

## The Tapestry Weavers

Let us take to our hearts a lesson—no lesson can braver be—  
From the ways of the tapestry weavers on the other side of the sea.

Above their heads the pattern hangs, they study it with care,  
The while their fingers deftly move, their eyes are fastened there.

They tell this curious thing beside of the patient, plodding weaver;  
He works on the wrong side evermore, but works for the right side ever.

It is only when the weaving stops, and the web is loosed and turned,  
That he sees his real handiwork, that his marvelous skill is learned.

Ah, the sight of its delicate beauty, how it pays him for all his cost!  
No rarer, daintier work than his was ever done by the frost.

Then the master bringeth him golden hire, and giveth him praise as well,  
And how happy the heart of the weaver is no tongue but his own can tell.

The years of man are the looms of God, let down from the place of the sun,  
Wherein we are weaving ever, till the mystic web is done.

Weaving blindly, but weaving surely, each for himself his fate—  
We may not see how the right side looks, we can only weave and wait.

But, looking above for the pattern, no weaver hath need to fear,  
Only let him look clear into Heaven, the Perfect Pattern is there.

If he keeps the face of the Saviour forever and always in sight  
His toil shall be sweeter than honey, his weaving is sure to be right.

And when the work is ended, and the web is turned and shown,  
He shall hear the voice of the Master, it shall say unto him, "Well done!"

And the white-winged angels of Heaven, to bear him thence, shall come down;  
And God shall give him gold for his hire—not coin but a glowing crown!

Anson G. Chester.

To Dealers—  
If you are not  
now handling  
Stanolax  
(Heavy)  
let us send  
you informa-  
tion about this  
popular min-  
eral oil.



## Stanolax Relieves Constipation

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

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

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

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

**Standard Oil Company**  
[Indiana]



# MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 2, 1927

Number 2263

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY  
THE TRADESMAN COMPANY  
GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)  
Frank, Free and Fearless for the Good  
That We Can Do.  
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

### Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

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

Sample copies 10 cents each.

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

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

### Items From the Cloverland of Michigan.

Sault Ste. Marie Feb. 1.—It is a cold day when the South beats the North, but such was the case last Wednesday morning when the thermometer registered 45 degrees below zero at Pickford, while it was only 39 deg. below at the Soo, and we are twenty-four miles North of Pickford. One would think that it was good weather for the ice man, but such was not the case, as Alf. Richards had to lay off his crew on account of the ice freezing solid before it could be loaded from the water. There is always something to be thankful for, say the coal men, who are feeling optimistic over the cold spell.

Richard Hughson, who for the past few years has been in charge of the sales department for A. H. Eddy, has resigned and will open a cash and delivery grocery and fish market at 900 Ashmun street. He will specialize in fancy groceries, fresh vegetables and fish. Mr. Hughson has had sixteen years experience in the grocery business and needs no introduction to his large acquaintance here, who wish him every success in his new venture.

The hemstitching and art shop of Mrs. J. C. Markle has moved to its new quarters at 520 Ashmun street, where it re-opened for business Wednesday.

H. L. Lawton, formerly of the Soo Creamery, but now located at St. Augustine, Florida, writes that he likes the South, where they are now having Indian summer, as they call it here, while we are far below the zero belt. It makes us long to get out of the cold here at times, especially when we hear of the nice warm weather in the South.

Miss Leila Seaman, manager of the Ledlow Seaman general store, at Drummond Island, who has been spending several weeks visiting here, has returned to Drummond.

The many friends of John Agnew were shocked to hear of his tragic death at Detroit last Monday, which he met at the Fordson plant. Mr. Agnew had been in the meat business here for a number of years before moving to Detroit. His brother left on Tuesday for Gaylord where interment will take place.

Norman H. Hill, the well-known

editor of the Evening News here, has been appointed a member of the State Conservation Commission. He was the principal speaker before the Pickford Rod and Gun Club at their second gathering. We congratulate the Commission, as Norman is an experienced hunter and all round good sport and will be a valuable member.

It is astonishing what a difference there is in the earning power of a man who does things pretty well and one who does them as well as they can be done.

The Murray Hill Hotel has been re-decorated and laid composition floors in the office, lobby and dining rooms. The wash room has been rearranged and many other improvements made. An army of decorators and skilled labor has practically transformed the hotel to compare favorably with many of the best hotels in Cloverland. Manager A. E. Marriott, has every reason to be proud of the Murray Hill. With Bob Craib, the well known chef, catering to the public, the Soo will also reap the benefit, and with the completion of the new Ojibway Hotel, we will be able to care for the largest share of the tourists who call here during the summer.

Fred High, of Chicago, was the principal speaker at the annual meeting of the Civic and Commercial Club, held at the Sault De Sainte Marie Club rooms last Friday evening. The place was filled and extra tables had to be provided to care for the large attendance. After listening to the President, J. P. Olds, who related the accomplishments of the past year and the contemplated accomplishments planned for the next year, the speaker of the evening was introduced. He paid the officers and directors many compliments, in which he mentioned that in all of his travels he had not met with a more progressive civic association than he did here. The talk was one of the best we have had here and spread pep and optimism among the members. The new hotel and the White Lumber Co. were the principal industrial achievements during the year.

The Home Bakery, 213 Ashmun street, will close for the remainder of the winter, but will open again about April 1.

V. M. Hemm, one of the proprietors of the Northern Hotel, at St. Ignace, also of the New St. Marie Hotel here has bought the interest of his partner, O. P. Welch. When the New St. Marie Hotel opens here in the spring it will be under new management. Mr. Hemm will manage the Northern at St. Ignace himself. Mr. Welch has not decided on his plans for the future.

William G. Tapert.

### Old Tin Can Will Soon Be Replaced.

Atlantic City, Feb. 1.—Undesirability of tin as a container of foods, as well as its growing scarcity, has led to the discovery of a substitute shortly to be used to make "tinless can," it was announced at the twentieth annual convention of the National Cannery Association held here last week. The announcement was made by Brigadier General H. F. Rethers, of Washington, attending as an observer for the Army, and by E. F. Kohman, of Washington, in charge of the Cannery Research Laboratory. The substitute is made of steel plates lacquered and welded electrically

### MEN OF MARK.

#### Ralph H. Prince, Local Manager Fleischmann Co.

Ralph H. Prince was born in Boston in 1891. His antecedents were Yankee for several generations. He graduated from the public schools of the Hub and in 1911 went to work for the Fleischmann Co. as local salesman. In 1916 he was transferred to Keene, N. H., as sub agent. In 1920 he came to Detroit as route foreman. The following year he was made traveling supervisor in Eastern Michigan. In 1925 he was promoted to the position of special foil representative. Feb. 1



Ralph H. Prince.

of this year he was made manager of the Grand Rapids office, succeeding Mr. Douma, who resigned to join the sales force of the Muller Bakeries, Inc.

Mr. Prince was married Sept. 12, 1912, to Miss Lillie A. Collier, of Groton, Mass. They have three children—Ralph H. Prince, Jr., 11 years old; Barbar, 8 years, and Virginia, 5 years. They reside at 1426 Milton street.

Mr. Prince attends the M. E. church. He is a member of Rochester Lodge No. 5, F. & A. M. He has already joined the Grand Rapids Association of Commerce. He likes Grand Rapids and her people and confidently expects to be accepted as one of them.

### Roads Kept in Excellent Condition.

Boyer City, Feb. 1.—Boyer City is especially favored this winter. The county road commission, in conjunction with the State Highway Department, has given the city the most satisfactory road service. At no time during the past two months have the roads been closed for more than a few hours at a time by snow, and most of the time they have been really better than in the fall and spring. M 13, M 32 and M 14, our way out to Grand Rapids, Detroit, Mackinaw and Cheboygan, have been in the best of condition all winter. The Elmira hill, which has always been the bottle neck

which kept us at home, has been in the best of condition and the dreaded Gaylord road, which gives access to M 14 and South, has been like a boulevard. The Highway Department is certainly in the good graces of the people of the Boyne City district. It is the first winter that any but the most venturesome have had their cars in commission.

A man has been working around Boyne City for the past month who seems to think there is a real possibility of exploring the territory for petroleum. Not overly optimistic, he is comparing the geological formations. The funny part of it is that he doesn't want any money. It surely would help in the development of Boyne City's natural advantages if a reasonable supply of good fuel were available. Here is hoping there is as good resources under the surface as was on the top a half century ago and will be again in another hundred years.

It does not look very summery around here now, but some of our friends in the South must be thinking of next July. They are asking about vacation places already. This is all right. We are preparing for them.

Chas. T. McCutcheon.

### Gotten the Same Idea Kaiser Bill Had

Flint Feb. 1.—Enclosed find check for \$3 to extend my subscription to the Tradesman to No. 2337. The Tradesman is much appreciated at our store, especially the reply Mr. Liebold made to Mr. Podberg, as reproduced in your last issue. Mr. Ford and his man Friday, Liebold, have surely gotten the same idea Kaiser Bill had previous to 1918. According to Liebold there is no competition in the grocery business in Detroit—just a lot of sleepy grocers and butchers doing business on the cost plus plan. Before relief could be had, Ford had to make his billion dollars and then come to the rescue. The great surprise to me is that Ford didn't go into the grocery and meat business previous to his entry into the auto game. Perhaps it wouldn't have worked well that way. It is very easy to be cheery when you are on top and Liebold certainly does expand his chest in his reply to those he thinks he has his knee on. Talk about egotism, otherwise known as guts, Ford and Liebold have their share. We hope to see more of this interesting subject in the Tradesman.

Kenneth C. McCredie.

### Pigskin Bags for Spring.

Pigskin is to be the chosen medium for the smart spring bag, according to one of the leading manufacturers. Whether the bag is of the tailored type or of the more formal afternoon style, this leather is to be featured. Its neutral color warrants its use, the manufacturer says, as does its adaptability to varied styling. Pigskin makes up especially well in pouch and envelope bags, and both of these styles are selling very well at present. Amberlike frames are seen on most of the pouch models. In flat "envelopes" pigskin is often combined with other leathers, thus producing contrast in both material and color. These bags come in the better class merchandise and sell at \$10 each or more.



## PLAIN TALK ABOUT FLORIDA.

### Progress Stayed Until Land Speculators Are Throttled.

What Florida needs, and must have, if it is ever to become a successful agricultural state, is the further legitimate investment of large capital in the development of its vacant lands; and the abandonment of real estate gambling in alleged town lots and little farms, scattered over vast tracts of raw land. This applies especially to about two-thirds of the South end of the State, although there is plenty of vacant land in the North part of the State. Duval county, in which the city of Jacksonville is located, has been organized a hundred and five years, and the Jacksonville Board of Commerce invites farmers to settle upon the lands of Duval county, "75 per cent. of which are still vacant." Jacksonville is one of the best local markets in the State. Why? Because of its tourist patronage. St. Augustine, with its tourist trade and railroad shops, is another chief market only thirty miles from Jacksonville and, by the way, the oldest town in the United States. Although the small farmer has had a standing invitation to come and develop Duval county for a hundred years, or 75 per cent. of it, he has never been able to cope with the speculators who have and still hold the most of it. Price and terms considered, there is no doubt but Duval county will some day become a prosperous agricultural and horticultural county. That will be after its vacant lands pass under the control legitimate capital on a large scale. It will have to be efficiently cultivated in large tracts in a way that will ensure legitimate capital attractive dividends. It will need reserve capital always to carry through lean years and an occasional freeze.

