows, 107 requests.
Turnover and stock control, 143 requests.
Advertising, 136 requests.
Sales people, 77 requests.
Buying, 117 requests.
Cost keeping and credit, 110 requests
all of which indicates that turnover and stock control are the subjects which they are first interested in and advertising second.
Among the subjects on which they requested special discussion were the following:
Cash and carry methods.

Which is better—future orders or hand-to-mouth buying?

The evils of price cutting.
Cash or credit in country stores.
Road man for country stores.
Why is it that mail order concerns can undersell small town merchants?
Collections.
Disposal of dead merchandise.
Mark up for retail stores.
Getting business from the surrounding country.

Honesty of sales people and how to keep them honest.

Organizing and maintaining retail credit extension.

Educating the public to pay their way as they go or don't go.

Chain store competition.

Advantage of having the goods on hand when the customer wants them.

Why should the merchant change merchandise?

Regular hours of closing.

Getting business for a good store with a large stock in a small town.

Preparing schedule of prospective business or expenses for the year.

These are but a few of the many questions which these retailers have before them and which will be discussed. The program, which is being built under the chairmanship of F. E. Bogart, President of Farrand, Williams & Clark, assisted by a strong committee, announces that based on the information given by these retailers and many suggestions, a complete program for the Conference will soon be announced. Charles W. Collier, Sec'y.

Shabbona—The private banking institution of Thomas McConnell & Co., with a listed capital investment of \$7,815 closed its doors Jan. 21, temporarily, Cashier W. F. Ehler said. The action was caused by recent withdrawals on the part of farmers. A committee has been named to solicit the farmers to leave their money in the bank a short time while the stockholders raise a surplus sufficient to cover all obligations. The bank has deposits of around \$40,000, with loans running about the same. There are seventeen stockholders.

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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

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

150 Fireproof
Rooms

GRAND RAPIDS

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

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

"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

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

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

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.

Anti-Freeze Liquids For the Auto Radiator.

What shall I use in the radiator?—that is the question. The Bureau of Standards in Washington willingly supplies the answer.

Denatured alcohol (that is grain alcohol rendered unfit for internal consumption), or its poisonous brother, methanol (wood alcohol), will probably continue to be the usual and most common anti-freeze agent this year. Alcohol is cheap, effective and easily obtainable, but it has the disadvantage of evaporating and needing frequent replenishing.

Glycerin will also be a favorite. For all who drive cars painted with cellulose lacquers, glycerine is practically a necessity, for the alcohols dissolve this new sort of finish and even a small amount of alcohol radiator solution spilled on the paint is likely to ruin it. Indeed even the vapors are said to affect it. Glycerin is more expensive than alcohol, but it does not evaporate very rapidly and one filling of the radiator should last a whole winter season if the radiator is free from leaks. Either the colorless chemically pure glycerin or the yellow distilled commercial grade can be used with safety, but the crude product is dangerous because it usually contains salts that corrode the radiator. Also it is necessary to tighten the grip on the rubber connecting connecting hose when glycerin is used.

When placing either alcohol or glycerin in the radiator, do not fill it above two inches from the top or the overflow pipe, since the solution will expand when the radiator warms up.

Denatured alcohol is preferable to wood alcohol in spite of the fact that 10 per cent. less wood alcohol is required for protection against freezing at any given temperature. Wood alcohol often contains free acids which will damage the radiator and its fumes due to its poisonous character, may be harmful.

Mixtures of alcohol and glycerin are often used as a compromise between

the cost of glycerin and the volatility of alcohol. It is argued that the glycerin retards the ready volatilization of the alcohol.

A little-known, ethylene glycol is also recommended, but is not as yet commercially available. Many other radiator solutions have been widely exploited and tested, but all of them are objectionable for some reason.

Salts, like calcium chloride, magnesium chloride, common salt, etc.,—all solutions of salts are corrosive and practically sure to cause serious damage to engine jacket or radiator. They are particularly harmful to aluminum and solder. Calcium chloride solutions are often troublesome if they come in contact with spark plugs and electrical connections, as they cause short circuits. Both calcium and magnesium chloride solutions have been widely sold under trade names.

One such preparation, recently examined, contained a little corn meal, about one per cent. of potassium dichromate and about 30 per cent. of calcium chloride. The function of the yellow dichromate is no doubt to camouflage the radiator fill so that the rusting, which is bound to happen, will not be apparent. It also helps some in preventing corrosion.

Sugars, such as honey, invert sugar and glucose: Although honey has been recommended as an anti-freeze agent, tests at the U. S. Bureau of Standards show that low percentage mixtures do not have sufficiently low freezing points and that high percentage mixtures are so viscous that they circulate very slowly, if at all. Invert sugar acts about like honey, and glucose is of even less effect than honey.

Lubricating oil is used in some cooling systems on tractors. It is not suitable for use in ordinary automobiles for oil cooling systems must be especially designed to give more rapid circulation to compensate for the low heat capacity and the high viscosity of oil.

Kerosene can be used in automobile cooling systems provided with mechanical circulation, but the odor and inflammability of its vapor, the possibility of overheating due to high boiling point, and its solvent action on rubber are objections to its use. This is also true of wood spirit. Ivor Griffith.

There are no profits in empty shelves.

Liquid Metal Polish.

A few of the liquid metal polishes on the market contain ammonium oleate made by combining crude oleic acid with ammonia water and incorporating some fine siliceous powder, such as kieselguhr, rottenstone, etc. The ammonium oleate idea is, however, a comparatively recent development, more of a typical formula for liquid metal polish is the following:

Putty powder	6 oz.
Kieselguhr	20 oz.
Bath brick	2 oz.
Emery	1 oz.
Rottenstone	1½ oz.

Mix well together and add gradually the following:

Wood alcohol	1½ pint
Turpentine	1 pint
Petrolatum	5 pints
Ammonia Water	1 pint
Oil of Citronella	½ oz.

The difficulty experienced with most liquid metal polishes is to keep the polishing ingredients in suspension. If the vehicle is made too heavy, as with a crude ammonium oleate compound, a wide mouthed bottle is necessary, while the problem with a thinner preparation is to prevent the kieselguhr from caking at the bottom of the bottle. A mixture of ordinary kerosene oil and crude oleic acid makes a good vehicle for a liquid metal polish or Putz. One part of kerosene to five parts of crude oleic acid is about the right proportion to use and to a pint of such mixture there may be added two ounces of kieselguhr and ten or twelve drops of oil of myrbane.

Chewing Gum.

The simplest formulas for chewing gum are well known. We give two as follows:

Paraffin	1 part
White sugar	15 parts

Melt the paraffin and mix with the sugar thoroughly. When cold divide into small pieces.

Balsam tolu	4 ozs.
Gum benzoin	1 oz.
White wax	1 oz.
Paraffin	1 oz.
White sugar	1 oz.

Make into mass while warm, allow to cool and divide.

The popular chewing gum, however, is an entirely different product and its process of manufacture is more or less a trade secret. The basis of this gum is chicle or gum chicle as it is known

in the market. After the impurities are removed it can be readily worked. The purified gum in a granular form can be purchased in the market. We append what seems to us a most practical and workable formula. A troublesome fact, however, is a tendency to sweat and thus spoil wrappers. If ingredients are added to counteract this, it becomes hard and brittle after a time and refuses to "chew." The formula is as follows:

Take one part of gum chicle and twice its weight of powdered white sugar and mix them thoroughly together. At the same time add the desired flavoring dissolved in alcohol and work well into the granular mass with a wooden spatula. When well mixed put the vessel containing it into a water bath and heat gently with occasional stirring until gum and sugar are softened into a uniform mass when it is taken out, well kneaded and rolled flat on a marble slab, with a rolling pin or other machinery. While warm it is cut into pieces as desired with a knife and straight-edge. The proportion of sugar may be more or less, but as the softened mass is very sticky, the hands and utensils must be kept well dusted with a mixture of starch and sugar, such as confectioners use. It should be rolled down hard and smooth.

We suggest that you experiment by adding gum tolu, paraffin, etc., as results may indicate providing the above process fails to meet your requirements.

Non-Injurious Hair Dye.

The least dangerous black dye, according to the Journal of the American Medical Association, is the old combination as given below:

Ferrous sulphate	0.6
Glycerin	32.0
Water, to make	500.0

Mix. After washing the hair and drying it, the solution is brushed thoroughly into the hair, and this procedure is repeated each day for three days. Then, with a fine comb, this solution is applied:

Gallic acid	0.25
Tannic acid	0.25
Water, to make	50.00

Our best education comes from associating with folks who know things that we don't.

When a town doesn't grow, the weeds do.



Representatives in principal cities. Consult your local telephone book.

WELCH-WILMARTH CORPORATION

GRAND RAPIDS, MICH.

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

DRUG STORE PLANNING
Recommendations to fit individual conditions.

DRUG STORE FIXTURES
Planned to make every foot of store into sales space.

Humble Old Icebox Becomes Social Climber.

Electrification has raised the status of the refrigerator from the ranks of porch necessities or place in the kitchen to honor even in the office. It has changed it from a symbol of household mechanics—an item in the furnishings of woman's realm—to something very different: a plaything, and the plaything of men.

A woman in other days might wait around half the day for the ice man and strain to move the slippery cake from the dumbwaiter to the old-fashioned icebox. But man's domain would have none of such conditions. Somehow or other ice is obtained for the water-cooler, but there the ice man in the office building stops. For cooling things at his desk the business man until now has depended upon the telephone and soda fountain or the vacuum bottle. Now, however, the icebox is threatening to claim a place with the file case and the swivel chair as a part of office equipment.

The caller at an up-to-the-minute business establishment may notice a new piece of furniture, but he will scarcely guess what it is. It appears to be a safe, yet, on second glance, not a safe—boxlike but taller. It is made of mahogany, with cane work at the base; yet it has a combination lock and other suggestions of the safe. If the visitor is in favor, however, he soon has a glimpse of the white porcelain-lined inside, and refreshment is forthcoming, iced by sparkling little cubes. The new piece of furniture is none other than our humble friend.