When the cultivation of the Florida soil is being considered, this rule applies to most of the vacant lands of the State.

Reliable statistics pertaining to lands in Florida are hard to obtain, as they have been produced largely by land gamblers and land speculators. During the past one hundred years there have been a hundred thousand, more or less, plats of vacant lots placed on the market in Florida. Millions have been paid on these lots by the unsophisticated from every clime, but principally from other states than Florida; buyers with limited means, in most cases. The location of thousands of these plats would now be hard to find, as many of them were never legally recorded. They have always put a lot of easy money into the hands of the gamblers and proved a fruitful source of anguish to the purchasers.

The little farm racket has always proved its worth to the land shark. Since the recent big boom in Florida town building has subsided. There are evidences in local advertisements that the little farm graft will soon come into its own again. Some of these little farm developers of the past have become so enterprising and enthusiastic in their determination to locate every family in the United States and Canada, to say nothing of foreign countries, on little farms that

Uncle Sam has been obliged to limit their benevolent work by denying them the use of the mails. You can not charge these shady operations to the substantial citizens of Florida. In fact, they have done all they could to keep these operators in check, but you might as well try to stop prairie fire with a bottle of seltzer water. They say the only remedy is to raise the standard of civilization.

The owners of these vast tracts of Florida land in its natural state, unless stripped of the timber which furnishes the basis of these operations, are like their victims scattered all over the United States and foreign countries. All the permanent and reliable citizens of Florida get out of these enterprises is the entertainment of the crowds, and in the end furnish the money to care for and send back home those who go broke.

Why do these small farm purchasers fail? In the first place the prices they agree to pay for the land are prohibitive, even if the soil was the most fertile on earth and did not have to be built up at large expense. Distances from markets have to be considered when the product is shipped North. Those of experience say they can only successfully produce crops in the winter. Weather and climate are unfavorable during the heat of summer.

There are exceptions and college bred experts will tell you there are many fertile sections in Florida where small farmers with limited means are making a good living and some of them a good deal better than that. The chief crop, however, in most places is small fruits. Hastings has her potatoes, Sanford her celery, Plant City her strawberries, etc. The whole, however, utilizes but a small part of the millions of acres of Florida. Cultivation in favored sections is confined to a comparatively small area, when the whole State is considered. However, the lands of Florida, as a whole, these experts say, are made up of sand from thirty to fifty feet in depth. This sand runs in streaks of yellow and white. The yellow is fine for oranges and grape fruit if the money is forthcoming to develop it. They haven't found just what is necessary to develop a crop on the white sand yet, but by expending money in large quantities, somebody will surely some day. In the meantime a firm operating large markets in several cities of Florida says the State does not produce enough foodstuffs in a year to last thirty days, if all were consumed at home. There is fine stock in Florida, especially in the dairies, but they will tell you that they ship in all their feed, and only produce one-sixth of the milk used in the State. Thorough-bred stock will not thrive on saw grass.

Land gamblers with immense holdings in the everglades are everlastingly drumming into the minds of the people the advantages to be gained by the cinch of a small farm in the rich soil of the everglades around Lake Okechobee at about four times the normal price of the best tillable land in the country. Inquisitive people are some of them asking why, if the soil of the everglades is naturally so pro-

ductive, these holders of thousands of acres do not till it themselves. So far these lands have practically been all held for gambling purposes only. In short, to sell to the gullible in small allotments. The State is trying to put through a scheme to drain some portions of the everglades, and recently at least ten suits have been filed against it on the ground it would be confiscatory and of no advantage to the land or owners. They don't want it drained. It sells better without drainage upon the promise of drainage. Of course, there are exceptions to all rules, but in this but slight.

Until the large capitalists who hold 75 per cent. of the undeveloped lands of Florida see it to their interest to put their money into the development of these lands on a large and efficient scale, Florida will have to be content with the reputation, based upon a firm foundation, of being the greatest of our winter-resort states. The forecast is that, as now, for some time to come, 90 per cent. of her legitimate income will be from winter residents and tourists.

H. Y. Potts.

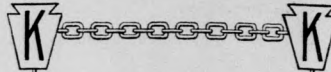
Sebring, Florida.

### Robert D. Graham Defeated Building and Loan Bill.

In the year 1892 the State organization of building and loan associations, in convention assembled, decided that the standing of such organizations would be strengthened in the minds of the public if they were placed under the inspection and regulation of an official of the State. A committee of the State organization was appointed to prepare a bill to provide for the purpose stated to be presented to the Legislature. After a study had been made of the laws enacted by the legislatures of other states relative to the regulation of building and loan associations the committee drafted a bill for presentation to the Legislature of 1893 for the consideration of that body. The writer had been financially interested in several building and loan organizations and in the year mentioned held the office of president of a local association. Harry C. Leonard, Secretary of the State organization, brought the measure to Lansing and requested me as a member of the House of Representatives, to introduce it, which was done in the usual way. The bill was referred to the committee on private corporations and put to sleep. Try as often as I might I was unable to obtain a report to the House from the committee, either for or against the bill. When the session closed, five months later, the bill was still in a pigeon hole of the committee.

At the regular session in 1895 the bill was reintroduced in the House and promptly passed by that body. The Senate and the Governor approved the measure and since it has been a law of the State.

In conversation with the late Robert D. Graham, two or three years ago, I recalled my efforts to pass the building and loan bill in 1893. "As a representative of banking and important industrial interests," Mr. Graham remarked, "I went to Lansing and spent a day with members of the Legislature



**\$1,500,000**

**NATIONAL LIFE BUILDING**  
(of Chicago)

First Mortgages Leasehold Sinking Fund Gold Bonds at Par and Interest to Yield

**6%**

The National Life Building is at La Salle St. and Arcade Pl. in the heart of the Chicago financial district. The lowest of two appraisals values the building at \$2,284,500 and the leasehold estate at \$1,556,061; total, \$3,840,561. Loan is only 39% of value of property. Net earnings for 1927 estimated at \$257,437 or \$2.86 times interest charges.

**A. E. KUSTERER & Co.**  
INVESTMENT BANKERS  
BROKERS  
303-307 MICHIGAN TRUST BLDG.  
PHONE 4267

## CURRENT INFORMATION FOR INVESTORS

Send for our January Booklet describing the general status of securities, as well as the money and business situation as of the close of 1926; also other valuable information regarding bond prices during the past two decades and a discussion of economic trends.

*Copy upon request*

**HOWE, SNOW & BERTLES INC.**

*Investment Securities*

**GRAND RAPIDS**

New York Chicago Detroit  
San Francisco



and Governor Rich. I called their attention to the fact that the official designated in your bill to enforce the act was at that moment under a financial cloud; that many suspected his integrity and that he was considered an unfit person to administer such a law as your bill proposed. For that reason solely action by the Legislature was withheld." Two years later the in-

dividual referred to was not in office.

Mr. Graham did not consult me in regard to the measure. Had he taken me into his confidence an amendment to the bill to remove the objection of himself and his friends would have been written and the bill enacted.

Arthur Scott White.

Human nature craves novelty.

**Are Retailers Trading Up?**

Whether it is due to the trading up tendencies of retailers who have finally become convinced of the fallacy of trying to build volume on "price" merchandise, or to more careful cutting on the part of dress manufacturers who do not make up stocks, the fact remains that present merchandise supplies in the hands of the latter are

smaller than they have been for some time. In fact, it was said that a number of manufacturers of the better dresses of the popular-priced variety are not able to make deliveries on new orders under three or four weeks. There appears to be little difficulty in getting prompt deliveries on low-priced dresses, however, regardless of the size of the order.

# There's a Singing in the Wires



**O**UT along the tower-line tonight you can hear a singing in the wires! It's a new music that comes down across the hills and fields—out of the night.

In the years long gone—the Indians of Michigan—the Chippewas, the Pottawatomies, the Ottawas—listened in the darkness to the low moan of the pines—and it brought them messages from the Great Manitou. Gone are they—

Tonight, where roamed the Indian to the North, rushing water turns great turbines—and the giant, Electricity, is born and pours mighty energy into his copper arteries. Mile on mile it travels, from city to city—178 in all—feeding into each a part of this great waterpower Electric supply. And as it travels—steel towers hold these vital arteries in their outstretched arms. From tower to tower the message is carried—this strange singing in the wires—

It is the Song of Service!

Where the Indian listened and heard the psalms of the pines—tonight he might hear the message of Electric Service—the story of men on duty, all through the day and night—and women, too—4000 in all—making Consumers Power Service a living, vital thing.

And, too, of the twenty-eight thousand Michigan families whose investment in this Company is building the monument of Home-Ownership.

That's the singing in the wires—the story of Consumers Power Company.

Cold copper and steel, you say? No—just go out, some night, where the tall towers wind over the Power Trail into the night—and listen! You, too, will hear it.



# CONSUMERS POWER COMPANY

**MOVEMENTS OF MERCHANTS.**

Ann Arbor—The State Savings Bank of Ann Arbor has increased its capital stock from \$300,000 to \$400,000.

Detroit—Tony Livija, dealer in boots and shoes at 19631 Bauman avenue, has filed a petition in bankruptcy.

Lansing—The Lansing Ice & Fuel Co., 921 Center street, has increased its capital stock from \$200,000 to \$250,000.

Springwells—The Bank of Commerce of Springwells has changed its name to the Bank of Commerce of Fordson.

Detroit—The Fidelity Trust Co. has increased its capital stock from \$500,000 to \$1,000,000.

Holland—The Henry Kraker Plumbing & Heating Co., 216 River avenue, has increased its capital stock from \$30,000 to \$125,000.

Ann Arbor—Alphonse Lemble has sold his grocery stock at 530 Forest street to Kindie & Holcomb. Mr. Kindie comes from Cass City.

Detroit—The Town & County Home Co., 2208 West Grand boulevard, has changed its name to the June Engineering & Construction Co.

Paw Paw—Charles Lake has sold his furniture and undertaking stock to E. C. Hawley, who has consolidated it with his own undertaking business.

Mount Morris—The Mount Morris State Bank has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in cash.

Holland—A. B. Hulsebos has engaged in trade at 208 College avenue, under the style of the Sample Clothing Store, dealing in women's and men's wearing apparel.

Detroit—The Lovell H. Turnbull Co., 159 Twelfth street, wholesale dealer in fruits and produce, has increased its capital stock from \$50,000 to \$100,000, \$50,000 being paid in.

Detroit—The Palace Credit Clothing Co., 313 Michigan avenue, has been incorporated with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Ionia—John E. Lake and Ward Smith, both of Nashville, have formed a copartnership and opened a feed, seed and produce store on Steel street, under the style of the Quality Feed & Produce Co.

Tustin—V. E. Pullman, who has conducted a grocery store and meat market here for the past seventeen years, has sold his stock and store building to Magnus Martz, who has taken possession.

Negaunee—Harold R. Cates, furniture dealer and undertaker of Marquette, and his brother-in-law, E. L. Carter, have opened a furniture store and undertaking parlors in the Hogan block, 511 Iron street.

Highland Park—The Detroit Royal Motor Corporation, 305 Murphy building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Bay City—The Mau Baking Co., 1029 South Madison avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,

800 has been subscribed and paid in, \$3,800 in cash and \$4,000 in property.