Clover That Plants Itself.

If Government scientists have their way, the American farmer will shortly have a forage plant that takes care of itself even to planting its own seed

for the next crop. It is known as subterranean clover. This plant has been under study at the Arlington Experiment Station and thus far it has passed all the required tests.

As the seed pods are formed the stem bearing them starts to bend downward and in a few days reaches the surface of the ground. It then scratches into the earth with such force, that if the soil is not hard it is able to make a slight excavation, where the seed is dropped and planted.

This new clover was brought from Europe and parts of Ireland, where it is well thought of by the farmers as feed for live stock. It grows rapidly and abundantly. From the Orient has come a similar clover, the Lespedeza, which perpetuates itself even after it has been mowed to within an inch of the ground. A perennial Japan clover has already been naturalized in the Southern United States.

Government scientists see great possibilities in the use of the Oriental clover, which ripens early, and the Irish clover, which ripens late, both perpetuating themselves without trouble to the farmer. With self-perpetuating forage crops, it is expected that the American farmer will save time and expense for seeding.

Puncture Cement.

A patented preparation for automatically repairing punctures in bicycle tires consisting of glycerine holding gelatinous silica or aluminum hydrate. Three volumes of glycerine are mixed with 1 volume of liquid water glass, and an acid is stirred in. The resulting jelly is diluted with 3 additional volumes of glycerine, and from 4 to 6 ounces of this fluid is placed in each tire. In case of puncture, the internal pressure of the air forces the liquid into the hole, which it closes.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 25@1 45	Belladonna	@ 1 44
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50@6 75	Benzoin	@ 2 28
Boric (Xtal)	15 @ 25	Elgeron	9 00@9 25	Benzoin Comp'd	@ 2 40
Carbolic	34 @ 40	Eucalyptus	1 25@1 50	Buchu	@ 2 15
Citric	50 @ 65	Hemlock, pure	1 75@2 00	Cantharadines	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@ 2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@ 1 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55@1 65	Cinchona	@ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@ 1 80
Tartaric	40 @ 50	Lavender Flow.	7 50@7 75	Cubebs	@ 2 76
Ammonia		Lavender Gar'n.	85@1 20	Digitalis	@ 2 04
Water, 26 deg.	06 @ 16	Lemon	4 25@4 50	Gentian	@ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 86	Guaiac	@ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled bbl.	@ 89	Guaiac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld. less	96@1 09	Iodine	@ 1 25
Chloride (Gran. 09)	09 @ 20	Linseed, raw less	93@1 06	Iodine, Colorless	@ 1 50
Balsams		Mustard, artifl. oz.	@ 35	Iron, Clo.	@ 1 56
Copaiba	85@1 25	Neatsfoot	1 25@1 35	Kino	@ 1 44
Fir (Canada)	2 75@3 00	Olive, pure	3 75@4 50	Myrrh	@ 2 52
Fir (Oregon)	65@1 00	Olive, Malaga,	2 75@3 00	Nux Vomica	@ 1 80
Peru	3 00@3 25	Olive, Malaga,	2 75@3 00	Opium	@ 5 40
Tolu	2 00@2 25	Olive, Malaga,	2 75@3 00	Opium, Camp.	@ 1 44
Barks		Olive, Malaga,	2 75@3 00	Opium, Deodorz'd	@ 5 40
Cassia (ordinary)	25@30	Olive, Malaga,	2 75@3 00	Rhubarb	@ 1 92
Cassia (Saigon)	50@60	Olive, Malaga,	2 75@3 00	Paints	
Sassafras (pw. 50c)	@ 50	Olive, Malaga,	2 75@3 00	Lead, red dry	14 1/2 @ 15
Soap Cut (powd.)	18 @ 25	Olive, Malaga,	2 75@3 00	Lead, white dry	14 1/2 @ 15
Berries		Olive, Malaga,	2 75@3 00	Lead, white oil	14 1/2 @ 15
Cubeb	@ 1 00	Olive, Malaga,	2 75@3 00	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Olive, Malaga,	2 75@3 00	Ochre, yellow less	3 @ 6
Juniper	12 @ 25	Olive, Malaga,	2 75@3 00	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Olive, Malaga,	2 75@3 00	Red Venet'n Eng.	4 @ 8
Extracts		Olive, Malaga,	2 75@3 00	Putty	5 @ 8
Licorice	60 @ 65	Olive, Malaga,	2 75@3 00	Whiting, bbl.	@ 4 1/2
Licorice, powd.	50 @ 60	Olive, Malaga,	2 75@3 00	Whiting	5 1/2 @ 10
Flowers		Olive, Malaga,	2 75@3 00	L. H. P. Prep.	2 90 @ 3 05
Arnica	@ 45	Olive, Malaga,	2 75@3 00	Rogers Prep.	2 90 @ 3 05
Chamomile (Ged.)	@ 60	Olive, Malaga,	2 75@3 00	Miscellaneous	
Chamomile Rom.	@ 50	Olive, Malaga,	2 75@3 00	Acetanalid	47 @ 55
Gums		Olive, Malaga,	2 75@3 00	Alum	08 @ 12
Acacia, 1st	50 @ 55	Olive, Malaga,	2 75@3 00	Alum, powd. and	09 @ 15
Acacia, 2nd	45 @ 50	Olive, Malaga,	2 75@3 00	Bismuth, Subni-	
Acacia, Sorts	20 @ 25	Olive, Malaga,	2 75@3 00	trate	3 87 @ 4 07
Acacia, Powdered	35 @ 40	Olive, Malaga,	2 75@3 00	Borax	
Aloes (Barb Pow)	25 @ 35	Olive, Malaga,	2 75@3 00	xtal or	
Aloes (Cape Pow)	25 @ 35	Olive, Malaga,	2 75@3 00	powdered	07 @ 12
Aloes (Soc. Pow.)	65 @ 70	Olive, Malaga,	2 75@3 00	Cantharades, po.	1 50 @ 2 00
Asafoetida	50 @ 60	Olive, Malaga,	2 75@3 00	Calomel	2 22 @ 2 43
Pow.	75 @ 1 00	Olive, Malaga,	2 75@3 00	Capsicum, pow'd	35 @ 40
Camphor	1 00 @ 1 05	Olive, Malaga,	2 75@3 00	Carmine	7 00 @ 7 50
Guaiac	@ 80	Olive, Malaga,	2 75@3 00	Cassia Buds	35 @ 40
Guaiac, pow'd	@ 90	Olive, Malaga,	2 75@3 00	Cloves	50 @ 55
Kino	@ 10	Olive, Malaga,	2 75@3 00	Chalk Prepared	14 @ 16
Kino, powdered	@ 10	Olive, Malaga,	2 75@3 00	Chloroform	51 @ 60
Myrrh	@ 60	Olive, Malaga,	2 75@3 00	Chloral Hydrate	1 35 @ 1 85
Myrrh, powdered	@ 65	Olive, Malaga,	2 75@3 00	Cocaine	12 10 @ 12 80
Opium, powd.	65 @ 19 92	Olive, Malaga,	2 75@3 00	Cocoa Butter	70 @ 85
Opium, gran.	19 65 @ 19 92	Olive, Malaga,	2 75@3 00	Corks, list, less	40-10 7/2
Shellac	65 @ 80	Olive, Malaga,	2 75@3 00	Copperas	2 1/2 @ 10
Shellac Bleached	70 @ 85	Olive, Malaga,	2 75@3 00	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@ 175	Olive, Malaga,	2 75@3 00	Corrosive Sublim	1 80 @ 2 00
Tragacanth	1 75 @ 2 25	Olive, Malaga,	2 75@3 00	Cream Tartar	31 @ 33
Turpentine	@ 30	Olive, Malaga,	2 75@3 00	Cuttle bone	40 @ 50
Insecticides		Olive, Malaga,	2 75@3 00	Dextrine	6 @ 15
Arsenic	08 @ 20	Olive, Malaga,	2 75@3 00	Dover's Powder	3 50 @ 4 00
Blue Vitriol, bbl.	@ 07 1/2	Olive, Malaga,	2 75@3 00	Emery, All Nos.	10 @ 15
Blue Vitriol, less	08 @ 15	Olive, Malaga,	2 75@3 00	Emery, Powdered	@ 15
Bordea. Mix Dry	13 @ 22	Olive, Malaga,	2 75@3 00	Epsom Salts, bbls.	@ 3 1/2
Hellebore, White	18 @ 30	Olive, Malaga,	2 75@3 00	Epsom Salts, less 3 1/2	@ 10
powdered	18 @ 30	Olive, Malaga,	2 75@3 00	Ergot, powdered	@ 2 50
Insect Powder	35 @ 45	Olive, Malaga,	2 75@3 00	Flake, White	15 @ 20
Lead Arsenate Po.	15 1/2 @ 27	Olive, Malaga,	2 75@3 00	Formaldehyde, lb.	15 1/2 @ 30
Lime and Sulphur	8 @ 23	Olive, Malaga,	2 75@3 00	Gelatin	80 @ 90
Dry	20 @ 37	Olive, Malaga,	2 75@3 00	Glassware, less 55 1/2	
Paris Green	20 @ 37	Olive, Malaga,	2 75@3 00	Glassware, full case 60 1/2	
Leaves		Olive, Malaga,	2 75@3 00	Glauber Salts, bbl.	@ 02 1/2
Buchu	85 @ 1 00	Olive, Malaga,	2 75@3 00	Glauber Salts less 04	@ 10
Buchu, powdered	@ 1 00	Olive, Malaga,	2 75@3 00	Glue, Brown	21 @ 30
Sage, Bulk	25 @ 30	Olive, Malaga,	2 75@3 00	Glue, Brown Grd	15 @ 20
Sage, 1/4 loose	@ 40	Olive, Malaga,	2 75@3 00	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Olive, Malaga,	2 75@3 00	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Olive, Malaga,	2 75@3 00	Glycerine	36 @ 58
Senna, Tinn. pow.	30 @ 35	Olive, Malaga,	2 75@3 00	Hops	70 @ 85
Uva Ursi	20 @ 25	Olive, Malaga,	2 75@3 00	Iodine	6 45 @ 6 90
Oils		Olive, Malaga,	2 75@3 00	Iodoform	7 35 @ 7 65
Almonds, Bitter,		Olive, Malaga,	2 75@3 00	Lead Acetate	20 @ 30
true	7 50 @ 7 75	Olive, Malaga,	2 75@3 00	Mace	@ 1 50
Almonds, Bitter,		Olive, Malaga,	2 75@3 00	Mace, powdered	@ 1 60
artificial	3 00 @ 3 25	Olive, Malaga,	2 75@3 00	Menthol	7 80 @ 8 50
Almonds, Sweet,		Olive, Malaga,	2 75@3 00	Morphine	11 18 @ 11 93
true	1 50 @ 1 80	Olive, Malaga,	2 75@3 00	Nux Vomica	@ 30
Almonds, Sweet,		Olive, Malaga,	2 75@3 00	Nux Vomica, pow.	17 @ 25
imitation	1 00 @ 1 25	Olive, Malaga,	2 75@3 00	Pepper black, pow.	40 @ 50
Amber, crude	1 25 @ 1 50	Olive, Malaga,	2 75@3 00	Pepper, White, pw.	50 @ 55
Amber, rectified	1 50 @ 1 75	Olive, Malaga,	2 75@3 00	Pitch, Burgdury	20 @ 25
Anise	1 40 @ 1 60	Olive, Malaga,	2 75@3 00	Quassia	12 @ 15
Bergamont	11 50 @ 11 75	Olive, Malaga,	2 75@3 00	Quinine, 5 oz. cans	@ 59
Cajeput	1 50 @ 1 75	Olive, Malaga,	2 75@3 00	Rochelle Salts	30 @ 35
Cassia	4 00 @ 4 25	Olive, Malaga,	2 75@3 00	Sacharine	@ 80
Castor	1 60 @ 1 85	Olive, Malaga,	2 75@3 00	Salt Peter	11 @ 22
Cedar Leaf	1 75 @ 2 00	Olive, Malaga,	2 75@3 00	Selditz Mixture	30 @ 40
Citronella	1 25 @ 1 50	Olive, Malaga,	2 75@3 00	Soap, green	15 @ 30
Cloves	3 00 @ 3 25	Olive, Malaga,	2 75@3 00	Soap mott cast.	22 1/2 @ 25
Cocunut	25 @ 35	Olive, Malaga,	2 75@3 00	Soap, white castile	@ 12 50
Cod Liver	1 90 @ 2 10	Olive, Malaga,	2 75@3 00	less, per bar	@ 1 45
Croton	2 00 @ 2 25	Olive, Malaga,	2 75@3 00	Soda Ash	3 @ 10
Potassium		Olive, Malaga,	2 75@3 00	Soda Bicarbonate	3 1/2 @ 10
Bicarbonate	35 @ 40	Olive, Malaga,	2 75@3 00	Soda, Sal	02 1/2 @ 08
Bichromate	15 @ 25	Olive, Malaga,	2 75@3 00	Spirits Camphor	@ 1 20
Bromide	69 @ 85	Olive, Malaga,	2 75@3 00	Sulphur, roll	3 1/2 @ 10
Bromide, grand	54 @ 71	Olive, Malaga,	2 75@3 00	Sulphur, Subl.	4 1/2 @ 10
Chlorate, grand	23 @ 30	Olive, Malaga,	2 75@3 00	Tamarinds	20 @ 25
Chlorate, powd.	16 @ 25	Olive, Malaga,	2 75@3 00	Tartar Emetic	70 @ 75
or Xtal	30 @ 30	Olive, Malaga,	2 75@3 00	Turpentine, Ven.	50 @ 75
Cyanide	30 @ 30	Olive, Malaga,	2 75@3 00	Vanilla Ex. pure	1 75 @ 2 25
Iodide	4 @ 66	Olive, Malaga,	2 75@3 00	Vanilla Ex. pure	2 50 @ 3 00
Permanganate	20 @ 30	Olive, Malaga,	2 75@3 00	Zinc Sulphate	06 @ 11
Prussiate, yellow	40 @ 50	Olive, Malaga,	2 75@3 00		
Prussiate, red	@ 70	Olive, Malaga,	2 75@3 00		
Sulphate	35 @ 40	Olive, Malaga,	2 75@3 00		
Roots		Olive, Malaga,	2 75@3 00		
Alkanet	30 @ 35	Olive, Malaga,	2 75@3 00		
Blood, powdered	35 @ 40	Olive, Malaga,	2 75@3 00		
Calamus	35 @ 75	Olive, Malaga,	2 75@3 00		
Elecampane, pwd.	25 @ 30	Olive, Malaga,	2 75@3 00		
Gentian, powd.	20 @ 30	Olive, Malaga,	2 75@3 00		
Ginger, African,	30 @ 35	Olive, Malaga,	2 75@3 00		
powdered	30 @ 35	Olive, Malaga,	2 75@3 00		
Ginger, Jamaica.	60 @ 65	Olive, Malaga,	2 75@3 00		
Ginger, Jamaica,	45 @ 50	Olive, Malaga,	2 75@3 00		
powdered	45 @ 50	Olive, Malaga,	2 75@3 00		
Goldenseal, pow.	@ 85	Olive, Malaga,	2 75@3 00		
Ipecac, powd.	@ 60	Olive, Malaga,	2 75@3 00		
Licorice	35 @ 40	Olive, Malaga,	2 75@3 00		
Licorice, powd.	20 @ 30	Olive, Malaga,	2 75@3 00		
Orris, powdered	30 @ 40	Olive, Malaga,	2 75@3 00		
Poke, powdered	35 @ 40	Olive, Malaga,	2 75@3 00		
Rhubarb, powd.	@ 1 00	Olive, Malaga,	2 75@3 00		
Rosinwood, powd.	@ 40	Olive, Malaga,	2 75@3 00		
Sarsaparilla, Hond.	@ 90	Olive, Malaga,	2 75@3 00		
ground	@ 90	Olive, Malaga,	2 75@3 00		
Sarsaparilla Mexican.	32 @ 52	Olive, Malaga,	2 75@3 00		
Glycerine	32 @ 52	Olive, Malaga,	2 75@3 00		
Squills, powdered	35 @ 40	Olive, Malaga,	2 75@3 00		
Turmeric, powd.	20 @ 25	Olive, Malaga,	2 75@3 00		
Valerian, powd.	@ 1 00	Olive, Malaga,	2 75@3 00		
Seeds		Olive, Malaga,	2 75@3 00		
Anise	@ 35	Olive, Malaga,	2 75@3 00		
Anise, powdered	35 @ 40	Olive, Malaga,	2 75@3 00		
Bird, ls	13 @ 17	Olive, Malaga,	2 75@3 00		
Canary	10 @ 16	Olive, Malaga,	2 75@3 00		
Caraway, Po.	30 @ 35	Olive, Malaga,	2 75@3 00		
Cardamom	3 75 @ 4 00	Olive, Malaga,	2 75@3 00		
Coriander pow.	30 @ 35	Olive, Malaga,	2 75@3 00		
Dill	15 @ 20	Olive, Malaga,	2 75@3 00		
Fennell	25 @ 40	Olive, Malaga,	2 75@3 00		
Flax	7 1/2 @ 15	Olive, Malaga,	2 75@3 00		
Flax, ground	07 1/2 @ 15	Olive, Malaga,	2 75@3 00		
Poenugreek, pwd.	15 @ 25	Olive, Malaga,	2 75@3 00		
Hemp	8 @ 15	Olive, Malaga,	2 75@3 00		
Lobelia, powd.	@ 1 60	Olive, Malaga,	2 75@3 00		
Mustard, yellow	17 @ 25	Olive, Malaga,	2 75@3 00		
Mustard, black.	20 @ 25	Olive, Malaga,	2 75@3 00		
Poppy	15 @ 30	Olive, Malaga,	2 75@3 00		
Quince	1 00 @ 1 25	Olive, Malaga,	2 75@3 00		
Rape	15 @ 20	Olive, Malaga,	2 75@3 00		
Sabadilla	60 @ 70	Olive, Malaga,	2 75@3 00		
Salt Sower	11 1/2 @ 15	Olive, Malaga,	2 75@3 00		
Worm, American	30 @ 40	Olive, Malaga,	2 75@3 00		
Worm, Levant	5 00 @ 5 25	Olive, Malaga,	2 75@3 00		
Tinctures		Olive, Malaga,	2 75@3 00		
Aconite	@ 1 80	Olive, Malaga,	2 75@3 00		
Aloes	@ 1 56	Olive, Malaga,	2 75@3 00		
Arnica	@ 1 44	Olive, Malaga,	2 75@3 00		
Asafoetida	@ 2 28	Olive, Malaga,	2 75@3 00		