Lansing—H. K. Dodge has purchased the interest of his partner, Reuben Smith, in the Smith & Dodge radio store, 216 South Grand avenue and will continue the business under the style of the Lansing Radio Electric Shop.

Grand Rapids—The Fisher-Drummond Wall Paper Co., Inc., has been incorporated with 300 shares at \$100 a share of which amount 250 shares has been subscribed, \$12,500 paid in in cash, and \$12,500 paid in in property.

Kalamazoo—George C. Doxey has purchased the interest of his partner, C. J. Monningh, in the drug stock of Monningh & Doxey, 348 West Main street, and will continue the business under his own name at the same location.

Detroit—The Highland Park Toggery Shop, 16024 Woodward avenue, has been incorporated to deal in dry goods and men's furnishings, with an authorized capital stock of \$3,500, all of which has been subscribed and paid in in cash.

Harbor Springs—Henry Stewart has sold his grocery stock to Reuben Hildebrandt, who will continue the business at the same location. Mr. Stewart will remove to Petoskey and devote his entire attention to the grocery store he owns there.

Mackinaw City—The People's Bank of Smith & Co., which is now in the hands of a receiver, is to be recognized as a state bank. Two hundred shares of stock at \$100 a share are required to incorporate as a state bank, \$18,000 has already been pledged.

Detroit—The N. R. G. Oil Co., Inc., 13161 Auburn avenue, has been incorporated to deal in gasoline, oils and greases at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$16,500 has been subscribed and paid in in property.

Detroit—The C. E. Rogers Co., 8731 Witt street, has been incorporated to deal in milk and cream and milk condensing machinery, with an authorized capital stock of \$80,000 preferred and 45,000 shares at \$1 per share, all of which has been subscribed and paid in.

Flint—A. Farah Co., 214 Harrison street, wholesale and retail dealer in groceries and fruits, has merged the business into a stock company under the same style, with an authorized capital stock of \$40,000, all of which has been subscribed and \$4,000 paid in in cash.

Port Huron—The E. A. Hansen Co., 512 Water street, retail dealer in women's ready-to-wear apparel, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Van Products Co., 40 West Milwaukee avenue, has been incorporated to deal in drugs, sundries, especially soaps, with an authorized capital stock of \$45,000 and 5,000 shares at \$1 per share, of which amount 5,000 shares has been subscribed and \$1,000 paid in in cash.

Ironwood—Raymond E. Garvey has merged his plumbing and heating business into a stock company under the

style of the Garvey Oil Heat Equipment, Inc., with an authorized capital stock of \$2,000, of which amount \$750 has been subscribed and paid in, \$219.47 in cash and \$530.53 in property.

Manton—Fire damaged the furniture and undertaking stock of John A. Muche Jan. 27, entailing considerable loss which is protected by insurance.

Saranac—Victor Poole has sold his bakery to Paul Cahoon, who has taken possession. Mr. Poole will remove to Greenville and assume the management of the grocery store recently purchased by John Adgate.

Big Rapids—The Thad Proggemeyer Co., 218 Maple street, has been incorporated to deal in automobiles, parts and accessories, with an authorized capital stock of \$7,000 common and \$14,000 preferred, of which amount \$11,050 has been subscribed, \$450 paid in in cash and \$6,550 in property.

Saginaw—Purchase of the stock, lease, fixtures, etc., of the M. C. Murray department store by Charles E. Gray, of Lansing and Harry Reiser of New York City has been announced by the owners. A corporation will be formed to conduct the business, although its name has not yet been decided upon.

Kalkaska—The Kalkaska County Chamber of Commerce has been organized to succeed the Kalkaska Board of Trade and aims to promote the agricultural and business interests of the county, to strengthen friendly relations in all lines of endeavor and to enlist co-operation in making better known to tourists the natural attractions of that section.

Hastings—Under the direction of the High School Agricultural Club, the Hastings National Bank held its second annual egg show, one of the largest of its kind in the State, Jan. 26 to 29. There were classes for practically all producers and retailers, including a brown and white egg class for producers and brown and white classes for retailers. Prizes of merit were offered in each class along with ribbons for the first five winners in each class.

Millington—Governor Green was visited recently by a delegation of twenty-one men who sought his intercession to allow them to open a bank in that town. The group was headed by Wynne C. Carwin, Richard F. Squires and Edward T. Pavlow. They presented data tending to prove that the Millington Savings Bank, which they had organized and capitalized at \$20,000 could be supported by the community. Their application for a charter had been approved Nov. 8, 1926, and on Jan. 11 they purchased from trustee the building and equipment of the Ealy, Evans & Co. bank. On the following day, however, their permit to operate was rescinded by C. E. Kaye, deputy state banking commissioner, on the grounds that two banks could not be supported. The other in operation there is the Millington National, controlled by the Vassar National Bank interests. The Governor will carry the delegation's appeal to a board composed of himself, W. W. Potter, State Attorney General, and John C. Haggerty, Secretary of State.

**Manufacturing Matters.**

Grand Rapids—The Grand Rapids Sash & Door Co., has increased its capital stock from \$25,000 to \$75,000.

Detroit—The Detroit Door & Sash Co., 5115 Lorain avenue, has increased its capital stock from \$25,000 to \$200,000.

Detroit—The American Show Case & Manufacturing Co., 5235 Grand River avenue, has increased its capital stock from \$275,000 to \$1,025,000.

Jackson—The Alva F. Watkins Co., 210 North Jackson street, manufacturer of pharmaceuticals, has increased its capital stock from \$5,000 to \$10,000.

Detroit—The Commercial Tool Corporation, 6535 Livernois avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$9,500 has been subscribed and \$6,500 paid in in cash.

Ferndale—The Interlocking Rim & Manufacturing Co., Hartwick building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$3,500 in cash and \$21,500 in property.

Detroit—H. E. Githens, Inc., 17185 Ryan Road, manufacturer of realtors and surveyors supplies, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$117.85 in cash and \$9,882.15 in property.

Chesaning—The Chesaning Furniture Co., with business offices at 1101 Guaranty Trust building, Detroit, has been incorporated to manufacture bakers' wooden ware, doors, sashes, deal in lumber, etc., with an authorized capital stock of \$200,000, \$108,000 of which has been subscribed and paid in in property.

Grand Rapids—The Konkrestone Construction Co., 552 Jefferson avenue, S. E., has been incorporated to manufacture and deal in tools and material for concrete construction with an authorized capital stock of \$20,000 preferred, and 30,000 shares at \$1 per share, of which amount \$2,000 and 30,000 shares has been subscribed and paid in, \$2,000 in cash and \$30,000 in property.

Alpena—Assurance that the \$25,000 needed to finance the transfer of the American Piston and Machine Co. from Detroit to Alpena was given at a meeting of the stockholders held last week. Steps were taken toward the organization of a new corporation by the election of a directorate for the company. Equipment will be removed from Detroit shortly. The concern is capitalized at \$75,000.

Traverse City—Charles S. Vader and Frank Kluzak, owners of the Traverse City Cigar Box Co., announce the completion of a new department that constitutes a new industry for Traverse City. They have gone into the manufacture of corrugated boxes, and the display in the Chamber of Commerce windows is attracting considerable attention, particularly among packers of fruit. Machinery costing several thousand dollars for the handling of corrugated paper, has been installed.

Good clothes add to the appearance, but not to the intelligence



**Essential Features of the Grocery Staples.**

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

**Tea**—The market is in a firm and healthy condition, with a strong tendency upward. China political troubles are having an effect upon tea conditions here, notably Congous, which are going to be hard to replace. China teas generally are in the same condition, Ceylon and Indias are also higher for the week and Orange Pokoes in primary markets show an advance of 1@2c per pound. The whole tea situation for anything wanted is strong, with a fair demand.

**Coffee**—Coffee, speaking particularly of green Rio and Santos, sold in a large way, has had a soft week. News from Brazil has been weak and easy and in consequence buyers have held off and have practically controlled the market. Possibly the entire line of green Rio and Santos are half a cent a pound below a week ago. Mild coffees, although they have not shown much of a decline since the last week are exhibiting an unmistakable tendency in that direction. Throughout the entire coffee line it is a buyer's market. Jobbing market for roasted coffee remains at the moment unchanged, but for the green market continues weak and declined. Roasted coffee will undoubtedly follow.

**Dried Fruits**—Coincident with the Nationwide campaign which has been in progress in California prunes during the week, it has been developed that the market has evidently seen its low point for the season. There has been a stiffening of the views of packers on the Coast and prices for Californias have advanced at least 1/4c@1/2c per pound while Oregon prunes have gone up about 1/4c all round. Most of the business passing in the spot market has been in 30s-40s, which are holding at 7 1/2@8c per pound. A sharp demand for cheap Oregon prunes from Europe has been a feature of some interest and it is predicted that this movement will go further during the next few months. The raisin promotion plan of the California co-operatives is making continued good headway. Latest offering prices by the Sunland Sales Co-operative Association were nectar Sun Maid seedless 45-15 ounce, 9c; carton seedless Sun Maid, 45-15 ounce, 9c private label carton seedless, 9c, seedless market day special 8-4 wood, 6 7/8c, seedless Jr. market day special 16/2 wood, 7c, midget seedless bakers Wednesday special 25 pound wood 7c, midget seedless bakers Wednesday special 250 pound wood 6 7/8c, and seedless midget type Sun Maid 25 pound boxes 7 1/4c. Apricots, it is reported, have changed hands in larger quantities on the Pacific Coast. The spot market is ruling firm.

**Nuts**—Practically all nuts excepting Brazils continue scarce and high with the biggest shortages apparently in walnuts and almonds. Business has been fair, but none of the big handlers have shown any disposition at all to shade prices as there are big Lenten demands in the offing to take care of, so that where the stocks are coming from is a matter of conjecture. While

Brazil nuts as indicated are more favorably placed than they were a year ago, the yield this season may not reach that of a year ago indications calling for a crop not much in excess of 25,000 tons. According to a recent statement of Carlyle Thorpe, general manager of the California Walnut Association, payments of over \$500,000 on all first pool delivery walnuts as of December 11 represented deliveries up to 90 per cent. of opening values and is all the money that will be distributed until the association's unsold stocks, amounting to 10,000 bags of fancy varieties, have been made. The California walnut situation is represented as being promising and returns materially higher than those of last year for shelled culls of corresponding quality are practically assured. All light grades have already been sold in vacuum tins, while dark grades are also well accounted for through contemplated tin pack or contracts through bulk.

**Beans and Peas**—The entire line of dried beans is dull and weak. Not a single item shows any particular strength and California limas, kidneys and pea beans have been affected; all the rest are very easy, with a draggy trade. Green and Scotch peas are dull without change.

**Cheese**—Offerings have increased during the past week. The result has been a light demand and barely steady prices.

**Salt Fish**—Mackerel situation is firm throughout, for reasons that have been already explained, namely, scarcity of shore, Irish and Norwegian fish. Herring for smoking are still scarce and firm.

**Review of the Produce Market.**

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

**Bagas**—Canadian, \$1.75 per 100 lbs. Bananas—7@7 1/2c per lb.

**Beets**—\$1 per bu. for old; \$2.25 per 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 ----- \$5.10  
Light Red Kidney ----- 8.15  
Dark Red Kidney ----- 7.15

**Butter**—The demand has been good during the past week, especially fine, fresh creamery. Price has shown little fluctuation since the last report. Jobbers hold fresh packed at 48c, prints at 49c and June packed at 44c. They pay 25c for packing stock.

**Cauliflower**—\$2.25 per doz.

**Celery**—Home grown, 30@60c per doz.; Calif. Jumbo, 65c; Rough Florida, 4 or 6 doz., \$3.50.

**Cocoanuts**—\$1 per doz.

**Cranberries**—\$5.50 for Late Howes.

**Cucumbers**—\$3 per doz. for Southern hot house.

**Eggs**—The egg market has kept on about an even keel during the week. Receipts have been enough for the demand. The market has remained steady, with no particular boom. Job-

bers pay 32c for strictly fresh and sell storage eggs as follows:

April Extras ----- 30c  
Firsts ----- 29c  
Seconds ----- 26c  
Cracks and Dirties ----- 25c

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. --- \$4.00  
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—\$1.40@1.50 per 100 lbs.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 23c  
Light fowls ----- 16c  
Springers, 4 lbs. and up ----- 23c  
Radishes—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.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c  
Good ----- 16c  
Medium ----- 14c  
Poor ----- 12c

**Buy As Needed To Cover Requirements.**

The present wheat market is a two-sided affair as usual but there is not much difference in the two sides. It has reached that stage where the professional dopester advises the purchase of wheat at \$1.39 1/2 per bushel for May, and the sale of it at \$1.40 per bushel for the same option. The fellow who attempts to predict its future

course is in the same position as the hen-pecked husband who was too tall when he stood up and too short when he sat down. No matter what he tried to do he couldn't please. If some one comes along who has little enough sense and plenty enough nerve to predict the price of wheat is going up, all the flour buyers insist he be "given the air," while if he predicts it is going down the farmer is in favor of having him executed for attempting to rob him of a living. Naturally we enquire then, how high should the price of wheat go, or how low should it decline? As Will Rogers would say, it ought to go just high enough so as not to be too high, and yet go low enough and not be too low. That answer is just as correct, and no more explicit as regards specifications, as the one Lincoln made to the practical joker who asked him how long a man's legs ought to be, when he replied "he reckoned a man's legs ought to be long enough to reach from his body to the ground."

The Bears or "Shorts" argue that cash wheat is weak; that Southwestern receipts of wheat continue to show a slow but steady increase; that Gulf premiums are quoted easier; that elevators at the head of the lakes are plugged full of wheat, besides which there are heavy stocks afloat; that there is an increase in winter wheat acreage over a year ago both in North America and Europe, and in view of the fact it is apparently in good condition we are bound to have another good sized crop harvested during the summer of 1927; that while Liverpool shows occasional spurts of strength, it means nothing to us as Liverpool is only about 8c per bushel over Chicago May, in all of which there is more or less truth.

The Bulls, or "Longs" on the other hand claim Europe has already taken more wheat from us on this crop than they did altogether on last year's crop; that while there is quite a quantity of wheat in elevator storage in Canada, the quality is quite inferior and therefore good wheat will continue to be in good demand at home and abroad, with Europe particularly being active buyers, more from North America than from either the Argentine or Australia; that while the Argentine crop is larger than a year ago this means little as the State of Kansas alone raises more wheat than all of Argentina; that a good export business, in fact, is being consummated about every day, and that more wheat has actually been sold than has been reported; that our surplus or carry-over into the next crop will be comparatively small; flour buyers have purchased conservatively and as a consequence will continue to come into the market for supplies, and thus keep alive a comparatively active demand for wheat.

All in all it appears wheat is worth present prices; the future value of it depends on crop prospects; if we have a big crop to harvest next summer, wheat will be lower; if we have a small crop it will be higher, so we advise watching crop reports, in meantime buying as needed to cover requirements.

Lloyd E. Smith.



### Hillsdale Road Commission Evidently Very Incompetent.

Mosherville, Feb. 1.—Saw the letter in the issue of the Michigan Tradesman, of Jan. 12. I note that Mr. Rainey answers a couple of general statements making them specific. He does not, however, answer any of the facts of my letter or give proof for any of the statements which he made.

My letter did not state that "There has been road scandals in Hillsdale county." It states as follows, speaking generally, "Road expenditures have reached a sum unheard of and the road scandals smell to heaven." In various states the road scandals do smell to heaven and I am not sure that if Governor Green makes a close investigation of the road expenditures of Michigan that they will not add to the stench. For the stench of the Mosherville disaster certainly does irritate the nostrils of the motoring and general public.

But if, as the writer states, "There have been no scandals in Hillsdale county," that does not mean that there will not be one and that it will not gyrate right around the Mosherville disaster. For the thousands who have been making the detour of several miles over the miserable roads near Mosherville have not been blessing Mr. Rainey or the Road Commissioners as he may imagine.

As he is in a receptive frame of mind for an investigation, I suggest that he be accommodated. Mr. Rainey states, "We sincerely regret the accident at Mosherville, but feel that we are in no way to blame and will be fully exonerated by the court action begun by Mr. Moross." If Mr. Rainey and the County Road Commissioners and their Engineer are not to blame, perhaps he knows who is? It may be that he thinks that Mr. Moross is to blame, certainly had he not come to Hillsdale county and invested his money in a property on the road where the County Road Commissioners assayed to build a bridge, he would not now be suing Hillsdale county for \$20,000 damages. But perhaps Mr. Rainey's opinion as to who is to blame is the profound secret which he is so profoundly guarding from the public, which is the secret of the defense.

Mr. Rainey, however, did say in the presence of witnesses that he believed the property of Mr. Moross had been damaged and that he felt that he could say reasonable damages should be paid. After the suit or claim was filed, he came back with this, "Had Mr. Moross waited and not started action, I believe that an adjustment could have been made." But now that he has started suit, the county will fight his suit. The statute of limitations for filing a claim against the county is sixty days and as Mr. Moross waited fifty-nine days for the County Road Commissioners to offer to settle, I am sure no one will claim he was unreasonable. In one more day he could not have filed his claim, and the county could have offered any ridiculous figure, which is just what they were prepared to do.

If the bridge which the County Road Commissioners built at Mosherville was a good and satisfactory bridge, why did it wash away? And after it washed out, why if it was all right, did they replace it with an entirely different sort of structure which was more costly? For instance, the floor of the bridge which washed out was only six inches thick and had no steel reinforcement used therein and the entire amount of cement used for the entire structure—floor, piers and top—was less than 105 barrels. The floor of the new structure built to replace the old one is from eighteen to twenty-four inches in thickness with thousands of pounds of steel used therein, and the floor alone required more cement than the entire structure which washed out. The fact is, the old bridge which washed out or col-

lapsed was not all right and he knows it and he has authorized the spending of thousands of dollars to replace the original old sluiceway which functioned for over fifteen years and which when built cost only about \$100.

Mr. Rainey's letter ignores a dozen facts of my letter and answers a couple of general statements which he attempts to make specific.

Mr. Rainey must have been reading the Fall-Doheny case. His statement is exactly the one which one of the star witnesses used, "That owing to the fact that the evidence which he has is of a secret character he could not reveal it." So Mr. Rainey gets behind that same statement and his evidence is to be reserved, perhaps not even to be given, at the trial which will vindicate him, etc. How does Mr. Rainey know to-day that the evidence which he has, and which he may not even give at the trial will vindicate him? Does he feel that he has it all fixed up with the judge and the jury or both of them in advance. If not, why should he make such a statement? Mr. Rainey should alter that statement to "I believe the trial will vindicate me." or "I hope that it will;" as a contrary statement, or a positive statement is an impeachment of justice. Mr. Rainey seems overconfident as to the outcome of the litigation. Perhaps he thinks that Mr. Moross may be fined \$20,000 for having and owning a property that needed a bridge. Or Mr. Rainey may be "kidding himself."

If any one doubts the incompetency and inefficiency of the Hillsdale County Road Commissioners all he need do is to look at the one-half mile of road where it passes my property and he will find it plowed up and almost impassable and it has been that way now for many months, and the best evidence is not my word about it, but it is the road itself. When the investigator reaches that place where a perfectly good \$100 sluiceway functioned for many years, until removed by the County Road Commissioners, they will find a gap almost 100 feet in width, from ten to twelve feet deep, which has been impassable for many many months now, or since the fall of last year. But if they are to now see this evidence, the writer advises them to hasten, for the articles printed by the Michigan Tradesman, and other publications have borne fruit. For lo and behold, Monday, Jan. 24, a convoy of State highway trucks arrived on the job, two huge steam shovels, a large catapillar tractor and a large body of men, with two experts skilled in the use of dynamite, and where there was inaction, it has suddenly been changed to the greatest activity. It may be well to mention right here that Frank F. Rogers, or the Michigan State Highway Commissioner, is the father of Fred F. Rogers who designed the Mosherville bridge and is the County Engineer for Hillsdale county. In spite of the severity of the weather and the fact that frozen ground is not suitable for dam building, the work is being rushed and expedited with all dispatch. So after all "pitless publicity," does ameliorate intolerable conditions.

However, with the work started today a protest was filed against the unsuitable material being used and the fact that the remains of the old bridge are being covered, and not removed from the gap, as the logs and debris form an unsuitable filler. Had the action started now been started months ago, there likely would have been no damage suit. It is simply an illustration of work being done by efficient and capable State equipment and supervision in an attempt to undo inefficient and incapable county supervision.

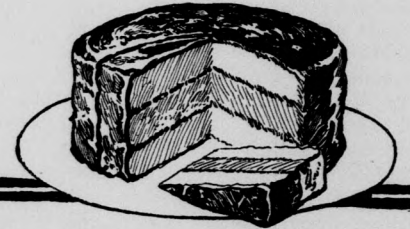
In regards to "knocking Michigan," as the letter states, my statements about Michigan were as follows: "In

ten years or less, I expect to see Michigan take the same place as a summer resort state as California and Florida have taken for the winter." That surely is not blasting the hopes of Michigan. But sidestepping an issue or the facts by making inconse-

quential statements is an old way of the politician dodging an issue which everyone is familiar with.

E. A. Moross.

If all prayers were answered, who would do the hard work?



No other baking powder insures such light, wholesome cakes

HOUSEWIVES say that is why Royal is most economical in the end—why they have preferred it for more than fifty years.

Today, throughout the world, Royal is recognized as the standard baking powder—recommended by health and food experts—used in millions of kitchens daily.



Royal contains no alum—leaves no bitter taste

## Fresh Cucumbers

are too costly now for the average table. You will please your customers by suggesting

NEW FANNING'S  
BREAD AND BUTTER  
PICKLES

They have the fresh cucumber taste and provide an additional zest to the appetite.

Other suggestions—

BEST FOODS (Gold Medal) MAYONNAISE  
BEST FOODS THOUSAND ISLAND DRESSING  
BEST FOODS RELISH SPRED  
BEST FOODS SHORTENING

THE BEST FOODS, Inc.  
NEW YORK CHICAGO SAN FRANCISCO



**Better Merchandising Conference Creates State Interest.**

Detroit, Feb. 1—One of the outstanding features of the Better Merchandising Conference and Exposition, scheduled to be held at the Masonic Temple, Detroit, March 8, 9 and 10, is the great educational value the exhibit being put on will be to the retailers from throughout the State of Michigan and other tributary territory.

Leaving out the remarkable list of speakers which have undertaken to attend the Conference and tell the retail merchants in attendance frankly how they succeeded in solving the present-day problems that are worrying retailers and stores the country over, the exhibit being put on is alone well worth making it a point to be present to see.