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

Some Nuts
Pork
Smoked Meats

DECLINED

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



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

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

K. C. Brand
Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 8 85
10 lb. size, 1/2 doz. 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 5 40
Sliced bacon, medium 3 30
Sliced beef, medium 2 80
Grape Jelly, large 4 50
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



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
Krumbs, 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. Fancy Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

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

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 3
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wickling 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 50
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00
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
Peaches, No. 1, sliced 1 25
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 00
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 80
Papple, 2 br. sl. 2 40
Papple, 2 1/2, sl. 3 00
Papple, 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
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
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
Pinnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 1 90
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Kless 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 2 80
Salmon, Red Alaska 3 10
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 80
Sardines, Im. 1/4, ea. 10 23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 65
Tuna, 1/2, Albocore 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT
Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 50
Beef, 3 1/2 oz. Qua. sil. 2 00
Beef, 5 oz. Qua. sil. 2 75
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, 3 45
Chili Con Ca, 1s 1 35
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 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
Campbells, 1c free 5 1 15
Quaker, 13 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
W. Beans, 10 7 50
Green Beans, 2s 1 45
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 25
Corn, Ex. stan. No. 2 1 55
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Horn, No. 3 1 00
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 38
Mushrooms, Choce, 8 oz. 43
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pimientos, 1/4, each 12 1/4
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 10
Spinach, No. 10 6 00
Tomatoes, No. 2 1 90
Tomatoes, No. 3 1 90
Tomatoes, No. 10 8 00

CATSUP.