The entire program, both from the angle of the conference itself and also from the angle of the exposition, is builded essentially for the benefit of the retailer and to help demonstrate what just a little bit better merchandising will do toward surmounting those problems all are facing to-day.

Among the list of exhibitors will be found some of the largest producers in their respective lines and greatest wholesaling establishments on the continent. Among those now allotted exhibit space are:

Arctic Dairy Products Co., Detroit Creamery Co. and Detroit Dairy Council, with exhibits of their products and demonstration of modern dairy methods.

J. W. Ladd & Co., an exhibit of dairy machinery.

Annis Fur Post, exhibit of furs. Buhl Sons & Co. and Standard Bros., exhibits of hardware.

Beecher, Peck & Lewis and Union Paper & Twine Co., who will exhibit products.

Berry Bros. Inc., line of varnishes. Burnham, Stoepel & Co., A Krolik & Co., Edson, Moore & Co. and I. Shetzer, d- goods.

E. B. Gallagher Co., bakers and confectioners' supplies.

Crane Company, store drinking fountains, basins, etc.

Carey Co., asbestos and roofing.

Farrand, Williams & Clark and Michigan Drug Co., drugs.

A. Harvey Sons Manufacturing Co., steamfitters and plumbers' supplies.

G. F. Minto & Co., haberdashery. Wright Pike Co., hats.

Sealpax, underwear. Commercial Electric Supply Co., electric supplies.

American Radiator Co., radiators. Larned Carter & Co., overalls.

Milo Art Studio, decorating. C. A. Finsterwald Co., floor coverings.

Detroit Wholesale Furniture Co., furniture.

Detroit Showcase Co., showcases and fixtures.

Detroit Manufacturers' Representatives Association, Nationally advertised food products distributed through Detroit wholesalers.

J. H. Duprey Co., condiments.

A very considerable additional list of representative wholesalers and manufacturers have promised to also take space in this exhibit.

Another important factor will be demonstrations by experts in window trimming, showing how they dress a hardware window, a dry goods window, a shoe window, a grocery window, a general merchant's window, etc.

Also demonstrations of show card writing and store arrangement.

Merchants throughout not only Michigan, but also from Northern Indiana and Ohio are steadily getting behind this affair and promising in large numbers to be present. Chambers of Commerce all over the State are giving it not only their endorsement, but also are actively co-operating with Conference headquarters in getting the retailers in their towns and cities to visit Detroit and take in this important meeting.

That it will help all retailers in many ways toward being just a little bit better merchandisers is a certainty. It will do much to bring into closer co-operation the different sections of the merchandising field and it is built for the retailer and his benefit from start to finish.

Charles W. Collier, Sec'y.

**More About the Concluding Years of Ladd J. Lewis.**

Adrian, Jan. 27—The thought has been in my mind that Mr. Lewis was

so well known in your city among business men that it would be of interest to them to read something of his business career after leaving Grand Rapids and therefore I am sending you a clipping from the Adrian Daily Telegram for publication in the Michigan Tradesman if you have the space and wish to do so.

We were in Grand Rapids last April and called several times to see you, but missed you every time. We were sorry to miss you and I know you feel the same, especially now since he is gone. The beginning of his failing health started about the time we were in Grand Rapids. About April 10 he was afflicted with Diplopia—double vision—and from that time on had to wear a shield over his left eye. We consulted some of the best eye specialists in the State and had him in Ford hospital, Detroit, for a check up and for observation; but his case seemed to be beyond the aid of human skill, and Nov. 19 he was called to his Heavenly home. The memory of his pure, true Christian life is a benediction to his surviving family and his friends. I am glad you had the pleasure of knowing him. The Michigan Tradesman is an interesting paper—full of good things which every business man and woman should know. I enjoy reading it.

Mrs. Ladd J. Lewis.

The late Ladd J. Lewis came to Adrian in 1900, unsolicited, to establish the Adrian Knitting Co., of which he was president at the time of his death. This company has experienced a continual growth to the present time owing in great measure to the unusual business ability of Mr. Lewis.

In 1903 he purchased his present home on Division street. Since his retirement a few years ago from active business he has traveled much of the time, spending the winters in California, Florida and Europe.

For many years Mr. Lewis has been interested in the genealogical history of his family and has gathered the names of 7,000 descendants of his earliest known ancestor, John Lewis, who came to Rhode Island from Wales prior to 1660. In 1921 he wrote the family history and had it published to-

gether with a sketch of his own life. He often expressed the wish that he might have received a more thorough education, but he read much and had a retentive memory and was well versed in world history.

His favorite book was the Bible and for a layman he was an unusual student of it. In his early manhood he made a profession of the religion of Jesus Christ, uniting with the Presbyterian church and dying in its communion. Fraternally he was affiliated with the Masonic orders of the city.

Extreme simplicity marked the funeral service by the request of Mr. Lewis who in the last days before his death planned all the details. By his request also the following lines, written by himself and which he called his creed, were read:

I'm standing to-day on the far edge of life and just looking backward to see  
What I've done with the days and the years that were mine, and all that has happened to me.  
I've lived with my friends and I've shared in their joys, known sorrow with a l of its tears,  
I've harvested much from my journey through life, but never have squandered my years,  
For much that is good has been mine to enjoy and I have tried to live at my best,  
And have no regret, as I'm nearing the end, for with God I have left all the rest.

Among the many beautiful flowers were pieces sent by the employees of each of the mills both in Adrian and in Sauquoit, N. Y., to which every employe contributed. Other floral pieces were from the Adrian chapter of the Sons of the American Revolution of which Mr. Lewis was historian, from the Knights Templar and the Men's class of the Presbyterian church.

**Sunbeams.**

I saw a little' baby try  
To catch a sunbeam, from the sky,  
Which filtered through the curtained lay  
Upon a pillow where she lay;  
But it escaped her eager hand—  
A thing she could not understand—  
So tried again the selfsame way  
To get that fascinating ray;  
Until I wondered at the sign  
And queried "does this heart of mine  
As true beguile another's grasp  
If so it be I ought to clasp  
Its winsome beams and bear them where  
No rays of love are shining there."



# DEL MONTE SPINACH

—another popular staple with special advertising to speed its sales

The large volume of business enjoyed by retailers on DEL MONTE Spinach is the result of its uniform high quality and years of advertising, specifically on this product. Pages, like these shown here, are typical of the messages we are sending to the homes of your customers.

Our DEL MONTE Spinach advertising is entirely aside from our regular advertising on the whole line. It offers big possibilities for new business on this growing staple.



### FAITHFUL TO EVERY TRUST.

Lewis G. Stuart, who was an active newspaper worker in Grand Rapids for over forty years, died Monday as the result of a heart malady which began to trouble him about a dozen years ago.

Mr. Stuart edited the Tradesman during the seven months the regular editor was ill with typhoid fever (Oct. 15, 1910, to May 15, 1911) and succeeded to a remarkable degree in sustaining the high standard sought to be maintained in the editorial department. He had been a regular contributor to the Tradesman ever since it was established, his last copy having been printed in December. He had four additional articles in mind when he was called to meet his Maker.

If Mr. Stuart had one quality, more than another, which commended him to his fellows it was his dependability. He could always be relied upon to do the right thing at the right time. His word was as good as his bond. He was the recipient of many confidences and never betrayed a friend or violated a trust reposed in him.

Mr. Stuart's ability to retain dates and names was remarkable. No other man in the city had such a wide and accurate command of figures. To him a column of figures was a live subject. To be interpreted in such a manner as to teach a useful lesson or drive home a vital argument. No one ever took greater delight in marshalling figures than Mr. Stuart.

A great hearted and public spirited citizen, his activities found expression in channels remote from those pursued by most men. Not financially able to create a great hospital like John Blodgett, he originated and carried into effect several incidental activities in connection with the Public Library which will serve as helping stones to the patrons of that institution for a thousand years to come.

On social, educational, economic, humanitarian or National questions, Mr. Stuart threw the light of his crystal-line thought and expression. Accepted or contested, his opinions always stirred and often persuaded. He was simple and benign. He presented a wonderful example of a life beneficently used and lived with constant zest.

Grand Rapids has developed some very remarkable newspaper men during the fifty years the writer has been a member of the fraternity, but the memory of "Lew" Stuart will ever be cherished by those who knew him as one of the most dependable, most likeable and most resourceful men ever connected with the press of the Second City.

### COTTON CONDITIONS.

Last Monday's report of cotton ginned up to Jan. 16 did not appear to have much effect on prices. It showed that 16,600,517 bales had passed through the gins up to the date mentioned, leaving about 2,000,000 bales more to equal the Government's last estimate of the crop. Whether this estimate will be verified by the final figures to be issued in March seems to be a matter regarded as of slight consequence. The main thing is that the crop of last year was a record one and

far beyond the world's needs. The Department of Agriculture deemed it a duty to urge cotton growers to reduce their acreage this year by 30 per cent. in order to avert price slumps. But it is still a question how much it ought to cost to grow cotton. With the most improved equipment, it has been stated, cotton can be produced and sold at a good profit at 12 cents. Spokesmen for the cotton growers, on the other hand, have been insisting that it costs anywhere from 16 to 20 cents to grow and harvest the fiber. These two figures leave a wide margin. The comparative stability in cotton prices had resulted in decidedly large sales of cotton fabrics. Gray goods of various kinds have been eagerly sought and the business of January has been of record proportions. Prices have remained firm at recent advances. Bleached goods have also been priced higher, as have a number of other varieties of finished fabrics. The stage seems to have been set for a large business in all kinds of cotton goods this Spring. Underwear sales have been increasing both in light and heavy weights. More of a movement in hosiery is also perceptible.

### PRICE MAINTENANCE.

Controlling the resale prices of their products is and always has been one of the great goals of manufacturers and more especially of such as make distinctive wares. Laws restricting this desire met with resistance at every step and litigation as to their validity were pursued up to the court of last resort this being the Federal Supreme Court. In the main the laws were upheld as binding, although a few loopholes were indicated in the various decisions rendered. One privilege that was conceded was that a manufacturer or selling agent handling a product has the right to determine to whom he shall or shall not sell. This enables him to withhold his wares from dealers who sell at cut rates. Full advantage has been taken of this privilege in many instances, but it is still of limited application, because it cannot be made to reach resales by retailers unless the wholesaler is wholly eliminated from the transaction. An ingenious method of taking full advantage of the selective plan was worked out by the makers of electric lamp bulbs. They made the dealers their agents and thus retained full control of the articles until they were sold. Automobile manufacturers have been doing the same thing all along. Latterly, certain textile interests have taken to the plan, the pioneer being a manufacturer of trade-marked blankets. It will take a little time to discern whether the method will work out satisfactorily. If it does, it will simplify some of the problems of distribution. If it does not, it will be easy to revert to former ways.

### WOOLS AND WOOLENS.

Little significance has been shown by the auction sales of wool which took place abroad during the past week. Prices were fairly well maintained at the London sale, due somewhat to the fact that lots were withdrawn whenever upset figures were

not reached. The strength of the market seems to depend on the ability of holders to retain their stocks. In this country there has been some contracting in advance of shearing, but the dealings in wool are still quite restricted. There is resistance to anything like price advances. Imports have been dropping off, the bulk of them recently having been of carpet wools. In the goods market the main event of the past week was the opening by the American Woolen Company of certain classes of men's wear fabrics for the Fall season. This attracted much attention, particularly when it was found that the prices were a little higher than those for last Spring, though about 8 per cent. lower than those for the preceding Fall. On Wednesday the same company will offer plain and fancy back overcoatings, piece-dye staple suitings, specialty cloths, etc. Its fancy and semi-staple woolens and worsteds will not be shown until about the middle of February, and women's fabrics will follow in two or three weeks. Independent producers are expected to open their Fall lines this week. Buying for Spring needs is still going on. It will probably be hastened somewhat, now that the Fall goods are being shown.

### OUT OF THE WILDERNESS.

All honor to the fruit jobbers for giving the independent grocers an opportunity to compete with the chain stores!

In other words, the fruit jobbers agree to sell any independent grocer two boxes of fruit at the same price he sells the chain store 100 boxes on one condition—that the grocer pay his bill within a week in the coin of the realm without deduction or controversy.

This proposition is so fair and generous that no grocer can afford to ignore the opportunity thus presented to him to meet the competition of the chain store, so far as the sale of fruits is concerned.

If this can be done in fruits it can be done in many other lines, so that ultimately the spell of the chain store will be broken, as has been the case in many cities where this plan has been put into execution.

Certainly this proposition is worthy of consideration and the plan should be given a careful test in every locality where the chain store exists.

### EVIDENTLY A BOOMERANG.

From all directions come echoes of Henry Ford's attempt to destroy the retail grocers within the trading radius of his grocery store and meat market, 500 feet in length, where goods are sold at a profit of 3½ per cent. One grocer writes that he has purchased seventeen Ford chassis since 1912, but that no more Ford vehicles will ever be delivered to him. This is the word which comes from all directions, with variations. It is possible that the truck patronage the Detroit Croesus will lose by reason of his recent action in putting several hundred grocers and meat dealers out of business will amount to more than the profit he makes on selling \$12,000,000 groceries and meats annually.

### IS SISAL DOOMED?

New inventions or discoveries have a way at times of upsetting established methods and customs. Changes, epochal in their nature, followed the harnessing of steam to industrial uses, and similar ones have attended the development of the gas engine and the practical applications of electricity. No field of human effort to-day makes use of the appliances common a half century or so ago, to go back no further. Sometimes entirely new industries have been created, while in other instances old-established ones have been transformed. In the readjustment old materials have been put to new uses or discarded altogether. A case in point is said to be imminent with regard to the use—or rather disuse—of the sisal fiber, which was called rather prominently to public notice some time ago by Secretary Hoover as one of the instances in which this country was dependent for its supplies on a foreign monopoly. The story goes that a new device will do away altogether with the necessity of using binder twine. As that is the principal product made of sisal, it would seem to follow that, once this is not needed, the fiber itself will cease to have any trade interest or importance. The new machine which, it is said, will accomplish this is described as making one operation of the harvesting and thrashing of grain making binding unnecessary. If put in general operation, it will lessen the cost of grain production and will, at the same time, put out of business the manufacturers of binder twine as well as most of the growers of sisal in Yucatan, Africa and the Dutch East Indies. This, in its way, would be quite a revolution.

### LIKELY TO BE UPWARD.

Clearance sales at retail are about at the end of their course and their close will usher in the taking of inventories. In some apparel lines, both for men and women, the sales did not come up to expectations, although the inducements so far as price was concerned were quite alluring. Aside from this circumstance, there is good ground for believing that retailers' stocks are rather below than above the average at this time of year. It may also be added that the present disposition is not to add unduly to the goods on hand until the buying disposition of the general public is made more apparent. This is likely to be delayed somewhat by the lateness of Easter, which prompts retail buyers, especially the feminine contingent, to hold back on their purchases in order to secure the latest and most advanced styles. There is much less hesitancy on the part of wholesale buyers, particularly those interested in dry goods of one kind or another. During and following their recent convention in New York City they were fairly liberal in their commitments because assured of the stability of prices in most lines, while also convinced that what future changes were in prospect were more likely to be upward than downward. This has brought about rather more than the usual activity in the primary markets and an encouragement to a larger output by many of the mills.



## MANY TYPES OF DIVERSION

### Adapted To the Use of Elderly People.

It is, perhaps, not out of place for an "old fellow" with a philosophical temperament to voice his views concerning the pastimes of people who desire to enjoy to the limit life's decline.

Definite views concerning heaven and the life beyond the veil have a decided value in lighting up destiny with hope and bright expectations. It delights my heart to get in touch with a personality beautified and ennobled by a clarified vision of eternity. If accompanied by a wise desire to radiate happiness here and now, the contagion of it illuminates the present and prepares one for the inevitable, whatever that may be. The fact remains, however, that we have no exact knowledge beyond existence in this world and any form of faith which diverts us from the best service we can render during the days of this pilgrimage has some error attending it which justifies criticism.

I take it, then, that activities which add to the wholesomeness of our earthly sojourn may well demand our thoughtful attention and mature deliberation.

We often speak of the joys of childhood and the satisfactions attending life when it is at its acme of strength and virility, but isn't there an exceptional beauty in a mellow and radiant decline of life? And does this not hinge largely upon a proper balance in the diversions of the period?

My sympathies go out to the men who have given up business or professional activities and hang around hotel corridors, awaiting the advent of some one with whom they can converse or who resort to club rooms for games of cards with men of their ilk who have nothing to give but their time and willingness to share it in this form of diversion.

The farmer who has worked and slaved all his life and has accumulated enough of this world's goods, with the practice of wholesome economy, to retire and who goes to the city hoping for a restful period and escape from manual labor is at a dangerous stage and unless he is guided by unusual wisdom will, by this change, shorten his days and be encumbered by disappointment. I have known many instances of this character in which the man didn't want even a garden and labored under a delusion as to the proper definition of rest. A good farmer who has been a keen observer of nature in connection with progressive methods in agriculture and who loves the soil makes a blunder when he invades city life and expects to end his days in ease. If he desires happiness he will find it in playing with the soil and soil products in the environment to which he has been accustomed.

There is no more enjoyable diversion for one who has always lived next to land than in using his head and his hands in awakening new possibilities with the soil on following the gentle occupation of the gardener. It is wonderful what joys can come

from intensive soil cultivation with a variety of crops. The possibilities of a small area of land, wisely developed are almost startling when put into figures. During the great war period this was illustrated in every corner of our country and what joy attended these efforts, largely by children. Second childhood may find a charm in these undertakings and real rest comes sure and soon through a delightful diversion that accomplishes something worth while. A game of dominoes, cards, croquet or quoits has its place in the scheme of living for declining years, but to one who has measured his life by accomplishments this garden pastime becomes a joy not only in the activity, but in results which are tallied in the kitchen and at the dining table.

When shall the man of affairs retire from business activity? Not while he enjoys his work and feels that his service is a useful factor in the vocation he has espoused, yet he is warranted in a release from major responsibilities and in seeking lines of diversion which comport with his personality and add to the joys of living. Too many men devote themselves so exclusively to business that they neglect the preparation for partial or complete release from business responsibilities and they do not know how to relax and enter upon pastimes which recreate and awaken thrills of satisfaction. To be prepared for proper diversions in life's decline means that during the years of business activity one must have in mind these later years and the joys to which the period is entitled. This means that his reading must have a wider range than market reports and crop conditions. He must give time and attention to civic, political and welfare matters, so that with more leisure he can make them prominent in his diversions. He must, through contact with children and an interest in their games, maintain an attitude of sympathy toward the refreshing influence of play. He must not leave all this until he thinks he will have time for it.

The habit of jotting down comments upon current events and books read is a good one to establish and when one retires from active affairs it can be cultivated more assiduously and become both an interesting and serviceable diversion. It tends to fix things on the mind and furnishes excellent material for conversation and the entertainment of others.

As the years are added one finds it more difficult to call people by their names and too many take it for granted that this is a necessary accompaniment of advancing age. This need not be the case if one takes the precaution to cultivate the habit of pronouncing to one's self the name of every person met whom one knows. This can be acquired during activity in affairs and emphasized upon retirement from business to great advantage and increased enjoyment. The conscious admission that one's powers are waning is an unfortunate frame of mind. Zack Chandler's famous telegram, "Admit nothing—claim everything," is a good slogan for advancing

years to stimulate the retarding brain functions.

Persons who have been all their lives stimulating their process of observation have been acquiring a vital equipment for business retirement. No matter in what field this process has been directed the acquisition attained can be wisely utilized in life's decline, for its application is universal.

One of the most entertaining diversions I can imagine for a person who has been very active for a long period of years and who is forced by an indefinite vacation from cares and responsibilities is the study in detail of the geography of the country about one's abiding place. What jolly fun it would be for a man and his wife who have lived very active lives and desire to do something different that does not involve responsibility or care to set out for a year's diversion in becoming acquainted with the environs of Grand Rapids, as pedestrians, equestrians or automobilist. The topography; the streams, springs and lakes; the roads, woodlands and growing crops; location of churches, school houses and other meeting places; the highways and byways, character of soil, the swamps and waste lands; trees, shrubs and wild plants; the wild life and beautiful vistas and points of vision; character of the homes and types of people met; the embellishments of the countryside and entrances to the farm homes; the care of tools and machines, conveniences and contrivances; orchards, gardens and attractive roadsides; offenses to the senses and landscape blemishes; appointments for the happiness of children and elderly people; the courtesies of the highway; the erosion of hillsides, landmarks that should be perpetuated, historic places that should be placarded; offensive advertising; methods of giving information to travelers and hundreds of other things that observers would find it worth the while to note, enjoy or criticize.

Just think of the wonderful fund of useful information that could be garnered and what joy in the gathering. The story of such an experience would be enchanting. A couple entering upon an adventure of this kind and carrying it out would know more about our city and the countryside surrounding it than anybody else and would have a fund of interesting facts that would add to the joys of all their remaining years. Even if they were just common kinds of folks, they would become oracles in our community and their lives given a prominence which would outrank anything in social or political life.

There are many other types of diversion suited to elderly people who have given some thought to the promotion of blessedness and happiness during their more active years, which I could enumerate and expand.

My contention is that declining years may become, with timely preparation and proper attitude of mind, as sweet, beautiful and purposeful as any other period in the lives of people.

Charles W. Garfield.

Resourceful men accumulate resources.

# 70 YEARS Young!

THIS is the seventieth anniversary of the Borden Company. Seventy years of producing the finest milk products it is possible to make.

Think what this means to the consumer and the trade. Purity, quality and the largest milk house in the world standing squarely behind every can.

This year marks also the beginning of the most powerful advertising in Borden history! Three big, intensive campaigns which will make it easy for you to sell more goods.

1. Eagle Brand for infant feeding and Borden brands of condensed milk for coffee and cooking.
2. Evaporated Milk for general household use.
3. A tremendous campaign on Malted Milk in Liberty Magazine.

Tie up with the Borden name. Make the most of this big opportunity to increase your own profits through Borden quality and advertising.

**THE BORDEN CO.**  
350 Madison Ave. New York, N.Y.

## SHOE MARKET

### The Voice of the Shoe Window.

The modern showcard probably had its origin back in the dark ages when the cave man chiseled a few crude characters upon a sandstone slab and placed it along side a basket of grapes or wild berries.