B-nut, small 1 90
Lily of Valley, 1/2 oz. 2 60
Lily of Valley, 1/4 pint 1 75
Paramount, 24, 8s 1 45
Paramount, 24, 16s 2 40
Paramount, Cal. 14 00
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 55
Quaker, 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
Beechnut Wintergreen 70
Beechnut Peppermint 70
Beechnut Spearmint 70
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

COCOA.

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

CLOTHES LINE.

Hemp, 50 ft. 2 00
Twisted Cotton, 50 ft. 3 50
Braided, 50 ft. 2 25
Sash Cord 3 50



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
Quaker, Gallon, 1/2 dz. 4 60
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 doz. 4 90
Oatman's Dundee, Tall 5 00
Oatman's D'dee, Baby 4 90
Every Day, Tall 5 00
Every Day, Baby 4 90
Pet, Tall 5 00
Pet, Baby, 8 oz. 4 90
Borden's Tall 5 00
Borden's Baby 4 90
Van Camp, Tall 4 90
Van Camp, Baby 3 75

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
King Edward 87 50
Master Piece, 50 Tin. 35 00
Canadian Club 35 00
Little Tom 27 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Knickerbocker 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

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 1 70
Nibble Sticks 1 85
No. 12, Choc., Light 1 65
Chocolate Nut Rolls 1 80
Magnolia Choc 1 15

Gum Drops

Anise 16
Champion Gums 16
Challenge Gums 16
Favorite 19
Superior, Boxes 23

Lozenges

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

Hard Goods

Lemon Drops 18
O. F. Horehound dps. 18
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18

Cough Drops

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 28
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

Apriots

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

Peaches

Evap. Choice 21
Evap. Ex. Fancy, P. P. 30

Peel

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 09 1/2
Thompson's s'dles 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 10 08
60/70, 25 lb. boxes 11 10
50/60, 25 lb. boxes 12 11
40/50, 25 lb. boxes 13 12
30/40, 25 lb. boxes 14 13
20/30, 25 lb. boxes 15 14

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

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 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Tapoca

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

FLAVORING EXTRACTS

JENNINGS' 50 YEARS STANDARD EXTRACTS
Doz. Vanilla 1 35
Doz. Pure 1 35
Doz. Lemon 1 80
Doz. 3 20
Doz. 3 00
Doz. 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.
 Jello-O, 3 doz. -- 3 45
 Minute, 3 doz. -- 4 05
 Plymouth, White -- 2 55
 Quaker, 3 doz. -- 2 55

HORSE RADISH

Per doz., 5 oz. -- 90
JELLY AND PRESERVES
 Pure, 30 lb. pails -- 3 30
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz. Asst., doz. 1 10
 Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

8 oz., per doz. -- 37
OLEOMARGARINE
 Van Westenbrugge 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
 Ohio Red Label, 144 bx 4 20
 Ohio Blue Tip, 144 box 6 00
 Ohio Blue Tip, 720-1c 4 50
 Blue Seal, 144 -- 5 60
 Reliable, 144 -- 4 35

Safety Matches

Quaker, 5 gro. case -- 4 25
MINCE MEAT
 None Such, 4 doz. -- 6 47
 Quaker, 3 doz. case -- 3 60
 Libby, Kegs, wet, lb. 22

MOLASSES



Gold Brer Rabbit
 No. 10, 6 cans to case 6 20
 No. 5, 12 cans to case 6 45
 No. 2 1/2, 24 cans to cs. 6 75
 No. 1 1/2, 36 cans to cs. 5 50

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 cs. 5 45
 No. 1 1/2, 36 cans to cs. 4 55

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 cs. 3 75
 No. 1 1/2, 36 cans to cs. 3 20

New Orleans

Fancy Open Kettle -- 74
 Choice -- 62
 Fair -- 41

Half barrels 5c extra

Molasses in Cans
 Dove, 3, 2 lb. Wh. L. 5 60
 Dove, 24, 2 1/2 lb. Wh. L. 5 20
 Dove, 36, 2 lb. Black 4 30
 Dove, 24, 2 1/2 lb. Black 3 90
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS

Whole
 Almonds, Tarragona -- 27
 Brazil, New -- 18
 Fancy Mixed -- 23
 Filberts, Sicily -- 22
 Peanuts, Virginia Raw -- 09 1/2
 Peanuts, Vir. roasted -- 10 1/2
 Peanuts, Jumbo, rst. -- 10 1/2
 Peanuts, Jumbo, std. -- 1 1/2
 Pecans, 3 star -- 20
 Pecans, Jumbo -- 40
 Pecans, Mammoth -- 50
 Walnuts, California -- 38

Salted Peanuts

Fancy, No. 1 -- 13 1/2
 Jumbo -- 16
Shelled
 Almonds -- 70
 Peanuts, Spanish, 125 lb. bags -- 12 1/2
 Filberts -- 32
 Pecans -- 1 05
 Walnuts -- 90

OLIVES

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

PARIS GREEN

1/8s -- 31
 1s -- 29
 2s and 5s -- 27

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. pails -- 24
 8 oz., 2 do. in case -- 8
 5 lb. pails, 6 in crate -- 12
 12 2 lb. pails -- 12
 14 lb. pails -- 12
 50 lb. tins -- 50
 25 lb. pails -- 25

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosine -- 14.6
 Red Crown Gasoline, Tank Wagon -- 10.7
 Solite Gasoline -- 22.7
 Gas Machine Gasoline -- 40.1
 V. M. & P. Naphtha -- 21.6
 Capital Cylinder -- 39.2
 Atlantic Red Engine -- 21.2
 Winter Black -- 12.2



Iron Barrels

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



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

PICKLES

Medium Sour
 Barrel, 1600 count -- 17 00
 Half bbls., 800 count 9 00
 5 gallon, 400 count -- 4 75

Sweet Small

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

Dill Pickles

800 Size, 45 gal. -- 22 00
 1000 Size, 45 gal. -- 22 50

PIPES

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

PLAYING CARDS

Battle Axe, per doz. 2 75
 Bicycle -- 4 75

POTASH

Babbitt's, 2 doz. -- 2 75

FRESH MEATS

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

Cows

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

Veal

Top -- 19
 Good -- 18
 Medium -- 14

Lamb

Spring Lamb -- 24
 Good -- 23
 Medium -- 22
 Poor -- 22

Mutton

Good -- 14
 Medium -- 12
 Poor -- 10

Pork

Light hogs -- 16
 Medium hogs -- 16
 Heavy hogs -- 15
 Loins, Med. -- 23
 Butts -- 22
 Shoulders -- 18 1/2
 Spareribs -- 18
 Neck bones -- 07

PROVISIONS

Barbeled Pork
 Clear Back -- 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
 60 lb. tubs -- advance 1/4
 50 lb. tubs -- advance 1/4
 20 lb. pails -- advance 3/4
 10 lb. pails -- advance 3/4
 5 lb. pails -- advance 1
 3 lb. pails -- advance 1
 Compound tierces -- 10 1/2
 Compound, tubs -- 11

Sausages

Bologna -- 15
 Liver -- 14
 Frankfort -- 19
 Pork -- 18@20
 Veal -- 19
 Tongue, Jellied -- 35
 Headcheese -- 18

Smoked Meats

Hams, Cer., 14-16 lb. @30
 Hams, Cert., Skinned -- @31
 16-18 lb. -- @31
 Ham, dried beef -- @32
 Knuckles -- @20
 California Hams -- @20
 Picnic Boiled -- @35
 Hams -- 33
 Boiled Hams -- 45
 Minced Hams -- @19
 Bacon -- 24 @36

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

Cooked in Vinegar
 1/4 bbls. -- 2 50
 1/2 bbls., 35 lbs. -- 4 50
 1/2 bbls. -- 9 00
 1 bbl. -- 17 00
 Kits, 15 lbs. -- 1 75
 1/4 bbls., 40 lbs. -- 3 50
 1/2 bbls., 80 lbs. -- 5 00

Casings

Hogs, Med., per lb. -- @55
 Beef, round set -- 23@36
 Beef, middles, set. -- @150
 Sheep, a skein -- @2 65

RICE

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

ROLLED OATS

Silver Flake, 12 Fam. 2 25
 Quaker, 12 Regular -- 1 80
 Quaker, 12s Family -- 2 70
 Mothers, 12s, M'num 3 25
 Nedrow, 12s, China -- 3 25
 Sacks, 90 lb. Jute -- 3 35
 Sacks, 90 lb. Cotton -- 3 40

RUSKS

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

SALERATUS

Arm and Hammer -- 3 75

SAL SODA

Granulated, bbls. -- 1 80
 Granulated, 60 lbs. cs. 1 60
 Granulated, 36 2 1/2 lb. packages -- 2 40

COD FISH

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

HERRING

Holland Herring
 Mixed, Keys -- 1 00
 Mied, half bbls. -- 9 50
 Mixed, bbls. -- 17 00
 Milkers, Kegs -- 1 10
 Milkers, half bbls. -- 10 25
 Milkers, bbls. -- 19 00
 K K K K, Norway -- 19 50
 8 lb. pails -- 1 40
 Cut Lunch -- 1 65
 Boned, 10 lb. boxes -- 15

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
 Dri-Foot, doz. -- 2 00
 Bixbys, Doz. -- 1 35
 Shinola, doz. -- 90

STOVE POLISH

Blackline, per doz. -- 1 35
 Black Silk Liquid, dz. 1 40
 Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 35
 Enameline Liquid, dz. 1 35
 E. Z. Liquid, per doz. 1 40
 Radium, per doz. -- 1 85
 Rising Sun, per doz. 1 35
 654 Stove Enamel, dz. 2 80
 Vulcanol, No. 5, doz. 95
 Vulcanol, No. 10, doz. 1 35
 Stovoil, per doz. -- 3 00