The first showcard on record, however, were those used by the Egyptians about the tenth century before Christ. In the Louvre at Paris one finds many specimens of the art in a good state of preservation. The characters are wonderfully well made with a reed or quill on papyrus and the ink they used in those days had the famed German dyes beaten to a frazzle. The characters are in red and black and appear to be tattooed into the papyrus.

In the excavation at Pompeii more evidence of the early use of showcards was found. The workmen unearthed a pottery shop completely intact. Jugs and water bottles were arranged in an orderly fashion on shelves about the room while in the center stood a large slab, apparently of clay, which itemized the wares and gave the price opposite each. The remains of the merchant himself was found in a baker's oven in an adjoining room. He evidently took refuge there to escape the fury of Vesuvius.

These instances are set forth to show that the showcard has played an important part in the selling game all down through the ages. In modern merchandising it is indispensable. It is the voice that speaks from the show window.

The past fifteen or twenty years have brought out many interesting facts about showcards. A complete treatise covering this period would make a healthy volume. In this article the writer will endeavor to show only a few of the most important facts and their application to present day merchandising.

In interviewing an authority on showcards, the outstanding features of window cards come under four headings. They should be of a proper size for the trim for which they are intended. The color combinations on them should be pleasing to the eye so the reader will have no difficulty in grasping the message. The wording should be brief and crisp that the passer-by may read it at a glance. And next, the card should be placed in the proper position in the window; at the right angle and not too high or too low. These are the vital points to keep in mind in order to get the maximum results from your show windows.

Now, going back to discuss the proper size of showcards as mentioned in the preceding paragraph, a Southern clothier had an interesting experience the other day that will illustrate this point. He had a lot of shirts which consisted of odds and ends which he placed in his show window at half price. He used a full size mat board which is 22x40 inches to announce the sale. The show card was well made and featured the "½" about two feet in height. He expected a grand rush for the shirts as many well known

brands were included in the assortment. At the end of the first day's selling, less than a dozen of the shirts had been disposed of. The second day he decided to make the showcard just half the original size and put more shirts on display. The result was a complete sale of the assortment in the next two days. He goes on to say that he believes the original card was so large that the message was completely lost.

A well known shoe merchant operating a chain of shoe stores uses 8 x 12 show cards and goes on to explain that this card is of a pleasing proportion, and is amply large for the price and text. He is careful not to use too many cards in one trim as they are apt to confuse the window shopper. This merchant follows the law adopted by Wanamaker—there must be a price ticket on every pair of shoes in the window!

In interviewing proprietors of popular priced shoe stores, the writer found practically all of them to favor cards ranging in size from 8 x 12 to 12 x 20—nothing larger except for special sale purposes and the 12 x 20 cards were used in very large trims. From this then, it appears that the ideal card for the average window should be 10 x 16 inches.

The most used cards are those of white stock lettered in black. The severeness of these contrasting colors must necessarily be relieved with a border, a decoration or shading of some light shade as gray, light green, pale blue or tan. This tones the harshness down and helps bring out headlines or prices which should have special prominence. White show cards should always be lettered in one color and that should be black. Colored letters or figures upon a white ground are confusing and only an expert typographer can get by with the job.

Wonderful effects may be had by the use of colored stock and colored text. Care must be taken though in the use of choice of colors for the text. More than two colors on a card gives a scrambled effect regardless of how well it may be lettered, unless one of the colors is used for decorative purposes and then it must be in subdued tones. Navy blue, black, buff and other colored stock is widely used and lettered with lighter colors that harmonize, except in the case of light colored stock. On the lighter shades of the mat board the tertiary shades of lettering may be harmonized with very pleasing effects.

From a survey of thousands of shoe cards one finds the average lettering to consist of a heading in strong but artistic style; a few words of descriptive matter in smaller type as the body of the card and then the price in figures to harmonize with the heading. The survey showed not more than two styles of lettering was used on any one card. The Old English font is seldom used as it is indeed difficult to read. Decorations should be used sparingly as they sometimes detract from an otherwise artistic show card.

The new German rotor sailless sailing ship can "sail" very near to the wind.

## FORT MYERS.

### Destined To Be a Great and Beautiful City.

Fort Myers, Florida, Jan. 24—Like a sparkling jewel mounted in a setting of gold, Fort Myers, the beautiful "City of Palms" is casting its brilliant rays afar and attracting the attention of people from all corners of the land.

With the golden state of Florida forming the setting, Fort Myers, with its unsurpassed natural beauty and unlimited resources, is rapidly climbing the ladder to take its place as one of the leading cities of the South. Nothing can retard the rapid and substantial growth and development of this city, for the hand of man is being called into service to merely develop the things already here, the natural God-given resources, frantically sought in other places, but blessed in few.

Fort Myers, to be true, is still in its infancy. Old in years and traditions and covered with an atmosphere of Indian warfare, the city is in fact just stepping from its cradle to take its place among the thriving municipalities of the Nation. Only five short years ago Fort Myers counted less than 3,000 inhabitants within its limited boundaries and the one-story frame buildings were few and far between. Ten years ago there were but a few more than one thousand people making their homes here and the cattle roamed the streets in the business district.

Ten years spells but little in the growth and development of most cities for it has taken a great many years to build the leading centers of the North and West. What has been the result of five years of development in Fort Myers? One glance will tell the story and a most remarkable story it is.

Fort Myers to-day has a total permanent population of 20,301, not including between 10,000 and 20,000 winter residents and visitors. There must be some strong drawing power to bring such an astounding growth. Cities do not just grow because they are efficiently promoted—there must be a fundamental background, natural resources, a mighty strong cause.

As a foundation the city has innumerable rocks upon which to build. Its geographic location is unexcelled, its climate is recognized to be the very best on an all year basis, month for month throughout the year; the natural beauty needs no introduction or explanation for no city in the United States can claim a greater abundance of splendor, nor as great a store of charms. The glorious Royal Palms and beautiful flowers lend grace and charm that cannot be reached in any other section of the land. The beauties of Fort Myers are known far and wide, but beauty is not all.

Fort Myers is a rapidly growing commercial and industrial center, with

the wheels of trade humming prosperity. Many new manufacturing plants and mercantile houses have been established during the past twelve months. The city's business growth has been so rapid that a number of store buildings and office structures have been added to extend the commercial section. Hotel buildings have gone up to change the city's skyline and with the greatest building year in its history just closed with a total of nearly \$3,000,000 in permits issued for new construction, Fort Myers is looking to the sun for an even greater year ahead.

Adding to the city's stepping stones to permanent growth, the Seaboard Air Line Railroad on Jan. 7 of this year operated its first passenger train over its new line into this city to form a final link in the cross state service and through Pullman accommodations to all points in the North and West.

## FIRESTONE INDIVIDUALITY

is your biggest asset or 1927.

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

Firestone is the best known name in the rubber industry.

Firestone means Quality.

Firestone means Style.

Firestone means Fit.

### WATCH FIRESTONE

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

## HEROLD-BERTSCH SHOE COMPANY

Distributors for Michigan

Grand Rapids, Michigan

# Michigan Shoe Dealers

## Mutual Fire Insurance Company

### LANSING, MICHIGAN

## PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy.-Treas.

LANSING, MICH.

P. O. Box 549



With the completion of the Seaboard's line Fort Myers was designated as a two-railroad city, the Atlantic Coast Line having been the only railroad operating daily passenger and freight service. Fort Myers is also a designated stop on the Florida Airways corporation's daily passenger and air mail service, while bus lines are operated from this city to all parts of the state on daily schedules.

Then there comes the campaign for a deep water channel in the Caloosahatchee river from Fort Myers to the Gulf of Mexico, which marks one more instance where the city is planning to take advantage of and utilize one of its greatest natural resources in the potential waterway to the sea. Through its active and progressive Chamber of Commerce, and with the expert services of W. W. Fineren, waterway engineer, prospects are looming bright for the dredging of the channel to a depth of 18 or 20 feet at mean low tide, which will provide sufficient water for sea going vessels to dock here, and ultimately develop Fort Myers into one of the most important port cities of the United States by virtue of its location and accessibility.

Another outstanding factor in the city's growth and future possibilities, centers around its highways. Records show that during the 1925-26 season the State Highway department actually counted 648,000 tourist automobiles going into Bradenton and 660,000 going into Miami. They average three people to the car, or 1,944,000 people in Bradenton and 1,980,000 in Miami.

With the completion of the Tamiami Trail, which passes directly through Fort Myers, it can be safely assumed that between 600,000 and 700,000 tourist automobiles will spend the night in this city, bringing not less than 2,000,000 persons here annually.

Then there is the new cross-state highway, the Fort Myers-Palm Beach Boulevard, making an almost direct

line route from this city to the East coast of Florida by way of Clewiston and around the South side of Lake Cheechobee to Belle Glade and on into West Palm Beach, thereby cutting the mileage from approximately 250 miles to 150 miles. This highway is expected to be completed early this year and it is thought that thousands of automobiles will stop over in Fort Myers as a half way station between the East and West coasts.

It is an undisputable fact that the backbone of any city is revealed by its banking figures. Accurate statistics show bank deposits in Fort Myers to have increased 451.13 per cent. in the past five years. One new bank was opened in the new business section of the city during the year just closed, while the capital of another was doubled and a new and modern home constructed.

Postoffice receipts have also shown a remarkable gain of 147.07 per cent. in five years, while deeds filed for record in Lee county jumped 576.20 per cent. over 1920. The city's growth is further mirrored in the building permit records which reveal an increase in four years of 822.35 per cent. An increase of 244.44 in one year was shown in city paving, while county paving increased 228.57 per cent. in five years.

In carrying out its extensive program of improvements the city of Fort Myers recently sold one-half of its \$1,750,000 municipal bond issue to finance extensions of water, gas and sewer systems, while a part of the county's \$850,000 school bond issue has been turned into cash to build four new and modern school buildings and a teachers home in the city.

The recreational program is also being carried out rapidly. A full time director of recreation has been employed by the city and a \$100,000 pleasure pier and swimming pool are under construction. Tennis and roque

courts, an 18-hole golf course, pleasure parks and municipal playgrounds are included in the year's program.

In addition to its geographic location, its climate, its beauty, its wealth, its progressiveness and its determination Fort Myers is materially assisted in its growth by a back country second to none. With a soil rich of quality and hailed as the most productive in the state, the agricultural possibilities in the country surrounding the "City of Palms are both bright and unlimited.

Thousands of acres of rich farm land in Lee county are being developed and cultivated and Fort Myers is destined to become one of the great agricultural centers of the Southwest portion of the state. Fort Myers is, therefore, capable of raising more than one crop, for it has been given credit for producing a great "tourist crop." It must not be forgotten that its soil is one of its greatest natural assets and farmers now taking advantage of the land are reaping handsome profits each season.

Fort Myers is destined to be a great and powerful city. It will soon stand erect with its head towering high, its buildings forming a picturesque skyline, its spreading palms of more than 100 varieties still flourishing, its beautiful homes going up rapidly and its people happy and prosperous, to mark a just reward for their successful efforts in boosting, working and building.

S. O. Godman.

#### In New York.

Friendly German (to waiter)—"Wie gehts?"

Waiter—"One order of wheat cakes."

German—"Nein, nein!"

Waiter—"Nine? Boy, you sure are hungry!"

The worst rent dodger of the business world is the empty show window.