SALT

Colonial, 24, 2 lb. -- 95
 Colonial, 36-1 1/2 -- 1 25
 Colonial, Iodized, 24-2 -- 2 00
 Med. No. 1 Bbls. -- 2 60
 Med. No. 1, 100 lb. bgs. -- 85
 Farmer Spec., 70 lb. -- 90
 Packers Meat, 50 lb. 57
 Crushed Rock for ice cream, 100 lb., each 85
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. -- 40
 Baker Salt, 280 lb. bbl. 4 10
 100, 3 lb. Table -- 5 75
 70, 4 lb. Table -- 5 25
 28, 10 lb. Table -- 5 00
 28 lb. bags, Table -- 42
 Old Hickory, Smoked, 6-10 lb. -- 4 80



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
 Fels Naptha, 100 box 5 50
 Flake White, 10 box 4 05
 Grandma White Na. 10s 3 85
 Rub No More White
 Naptha, 100 box -- 4 00
 Rub-No-More, yellow 5 00
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box -- 6 50
 Jap Rose, 100 box -- 7 85
 Fairy, 100 box -- 5 50
 Palm Olive, 144 box 11 00
 Lava, 100 box -- 4 90
 Octagon -- 6 00
 Pummo, 100 box -- 4 85
 Sweetheart, 100 box -- 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater
 Cocoa, 72s, box -- 2 85
 Fairbank Tar, 100 bx 4 00
 Trilby Soap, 100, 10c 7 30
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo -- 85
 Climoline, 4 doz. -- 4 20
 Grandma, 100, 5c -- 4 00
 Grandma, 24 Large -- 3 75
 Gold Dust, 100s -- 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 -- 4 25
 Jinx, 3 doz. -- 4 50
 La France Laun., 4 dz. 3 60
 Luster Box, 54 -- 3 75
 Old Dutch Clean, 4 dz 3 40
 Octagon, 60s -- 4 00
 Rinso, 40s -- 3 20
 Rinso, 24s -- 5 25
 Rub No More, 100, 10 oz. -- 3 85
 Rub No More, 20 Lg. 4 00
 Spotless Cleanser, 48, 20 oz. -- 3 85
 Sanl Flush, 1 doz. -- 2 25
 Sapolio, 3 doz. -- 3 15
 Soapine, 100, 12 oz. 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large -- 4 80
 Speedee, 3 doz. -- 7 20
 Sunbrite, 72 doz. -- 4 00
 Wyandotte, 48 -- 4 75

SPICES

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

Pure Ground in Bulk

Allspice, Jamaica -- @18
 Cloves, Zanzibar -- @46
 Cassia, Canton -- @26
 Ginger, Corkin -- @38
 Mustard -- @32
 Mace, Penang -- 1 30
 Pepper, Black -- @50
 Nutmegs -- @75
 Pepper, White -- @60
 Pepper, Cayenne -- @32
 Paprika, Spanish -- @42

Seasoning

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

STARCH

Corn
 Kingsford, 40 lbs. -- 11 1/2
 Powdered, bags -- 4 00
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 -- 4 80
 Quaker, 40-1 -- 07

Gloss

Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. -- 3 35
 Silver Gloss, 48, 1s -- 11 1/2
 Elastic, 64 pkgs. -- 5 35
 Tiger, 48-1 -- 3 50
 Tiger, 50 lbs. -- 06

CORN SYRUP

Corn
 Blue Karo, No. 1 1/2 -- 2 36
 Blue Karo, No. 5, 1 dz. 3 23
 Blue Karo, No. 10 -- 3 03
 Red Karo, No. 1 1/2 -- 2 64
 Red Karo, No. 5, 1 dz. 3 61
 Red Karo, No. 10 -- 3 41

Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 09
 Orange, No. 5, 1 doz. 4 31
 Orange, No. 10 -- 4 11

Maple

Green Label Karo, -- 5 19
 Green Label Karo -- 5 19

Maple and Cane

Mayflower, per gal. -- 1 55

Maple

Michigan, per gal. -- 2 50
 Welch, per gal. -- 2 80

TABLE SAUCES

Lea & Perrin, large -- 6 00
 Lea & Perrin, small -- 3 35
 Pepper -- 1 60
 Royal Mint -- 2 40
 Tobasco, 2 oz. -- 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large -- 5 20
 A-1, small -- 3 15
 Capers, 2 oz. -- 2 80

Zion Fig Bars

Unequalled for
 Stimulating and
 Speeding Up
 Cooky Sales

Obtainable from Your
 Wholesale Grocer

Zion Institutions & Industries
Baking Industry
 Zion, Illinois

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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 14.—On this day was held the first meeting of creditors in the matter of J. Ross Thompson, Bankrupt No. 3053. The bankrupt was present in person and represented by Charles H. Farrell, attorney. No creditors were present or represented. Claims were proved. J. A. Dalm, of Kalamazoo, was named trustee, and his bond placed at \$100. The bankrupt was sworn and examined, without a reporter.

On this day also was held the first meeting of creditors in the matter of A. L. Joyce, doing business as Joyce Orange Squeeze Bottling Works, Bankrupt No. 3058. The bankrupt was present in person and represented by attorney Don E. Minor. Creditors were present by Hilding & Hilding and by G. R. Credit Men's Association. Claims were proved and allowed. Edward De Groot, of Grand Rapids, was named trustee, and his bond placed at \$1,000. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of John Pethick, Bankrupt No. 3052. The bankrupt was present in person and represented by attorney Charles H. Kavanagh. One creditor was present in person. The custodian was present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. John Huff, of Niles, was named trustee and his bond placed at \$2,500. The first meeting then adjourned without date.

Jan. 14. We have to-day received the schedules, order of reference and adjudication in the matter of Palmer E. Adams and Clarence G. Walbridge, copartners, doing business as Purity Pie Shop, and individually. The bankrupts are resident of Grand Rapids, and their occupation is that of a baker. The schedules show assets of \$2,096.60 with liabilities of \$4,669.67. The first meeting of creditors will be called and note of the same will be made herein, and the list of creditors of said bankrupt are as follows:

Pete Perl, Grand Rapids	\$ 32.50
Frank Curtis	35.00
Jack Hall, Grand Rapids	25.00
Harold Schultz, Grand Rapids	7.50
W. K. Philip Motor Co., Grand R.	525.00
I. I. Riddon, Grand Rapids	150.00
G. R. Ash Co., Grand Rapids	6.00
Dudley P. Leffingwell, Grand Rap.	250.00
Geo. Walbridge, Grand Rapids	37.50
Glendon A. Richards, Grand Rapids	500.00
Perry & Oudman, Grand Rapids	600.00
American Product Sharing Co., New York	30.00
Wilson & Co., Grand Rapids	52.75
Mich. Bell Tel. Co., Grand Rapids	7.25
Bear-Stewart Co., Chicago	145.23
Brehl Bros., Grand Rapids	41.55
D. L. Cavera & Co., Grand Rapids	28.50
Comstock & Graves, Grand Rapids	23.35
C. W. Mills Paper Co., Grand Rap.	19.20
E. T. Cotton, Grand Rapids	90.13
G. R. Creamery Co., Grand Rapids	10.85
Ass'n of Commerce, Grand Rapids	8.33
E. G. Gallagher & Co., Grand Rap.	227.78
G. R. Gas Light Co., Grand Rapids	68.61
Hill & Packer, Grand Rapids	7.50
L. & L. Jenison Co., Jenison	324.00
S. A. Horman & Co., Grand Rapids	42.55
M. R. Rubber Co., Grand Rapids	6.00
Meyer Transfer Co., Grand Rapids	9.60
National Grocer Co., Grand Rapids	91.01
Post & Brady, Grand Rapids	57.00
Rico Food Products Co., Chicago	134.12
Verstay Sheet Metal Works, G. R.	169.50
West Side Garage, Grand Rapids	69.25
Wolverine Spice Co., Grand Rapids	282.13
G. R. Lumber Co., Grand Rapids	93.52
Lawrence Kujawa, Grand Rapids	75.47
E. B. Gallagher & Co., Grand Rap.	5.25
Lee & Cady, Grand Rapids	225.00
Consumers Power Co., Grand Rap.	75.89
Heyman & Co., Grand Rapids	33.00
Dr. Pius L. Thompson, Grand R.	275.00
Dr. C. V. Crane, Grand Rapids	19.00
Dr. J. W. Riegerink, Grand Rapids	13.00
Jack Bruce, Marshall	21.50
Cora B. Miner, Kalamazoo	450.00
West Side Garage, Grand Rapids	12.08
Peter J. Dills, Grand Rapids	120.00
Mike Smolenski, Grand Rapids	37.44
Nash-McKeough Motor Co., Grand Rapids	11.05

Jan. 17. We have to-day received the schedules in the matter of the Michigan Box Co., Bankrupt No. 3057. This is an involuntary case. The schedules show assets of \$20,710 with liabilities of \$32,399. The bankrupt concern is located at Muskegon. 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:

Acme Steel Co., Chicago	\$171.51
Barclay, Ayers & Bertsch Co., Grand Rapids	7.43
Bennett Pump Corp., Muskegon	190.15
Clyde Brooks, Muskegon	36.40
B. J. Buchanan, Muskegon	191.79
Cadillac Soo Lbr. Co., Cadillac	572.25
Cardinal Petroleum Co., Muskegon	4.12
Central Electric Co., Muskegon	2,073.71
P. L. Coething, Muskegon	100.00
Clover Foundry Co., Muskegon	72

Consumers Power Co., Muskegon	202.26
Cooper Welding Co., Muskegon	5.90
Cummer-Diggins Co., Cadillac	2,270.57
Dana Printing Co., Muskegon	2.70
Danels Co., Muskegon	2.89
East Side Lbr. Co., Muskegon	208.77
D. L. Fairbanks, Muskegon	1,286.99
Fischer Machine Works, Chicago	439.90
Fredericks Lbr. Co., Muskegon	330.00
A. L. Holcomb, Grand Rapids	31.20
Homochitto Lbr. Co., Grand Rap.	320.69
J. J. Howden Co., Muskegon	6.65
Harry H. Hunter, Muskegon	7.00
Huntley Machine Co., Muskegon	7.50
Johnson-Wenworth Co., Muskegon	\$29.48
Lake Shore Machinery Co., Muskegon	1,001.57
Geo. S. Lovelace, Muskegon	160.81
N. Michelson Lbr. Co., Lake City	99.53
A. J. Miller, Muskegon	500.00
Mich. Lith. Co., Grand Rapids	123.80
Pampa Land Co.,	844.51
Peoples Hdwe. Co., Muskegon	499.08
P. M. R. Co., Detroit	809.85
Perkins Bros., Grand Rapids	498.18
Porter & Waters, Muskegon	9.00
Reliable Tire & Accessories Co., Muskegon	57.33
Risk Meir Agency, Muskegon	745.66
E. H. Robinson, Muskegon	1,750.00
Howard A. Shead Lbr. Co., Grand Rapids	2,316.27
E. H. Sheldon Co., Muskegon	12.81
Standard Automotive Parts, Muskegon	8.12
Standard Oil Co., Grand Rapids	236.23
Sumter Lbr. Co., Electric Mills, Miss.	857.97
Towner Hdwe. Co., Muskegon	897.57
United Home Tel. Co., Muskegon	23.45
C. A. Van Zanten, Muskegon	100.00
J. W. Wells Lbr. Co., Menominee	150.00
Western U. Tel. Co., Muskegon	2.22
Witt Transfer Co., Muskegon	5.00
Yates American Mach. Co., Beloit	133.65
William L. Eyke, Muskegon	500.00

In the matter of East Grand Rapids Fuel Co. and William Buob, Bankrupt No. 3030, the trustee has filed first reports and accounts and the referee has ordered the expenses of administration paid.

Jan. 17. On this day was held the first meeting of creditors in the matter of Harry H. Gross, Bankrupt No. 3056. The bankrupt was present in person, but not represented by attorney. 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 Leo Kraus, individually and doing business as Burton Heights Paint & Wall Paper Co., Bankrupt No. 3061. The bankrupt was present in person and represented by attorney Benjamin T. Smith. Creditors were present in person and represented by G. R. Credit Men's Association and C. W. Moore, agent. Claims were proved and allowed. C. W. Moore was named trustee, and his bond placed at \$500. The bankrupt was sworn and examined by the referee and trustee, without a reporter. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Coary Hanover, Bankrupt No. 3055. The bankrupt was present in person and represented by Albert D. Wing, attorney. 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. The case has been closed and returned to the district court as a case without assets.

On this day also was held the sale of assets in the matter of Ethel Rosenberger, Bankrupt No. 3025. The bankrupt was not present or represented. The trustee was present in person. Bidders were present in person. The property was sold on final offer to E. L. Howard, for \$225.

On this day also was held the sale of assets in the matter of Feldt & Feldt, Bankrupt No. 3034. The bankrupts were not present but represented by attorney. Bidders were present in person. The property, subject to existing liens and encumbrances, was sold to Ahmed Slymen, for \$375. The sale was confirmed and the meeting adjourned without date.

On this day also was held the sale of assets in the matter of Lawrence W. Boozer, Bankrupt No. 2867. The bankrupt was represented by L. G. Slaughter, attorney. The trustee was present in person. Bidders were present in person. The real estate was sold on final offer to Millard Durham, of Coopersville, for \$350. The sale was confirmed and the meeting then adjourned without date.

In the matter of Ethel Rosenberger, Bankrupt No. 3025, the trustee has filed his first report and account and an order for the payment of current expenses of administration has been made.

In the matter of Feldt & Feldt, Bankrupt No. 3034, the trustee has filed his first report and account and an order

for the payment of expenses of administration has been made.

In the matter of George R. Buyce, Bankrupt No. 3069, the first meeting of creditors has been called for Jan. 31.

In the matter of Purity Pie Shop, etc., Bankrupt No. 3071, the first meeting of creditors has been called for Jan. 31.

In the matter of Frank McGee, Bankrupt No. 3064, the funds for the first meeting have been received and such meeting has been called for Jan. 31.

In the matter of Abraham Haddad, Bankrupt No. 3065, the funds for the first meeting have been received and such meeting has been called for Jan. 31.

In the matter of Peter Mickel, Bankrupt No. 3068, the funds for the first meeting have been received and such meeting has been called for Jan. 31.

In the matter of Peter James Hamilton, Bankrupt No. 3067, the funds for the first meeting have been received and the meeting has been called for Feb. 1.

In the matter of Arthur C. Anderson, Bankrupt No. 3060, the funds for the first meeting have been received and such meeting has been called for Feb. 1.

In the matter of Michigan Box Co., a corporation, Bankrupt No. 3057, the first meeting of creditors has been called for Feb. 1.

Jan. 18. We have to-day received the schedules, reference and adjudication in the matter of Isaac Warsaw, Bankrupt No. 3072. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$2,600 of which \$350 is claimed as exempt, with liabilities of \$50,000. 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:

Estate of George E. Ellis, Grand Rapids

Jan. 18. On this day was held the first meeting of creditors in the matter of Garrett Heuvelhorst, Bankrupt No. 3019. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. The bill of the attorney for the bankrupt was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. No dividends will be paid to creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Fred C. Alley, Bankrupt No. 2809. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 3.9 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Jan. 20. In the matter of Michigan Box Co., Bankrupt No. 3057, the receiver in bankruptcy has received the offer of R. L. Bernier, of Muskegon, in the sum of \$300 for all of the assets of this estate as shown by the inventory and appraisal to be the sum of \$16,485.94. The property consists of machinery and equipment, as well as office furniture and fixtures for the operation of a complete box making plant. The property is located at Muskegon, and has been out of operation only a few days. The date fixed for sale is Feb. 1, at the office of the referee, in Grand Rapids. George D. Stribley, Union National Bank building, Muskegon, has charge of the property and will show it to parties interested. The offer above named is only the initial offer and confirmation in all probability would not be made by the referee until a substantially higher offer is received at the date of sale. All interested should be present at the time and place named. Inventories may be seen at the office of the referee and in the hands of Mr. Stribley.

In the matter of Leo Kraus, individually and doing business as Burton Heights Paint & Wall Paper Co., Bankrupt No. 3061, the trustee has reported the receipt of an offer of \$300 from E. L. Howard, of Vestaburg, for all of the property shown on the appraisal in this estate. The property consists of paints, wall paper, decorator's supplies and a stock on novelties and china and glass ware, as well as fixtures. The property is appraised at \$1,195.19. The date of sale is Feb. 2. The sale will be held at the office of the referee. An inventory may be seen at the office of the referee and in the hands of C. W. Moore, Belmont, trustee. All interested should be present at the time and place above set forth.

Jan. 19.—We have to-day received the schedules, order of reference and adjudication in the matter of John Hare, Bankrupt No. 3073. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Dowagiac, and his occupation is that of a laborer. The schedules show assets of \$1,200 of which the full interest is claimed as exempt, with liabilities of \$2,592.58. 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 bankrupt are as follows:

Dowagiac Nat. Bank, Dowagiac	\$450.00
Dr. Geo. W. Green, Dowagiac	24.00
Dr. S. L. Loupee, Dowagiac	7.00
Dr. J. H. Jones, Dowagiac	30.00
Dr. J. E. Maxwell, Decatur	111.50
Decatur Co-operative Association, Decatur	45.76
Ray Burlingame, Dowagiac	6.88
E. J. Robinson, Dowagiac	47.25
B. L. Dewey & Sons, Dowagiac	25.16
L. A. Conklin, Dowagiac	20.30
Phillipson Clothing Co., Dowagiac	46.81
Cyrus H. Atkinson, Cassopolis	150.00
Thomas Hare, Flint	192.00
Eva C. Jessup, Kalamazoo	326.00
Frank Jones, Dowagiac	15.00
Hinckley & Garrett, Dowagiac	20.00
Edward Dine, Dowagiac	22.00
Ernest Wood, Marcellus	25.00
Beckwith Co., Dowagiac	22.00
Michael M. Donahue, Dowagiac	31.70
Charles Mott, Glenwood	190.00
Ansel Hot, Battle Creek	131.00
Mable Claspay, Dowagiac	52.20

Jan. 21. We have to-day received the schedules, reference and adjudication in the matter of Fred Miller, Bankrupt No. 3074. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$1,279. 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 are as follows:

Evart State Bank, Evart	\$591.00
L. A. Lambert, Evart	110.00
Mrs. Nelly Henney, Evart	70.00
Mrs. J. Reak, Evart	30.00
Mrs. Walter Seath, Evart	13.00
Sanburg & Allison, Evart	75.00
DeWitt Hardware Co., Evart	15.00
Water Smith, Evart	30.00
Ernest Botsford & Co., Grand R.	38.90
Francis, Grand Rapids	24.00
National Clothing Co., Grand Rap.	56.00
Robach, Grand Rapids	17.75
D. Stoll & Son, Grand Rapids	11.00
Standard Vulcanizing Co., Grand Rapids	13.45
Jonkers Grocery, Grand Rapids	32.50
G. R. Savings Bank, Grand Rapids	90.00
Riverside Fuel Co., Grand Rapids	19.50
Siegels, Grand Rapids	8.00
Herman Van Oosten, Grand Rapids	13.00
Northwest Garage, Grand Rapids	8.00
John Slyk, Grand Rapids	14.00

Jan. 21. We have to-day received the schedules, order of reference and adjudication in the matter of May Thompson, Bankrupt No. 3075. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$86.25 of which the full interest is claimed as exempt, with liabilities of \$2,518.11. 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:

Peterson & Goodwin, Coleraine, Minn.	\$ 19.68
Louis Bryant, Coleraine, Minn.	216.40
Minnesota Power & Lt. Co., Coleraine, Minn.	91.20
Erick Johnson, Bovey, Minn.	271.00
A. E. Perrier, Bovey, Minn.	48.82
H. D. Lowe, Bovey, Minn.	57.25
Bovey Creamery Co., Bovey, Minn.	4.00
King Lumber Co., Bovey, Minn.	10.00
Buntach Drug Store, Bovey, Minn.	12.00
Bovey Mercantile Co., Bovey, Minn.	274.00
Mrs. F. P. Flannagen, Hibbing, Minn.	182.88
Burrows Messner Co., Hibbing, Minn.	268.06
Island Farm Creamery Co., Hibbing, Minn.	94.05
Gordon & Rossen, Hibbing, Minn.	30.30
Jack Enrico, Chisholm, Minn.	47.48
Mishaud Bros., St. Paul, Minn.	61.95
T. J. Kingston, Bovey, Minn.	12.00
Mrs. Carl Anderson, Hibbing, Minn.	250.00
First National Bank, Bovey, Minn.	432.00
Hoskinson & Hoskinson, Hibbing, Minn.	32.00

In the matter of Joseph M. Avery, Bankrupt No. 3037, the trustee has filed his final report and account, and a final meeting of creditors has been called for Feb. 3. The report and account of the trustee will be considered and expenses of administration paid as far as the funds on hand will permit. There can be no dividends for general creditors.

New Forest Experimental Station of the University.

From Lansing, Jan. 20, came the statement that the Conservation Commission empowered the director to transfer 4,200 acres of land in Grand Traverse and Kalkaska counties to the University of Michigan for a forest experimental station.

Put this alongside the announcement several weeks ago that the University was planning for a more comprehensive Forestry School and we can understand that the University is taking a progressive course sure to be helpful to all Michigan. The Forestry Department wanted a typical pine tract where problems would be met similar to the questions of development on much of the area of old pine lands. One trained forester, after spending nearly a day on this University tract, stated that he believed there was no other tract of that size in Michigan which had the pine growth and could be as useful as the one now secured.

The announcement regarding this tract is made now to bring before you the question of roads to make this educational work more accessible.

There was proposed, in 1926, a cross-State road through Kalkaska to Traverse City. With practically no lengthening of route and with some saving on cuts and fills that road can be built across this University tract.

Soon after this cross-State road was mentioned I traveled by auto over the route I am recommending on the tract. In 1926 I tramped or traveled over the tract four times, helping to demonstrate the usefulness of it for the purpose it is now to be used for. I had previously been on the tract for other investigations and had at that time taken pictures. It seems advisable to use the road from Kalkaska West to Island Lake, skirting the lake on the North side and thence along the road West onto the tract where the present road goes Westward and a little South, making connection with the old main line tram that curves a little North of West and then goes due West, but with some curves and comes out at the West limit of the tract and thence Westward and later Northwesterly to connect with M-11 where it turns West into Traverse City, about five miles from the business center—being locally known as the "five mile corner." The first section line North of this proposed route intercepts two lakes and a big hill, while the first section line South crosses four lakes and a pond on the tract. The line we traveled by auto is surely on or near the best route across the tract and it is most advantageously located to serve the best interest of the future development, because there are now side roads leading into it which render other parts accessible.

As we go West from the tract the route will go along near the Southern base of a hill—one of the highest in that country—which seems to be a part of the uprise consequent upon the ancient glacial action. With other massive hills there are deep hollows which make a stretch of broken ground irregularly a mile in width which is good cause preventing a feasible route

on a parallel one-half to one and one-half miles to the North.

In the early part of 1926 there were various tentative surveys made for a North and South road to be known as a part of U. S. highway 131, which is to leave M-13 at the turn three miles West to Fife Lake and go North to connect with M-11 at the above mentioned "five miles corner." Being so stated by our State Highway Commissioner. The Bureau of Public Roads, Washington, D. C., states "the destination of U. S. 131 is Traverse City and points North in the Upper Peninsula."

To undertake anything like a direct line between the given points would not be good highway engineering, because of a bluff several miles long and 100 to 120 feet in height, with the Boardman river not far from the foot of the bluff. This bluff is almost nonexistent at a point nearly North of the starting point at M-13 and other land features allow of a road running Northward across the Boardman river, where there would be just a slight grade, thence North on the line of the old Fife Lake road, which before the advent of the Pere Marquette R. R. was used to get to the G. R. & I. at Fife Lake.

This U. S. 131, as above proposed, would intersect the cross-State road, built on the line over the University tract, near the center of Sec. 21, tp. 27, N. R. 9 W., and would merge with that road on the line toward M-11 at the "five miles corner" and thus furnish a ready entrance to Traverse City, as proposed by the group of highway officials fixing the status of U. S. 131.

Now by the use of mileage figures we will illustrate the advantage of the U. S. 131, as here proposed to make accessible this University tract. From M-13 at the turn, three miles West of Fife Lake, the distance to the nearest side of the tract would be approximately eleven and one-half miles, whereas by the use of M-13 from the same point to Kalkaska and thence to the nearest edge of the tract, the distance will be twenty-nine and one-half miles, showing that the route here proposed will save eighteen miles to all who travel from the South on M-13 and wish to study and examine the tract. There seems to be considerable unrest on the part of various residents along M-13, North of Fife Lake, because of the proposed establishment of U. S. highway 131. Why try to do away with that plan when it is possible to locate it on the route we now propose? We ask you to help the cross-State highway on the University tract and that the U. S. 131 be laid down to connect with it and form the Western end connecting with M-11 at the "five mile corner."

Now see what the possibilities can be: All tourists who follow U. S. 131 and turn onto the tract will find interesting views. I estimate there are between 300,000 and 400,000 pine trees on the tract. Thousands of them are 30 to 40 and up to 65 or more feet in height.

Having gone onto the tract, the shortest way for them to proceed North is to go by way of M-13 and they will surely take with them a new delight and an appreciation of our

University work and of the capacity of our soil and climate to reproduce the beautiful pines.

That University tract will soon be a substantial achievement in advertising the State.

With our State highways traversing scores of miles of idle cut over land, all residents of that Northland should consider carefully what the development of forests would do to hold the attention of tourists and prolong their sojourn at camp grounds among groves of thrifty pines. The Forestry School work proposed for that tract is a service of experimental work to show the possibilities coming from good use of the old pine land.

The training has to do with trees in forest groups and their rates of growth. Their productivity in stands all of one species or in mixed stands and their reaction on each other, whether in pure or mixed stands. With those problems are various other questions seeking to establish a knowledge of results on varying qualities of soil and surface conditions. This tract is like the laboratory equipment necessary for other scientific subjects and with an enlarged Forestry School, such as the University hopes to see established, we can be sure that all of Michigan will be benefitted and a comprehensive programme of reforesting State land will be greatly helped and placed on a more secure foundation by the aid of scientific knowledge, made applicable through research work on this tract.

This also has an appeal to all conservationists, because it means an uplift beneficial to all for generations to come. Each particular unit of all conservation groups can well let its prevailing notions rest quiet for a little while and swing its strength to a prompt solution of this road problem to bring the greatest good to all Michigan.

This University work means a progressive course of really vast importance at this time. It can be so helpful in the full utilization of the mass of land being abandoned to the State that a prompt decision regarding these roads will be wise and timely. Therefore we present these facts for careful consideration.

Frederick Wheeler,
Vice-Pres. Mich. Forestry Ass'n.

Retailers and Salesmen To Meet Jointly.

Detroit, Jan. 25—The annual joint convention of the Michigan Men's Apparel Club and the Michigan Retail Clothiers and Furnishings Association, will be held Feb. 22, 23 and 24, at the Hotel Statler, Detroit.

This year's convention will excel all previous meetings in point of attendance, as well as entertainment. Many features attractive to the visiting merchants, such as Dynamic Detroit can provide, will be in evidence.

All Michigan retailers of men's clothing and furnishings are cordially invited to attend this convention and inspect practically all the best lines on display in a most efficient and time saving manner.

The newly formed ladies auxiliary of the Men's Apparel Club have an interesting program planned for the ladies, who are most cordially invited.

Milton Arrnheim,
Chairman Publicity Committee.

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—Dry goods store. Eastern Michigan. Stock, \$12,000; sales \$40,000. Will consider good farm as part payment. Address No. 466, c/o Michigan Tradesman. 466

SPLENDID OPPORTUNITY—In Saginaw. Store catering to ladies' and men's ready-to-wear, shoes, etc. Long established, with good trade. For sale cheap. Owner leaving for California. Stock reduced to just a few thousand to enable new owner to re-stock right. Great opportunity for anyone wishing to start in business with small capital. Deal direct with owner. Address No. 467, c/o Michigan Tradesman. 467

FOR SALE—Stock of general merchandise, and fixtures, to settle an estate. Wallace Bros., 159 Pipestone street, Benton Harbor, Mich. 468

For Sale—\$9,000 stock of general merchandise and fixtures of Carsonville Co-operative Co., at discount. Good location. Will sell stock as a whole or in part. Will transfer lease to buyer. Good reason for sale. A real opportunity. W. N. Willis, Secretary, Carsonville, Mich. 469

For Sale—Will take offer on three shares of Grand Rapids Wholesale Grocery stock. C. H. Boelkins, Muskegon Heights, Mich. 468

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 B. Barnett, 951 Gratiot Ave., Detroit. Phone, Cadillac 7517. 463

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

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 LEVINSOHN, Saginaw, 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., River Junction.

The Better Merchandising Conference Creates State Interest.

Detroit, Jan. 24—Retail merchants throughout Michigan are rapidly getting behind the coming Better Merchandising Conference and exposition scheduled to be held at the Masonic Temple, Detroit, March 8, 9 and 10.

Amongst those in the State who have undertaken to act as local representative of headquarters committee in co-operating with it toward inducing retailers in their towns to attend, are the following:

F. F. Ingram, of L. H. Field Co., Jackson.

Fred C. Westgate, Chamber of Commerce, Adrian.

Harry Bradley, Secretary Chamber of Commerce, St. Johns.

A. Blunk, Blunk Bros. Dept. Store, Plymouth.

Oscar Watz, Modern Electric Co., Mt. Clemens.

Elnar Frandsen, A. K. Frandsen Co., Hastings.

J. H. McBride, McBride Hardware Co., Birmingham.

Adam Otrompke, President Retail Grocers and Butchers' Association, Hamtramck.

F. F. Ingram, of the L. H. Field Co., Jackson, has advised that the Retail Merchants' Board of Jackson, have endorsed this Conference and that a number of their members will be in attendance. Similar endorsements are coming in from all over Michigan, as well as from Northern Indiana and Northern Ohio.

From the angle alone of the Nationally-known speakers who are coming to give retailers the benefit of their experiences in solving the many problems which to-day are besetting the merchants the country over, attendance at this important conference is such that the retail merchant cannot afford to be out of the picture. It will materially help in making better merchants of us all.

The exposition also promises to rank equally with the Conference in proving an important educational factor. The exhibit of itself is well worth the time to visit Detroit and demonstrations of window dressing, advertising and card writing will be an added feature.

Merchants desiring full particulars as to this important gathering and who have not received such from conference headquarters are advised to send for further details. Address Better Merchandising Conference and Exposition Committee, 909 Polk Directory Bldg., Detroit, Michigan. Reduced railroad fares will be effective.

Nationally known speakers who have agreed to speak at this Conference to date follows:

Bob Mooney, B. & O. Cash Store, Temple, Okla., "Why and how we sell merchandise for cash."

Frederick J. Nichols, Director Merchants Service Bureau "The place and value of service in business."

Fred P. Mann, Devils Lake, N. Dak., "How I built a half million dollar business in a town of five hundred people."

John B. Garver, Garver Bros., Strasburg, Ohio, "The future of the country store."

R. A. Chandler, Chandler Hardware Co., Sylvania, Ohio, "How Outside Salesmen develop business for our retail hardware store."

Alf. W. Pauley, Nationally known druggist of St. Louis, Mo., "More profit through quick turnover."

E. S. Charles, Charles Co., Napoleon, Ohio, "How we increased our business 42 per cent. in six months."

Lew Hahn, Secretary National Dry Goods Association, "Organizing the sales people for more business in 1927."

Harvey J. Campbell, Vice-President Detroit Board of Commerce, "Meeting Competition."

Lois B. Hunter, Advertising Man-

ager Himelhoch Bros. & Co., Detroit, "Advertising a specialty store."

T. K. Kelly, Kelly Sales System, Minneapolis, "Handling of credits."

In addition to the above named speakers will be several others whose acceptances have not as yet been received.

There will be demonstrations of window trimming, ad writing, group meetings of retail druggists, retail grocers, retail hardware men, retail dry goods men, etc. Also a liberal discussion of retailer's problems.

Charles W. Collier, Sec'y.

Will Stand By Independent Grocers.

All honor to the Western Fruit Jobbers Association for the action they took at their annual meeting at Chicago last week in deciding to stand by the independent grocery trade in its struggle with the chain store system. The organization went on record as determined to put the independent grocer in a competitive position by selling those grocers WHO PAY PROMPTLY fruit on the same basis on two box orders that they accord the chain stores on 100 box orders. The situation was admirably summarized by President Anderson in his annual address, as follows:

No one can deny that continuation of the existing system of distribution of fresh fruits and vegetables is dependent upon the retail grocer as the final link with the consumer. The public is still ready and willing to pay the price for its necessities, its luxuries and its service, but—

It demands quality service,

It demands reasonable prices,

It demands courteous and prompt attention, and if these demands are met with the neighborhood grocery store cannot be supplanted by any class of organized competition.

The grocery section of a department store, with unlimited capital, is a unit complete in itself, as are all sections of such establishments, but the ability of the department store to buy canned goods, or coffee, sugar or soap, cabbage or potatoes at attractive prices, is limited by the volume of such goods handled by its grocery section.

A chain store system, however, has a buying power measured by the volume of trade, in any given commodity, handled by all of its units operating within a particular city or town or district, and these system stores buy direct from manufacturer or shipper in large quantities and for the lowest price. Most of such establishments are cash and carry stores, or if they provide delivery service, they at least sell only for cash. The slightly lower price asked for goods is presumed to offset any lack of courtesy or accommodation, which is the chief asset of the independent service grocer.

I am sure you will admit that if the independent retail grocer, as a class, should be driven out of his field, the jobber of fruits and vegetables will be doomed, together with the jobber of staple groceries, and unless we protect ourselves by co-operating with the independent grocers we shall be left without an outlet for our wares. Already in some cities the operators of chain stores are also operating jobbing houses, selling to independent retail stores and to small fruit jobbers—some of these chain stores have buyers in the fields.

Hunting a Nut.

Attendant—There's a man outside who wants to know if any of the patients have escaped lately.

Director of the Asylum—Why does he ask?

Attendant—He says some one has run away with his wife,

Not a Great Philanthropist After All.

Referring to Henry Ford's action in the line of food distribution in Detroit, the Missouri Messenger, official organ of the Missouri Retail Merchants Association, remarks:

Chain stores seem to have passed unnoticed since Ford has come into the limelight with his \$12,000,000 volume in his two food shops. His reply to the Missouri Retail Merchants' Association Secretary certainly places him in an unenviable position. Since he has been smoked out he does not appear to be the great philanthropist many people thought him to be. If the reports are true that his automobile business is falling off, it may be charged with having too many irons in the fire. If the searchlights are turned on his five-day week it may be "that pride forbidding to admit it," the shrinking of the demand for Ford cars is responsible for his magnanimous action. He would not be the first to learn that it pays to confine oneself to one line of business. When he opened his first market it was generally supposed it was for the benefit of the employees; that he, Mr. Ford, would operate the market at cost, but, no; over the signature of Mr. Liebold, his secretary, we are told that it is run for profit—or for the benefit of Mr. Ford.

The Ford matter should be taken up by the National, state and local associations and fought to a bitter end. Retailers should give this matter serious thought. Why buy any man's product when he is trying to put you out of business? Why organize and

join associations and then lay down on the job?

Chain stores could not have grown as they did if the wholesaler and retailer would have demanded recognition from manufacturers; commissaries without the aid of wholesalers would not have had the smooth sailing that this had in getting started. The saying, "A Kingdom divided within itself will crumble" is applicable to the grocery business. The manufacturer, wholesaler and retailer compose the structure of the grocery business; when they fail to respect each other's rights we have chaos. Unless we awaken to the fact and resolve to stand together, we pay the penalty.

Message in Egg Used To Swindle Widow.

Turin, Italy, Jan. 15—A single egg, containing a supposed message from the other world, was the device used to swindle Francesca Pellissero, widow, of 11,000 lire, her entire wealth. The widow was approached by a man and a woman, who told her that they were bearers of a message from her dead husband. They broke an egg from which they extracted a piece of paper signed with her husband's name. The husband communicated that she was to do explicitly as his representatives, the bearers of the message, instructed her. The rest was easy. The couple asked for a loan of all the money she possessed, in order, they said, to release her husband of obligations incurred in the other world.

Happiness.

Some have much, and some have more;
Some are rich, and some are poor;
Some have little, some have less;
Some have not a cent to bless
Their empty pockets, yet possess
True riches in true happiness.
John Oxenham.

"All of Our Buying— Is Done by Long Distance"



GREEN DAY
BREWING
COLORADO

COHODAS BROS.

WHOLESALE RECEIVERS AND
DISTRIBUTORS OF

FRUITS, VEGETABLES AND PRODUCE



HOUGHTON, MICH.



IRON MOUNTAIN
MARQUETTE

JANUARY 4, 1927.

Mr. H. A. Brown, Manager,
Michigan Bell Telephone Co.,
Houghton, Michigan.

Dear Mr. Brown:

I wish to thank you for the suggestions you have made regarding the use of long distance telephone service. We are very much interested in this subject because the conduct of our business depends so much on the use of the telephone. In fact, I might say that all of our buying and a large portion of our selling is done over the telephone wire.

By keeping in touch we do our best.

These large wholesale grocers know the value of the fastest communication service in their every-day business.

Their customers, and the ultimate consumer, benefit also.



MICHIGAN BELL TELEPHONE COMPANY

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT
AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

Employ COMPETENT CREDIT SPEC-
IALISTS capable of eliminating mis un-
derstandings, re-establishing business re-
lations thru an educational system of
collections.

**WE DO GET THE MONEY FOR YOU.
NO COLLECTIONS — NO CHARGES.**



INTERSTATE PROTECTIVE AGENCY INC.
INTERSTATE BUILDING -- 13TH & LOCUST STS.
KANSAS CITY, MISSOURI



The House of Mueller

Takes advantage of the season to thank its
many friends and customers for their co-
operation and support in making MUELLER
PRODUCTS a household word and to wish
them a happy and prosperous New Year.

C. F. MUELLER CO.
JERSEY CITY, N. J.

WORDEN GROCER COMPANY

The Prompt Shippers

Stock this Quaker Leader

QUAKER PORK AND BEANS

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

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It Will Pay You

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



*The
Flavor is Roasted In!*
**WHITE HOUSE
COFFEE**

DWINELL-WRIGHT COMPANY
Boston, Mass.; Chicago, Ill.; Portsmouth, Va.

Speed Up Sales

*by featuring properly
advertised lines*

The manufactures are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

*Same Price
for over **35** years
25 Ounces for 25c*

Your customers know it is a *quality* product—that the price is *right*. Why ask them to pay War Profits?

It's up to you to show them that you have it.

*Millions of Pounds Used by the
Government*

INVENTORY TIME IS INSURANCE TIME

ONE of the most important items of your inventory is insurance. After the fire the insurance policies become the deeds to your property. Often they are the answer to business continuation or business failure.

When checking your policies against your property and merchandise values see that they are concurrent and give the protection you might desire. Policies not written correctly may mean a loss to you in case of property destruction.

Mark up policies on which you pay full tariff "To be renewed in a mutual company." Every Mutual policy means a saving in the overhead.

Mutual Insurance is Safe Protection based on Sound Principles of Underwriting and Financing, and renders the Utmost in Service at a Splendid Saving in Cost.

MAKE 1927 A MUTUAL YEAR