#### Report of His Death is Slightly Exaggerated.

Colorado Springs, Colo., Jan. 29—It would seem that the Michigan Tradesman is determined to consign me to the ranks of the dear departed, for at the time of the transfer of the Judson Grocer Co. to Lee & Cadv. your good paper informed the public that I, with John Shields, Charlie Olney and others, had passed on to my reward, and then again in the issue of Dec. 15, 1926, a star appeared opposite my name in the list of the old-time traveling men prepared by Geo. McKay, indicating that I had passed on. This should have been my good old brother, Sam, who left me thirteen years ago the 22d of last December.

Of course, I realize that it is an error, but this announcement, as Mark Twain said, is a little premature, for I am still here and still alive. As evidence of that, I am mailing you under separate cover our company's monthly Dynamo. You will note by this, in spite of the fact that I am no longer on this earth, I produced \$344,000 worth of life business personally in 1926. My agency produced a million. This amount placed me in sixth place in personal production in the United States. Of course, the men who led me were much older men and have much better territory. I will be 67 April 25 and it has been predicted by some that after a few more years of experience and matured age, I will be a real insurance man.

I assure you that I enjoy your paper. The same is true of old Marshall Moore, who used to run a grocery store in Lamont and who now resides here. He certainly does enjoy the Tradesman which I pass on to him every week. James A. Morrison.

Study your successes to insure repetition. Study your faults to avoid repetition.

# Especially NOW! Sell Tips

Full color pages in the leading women's magazines are telling the story of canned asparagus to your customers. Its delicacy, its convenience, its economy, are being illustrated in tempting ways to more than 11½ million readers—representing nearly half the families of the country.

Right now, these color messages urge the housewife to put the freshness of spring into her winter menus by serving asparagus tips.

This is your opportunity. Clip the asparagus pages from the magazine and paste them in your window. Display and talk tips to your customers. Make this advertising produce extra business for your store!

CANNERS LEAGUE OF CALIFORNIA  
Asparagus Section

# CALIFORNIA CANNED Asparagus

The World's Most Popular Salad and Vegetable Delicacy

## FINANCIAL

### Review of Business Conditions in Michigan.

Steadiness prevailed in trade and industry during the opening month of the year. A number of business leaders are inclined to be more optimistic than they were a month ago in their statements and expectations regarding the general business outlook. Moreover, the general public is beginning to realize that it is not necessary to continually establish new high records in commerce and industry in order to have genuine prosperity. There is a strong feeling that a steady increase will take place in the volume of business from week to week with a decided quickening two or three months hence.

Car loadings, one of the most accurate gauges of the condition of business, for the first two weeks in January showed nice increases over the corresponding weeks in 1925 and 1926. It is reassuring to learn that the Nation's credit losses of all kinds for 1926 were \$100,000,000 less than those for 1925. Unfilled steel orders recently reached the highest total since last April. In general, corporate earnings are satisfactory and inventories light. Employment generally continues good. The railroads, according to information now available, will probably spend \$900,000,000 during the current year for new equipment and additions and improvements to their properties. Within the borders of our own State many millions will be spent for public improvements. A bill appropriating \$5,000,000 for improvement work on channels of the St. Mary's River has been passed by the United States Senate. The Michigan Bell Telephone Co. has indicated its intentions to expend \$28,000,000 in plant expansion and improvements during 1927.

Less favorable factors include a slowing down in building construction in some parts of the country, reduced automobile output and lessened purchasing power of agricultural districts, estimated to be 10 per cent. under a year ago. Furthermore, on March 31 the Jacksonville agreement fixing wages for union miners of bituminous coal expires. In the opinion of some observers it will be difficult to avoid a strike of the miners in April. The Mexican situation might turn out more seriously than current reports indicate.

Michigan's industries, with the exception of automobile factories, are operating at or close to normal. Numerous factories report a good volume of orders on hand. A strong note of optimism is sounded over the outlook for increasing activity from now. Automotive manufacturers are well pleased with the interest shown in the New York, Detroit and Chicago shows, and are arranging production schedules on a gradually increasing scale, although under that of a year ago. From many quarters the opinion is voiced that the saturation point in motor production has at last been reached. Those who hold this view should bear in mind that our population is increasing at the rate of two million a year, that the surface of the export field is practical-

ly unscratched and that the desire on the part of the average family to own at least two cars is growing rapidly. Automotive leaders predict that the year's output will amount to at least 4,000,000 cars and trucks. Lower prices were announced by several companies during January, but leading executives within the industry are of the opinion that in view of the present close margin of profit, further reductions are inadvisable. Used cars continue to be one of the industry's chief problems.

Labor is fairly well employed throughout the State. Detroit's employment figures showed a large increase, following inventory taking and have been gaining steadily each week since. They now slightly exceed the figures for the corresponding period in 1925. If the same trend is followed as in 1925 a sudden upward swing will take place early in March.

Building construction in this State promises to be in good volume during the first half of 1927 at least. In practically all the larger cities the volume of contemplated construction is as large as it was a year ago. An extensive program, both residential and commercial, is reported for Detroit, Pontiac, Flint, Ann Arbor and other cities. Building and engineering contracts in the Lower Peninsula for 1926 exceeded \$349,000,000, an increase of 36 per cent. over those for 1925.

Commodity prices for the week ending Jan. 22 turned slightly upward, but a week previous, on the basis of 100 as the average of 1913, stood at 145.1, the lowest since the early Autumn of 1924. A marked upward turn of prices is regarded unlikely for the present, since there is an adequate supply of raw materials and manufactured goods.

Our correspondents report money in good supply except in a few localities. The demand is from good to heavy. Continued easy money except in rural sections, is predicted. The long trend is apparently towards lower rates.

Trade, both wholesale and retail, although quiet in certain lines and certain communities, is generally good. Retailers are optimistic over the prospects for spring business. Purchases are still limited, for the most part, to spot requirements. Lower commodity prices should be reflected soon in retail prices. Sales of jewelry and clothing stores selling goods on the installment basis are quite poor. Credits are being scrutinized carefully. Both retailers and wholesalers report collections fair to good.

Wayne W. Putnam,  
Director Public Relations, Union Trust Co., Detroit.

### Last Royal Prerogative.

The New York World's Rome bureau reports that when the King of Italy was signing some state papers, he dropped his handkerchief. Mussolini picked it up and said, "I trust Your Majesty will allow me to keep this as a souvenir."

"I fear not," answered the king. "It is the one thing left which you let me put my nose into."

Note the first three letters of artisan.

We invite you to  
consult us

We stand ready and willing at all times to render advise and assistance an all matters of finance.

Bear in mind that the same effort to render complete and whole hearted service will be exerted to depositors and others as well.

Feel free to consult us on any and all matters of finance.

## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

## WE BUY AND SELL

MUNICIPAL

REAL ESTATE

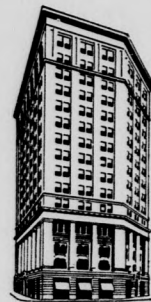
INDUSTRIAL and

PUBLIC UTILITIES BONDS

## Michigan Bond & Investment Co.

10th Floor Grand Rapids National Bank Building

Phone 94205



"The Bank on the Square"

## GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

## ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

## Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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



### New Financing For January Will Set Peak.

A veritable rush of new capital issues this month makes it now a certainty that January will go down in the record as a new peak month in the volume of bonds offered to the public. Already the total has reached \$581,000,000, which is more than for any other individual month, and, with several days yet to go, January bond flotations may reach or exceed the \$600,000,000 goal now set by not a few dealers when called upon to give a possible mark for the month. In addition to the record volume of bonds already sold this month no less than \$95,000,000 in stock also has been marketed so that the total of the new capital issues, offered up to the close of business to-day, equals \$676,000,000.

That the volume of new bond flotations and possibly, for that matter, the volume of new capital issues should this month set a fresh high mark is no accidental occurrence. January ordinarily is looked upon as a favorable month in which to sell new securities for the reason that the flow of reinvestment funds at that season of the year usually is heaviest. Other things being equal both the banker and the borrower will pick the most favorable time to ask the investor for money. But the temptations to choose January must have been especially strong this year for two very good reasons: namely (1) money in search of employment is plentiful and (2) interest has switched in a degree from the stock to the bond market.

How volume of new capital issues has grown since the war may be seen by a return to the nearest pre-war month appropriate for comparison, January, 1924, when, it will be illuminating to note, the total of such offerings equaled only \$130,000,000 or 19 per cent. of what already has been marketed in January, 1927. Thus, while it is true that, except for the ease in money and the diversion temporarily at least of interest from the speculative to the investment markets, the present tide of flotations would not be so large as indicated, it also must be plain that the expansion which has followed the introduction of the average American to bonds is permanent. Not only has industry begun to finance a larger proportion of its growth through funds from a vast army of small investors but foreign borrowers in increasing numbers have turned to this country for money.

No small proportion of the new financing has been instigated by the public utility industry which in the days before the war had, by present standards, scarcely begun to grow. Here is an industry that in the size of its capitalization now towers high above most others in the country, despite its youth, and that in time promises to surpass that even of the railroads. So enormous is the demand for new securities from industries such as this one in the bloom of life and from new borrowers abroad that financial prophets have been constantly upset in their estimates on future financing. Late in 1926 it did not seem likely that the January offerings would for example, run so high as now ap-

pears certain. Believing that general business was preparing for contraction rather than further expansion these prophets thought the demand for new money would fall but they had not, it now is plain, reckoned on the new channels soon to be opened up.

Paul Willard Garrett.

[Copyrighted, 1927.]

### Investment Value of Oil Securities Should Improve.

That the oil companies, as a group, enjoyed a prosperous year in 1926 is an accepted fact in trade circles. Some authorities even go so far as to predict that annual reports, now being compiled, will show better financial returns than for any similar period in the last five years.

Those familiar with the oil business say the big problem in recent years has been to keep production within control. This problem, it is believed, has gradually been worked out, and the opinion is expressed that from now on greater stability may be expected than ever before.

Authentic figures of the amount of oil and oil products placed in storage each year are cited as proof of this contention. These figures show that in 1920 30,000,000 barrels were placed in storage and that by 1922 the total had reached a peak of 100,000,000 barrels. Each year after that there was a decline until 1925, when only 15,000,000 barrels were stored. The latest figures available indicate that last year output and consumption were about equal.

It is not to be inferred that the situation was cleared up wholly by withholding production. As a matter of fact, production continued to increase at a pace which at times became alarming, but at the same time the consumption gain was almost phenomenal.

The point has now been reached, in the opinion of some authorities, when the industry will be called upon to extend itself to its full capacity to meet current consumption demands. A few even go so far as to predict an actual shortage within the next few years unless new producing fields are discovered.

Such a view was expressed in a recent study of the industry by Jackson, Boesel & Co. They pointed out in this study that about 1,000,000 barrels of the 2,400,000 daily crude production at the present time are obtained from 11,000 flush wells and that the remaining 1,400,000 barrels are obtained from 299,000 non-flush wells and add that the flush well production is subject to rapid shrinkage.

What the industry needs primarily is a stable output, which will come as near as possible to meeting current consumption demands. Such a condition would add materially to the investment value of securities of companies engaged in that business. Generally speaking, the producing companies are hurt by overproduction, while underproduction is apt to have a similar effect on the refining concerns.

Ralph Hendershot.

[Copyrighted, 1927.]

Baldness is said to be increasing among civilized people, particularly those living in cities.

**\$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

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

### VANDERSALL & COMPANY

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

## THE OLD NATIONAL BANK

Don't ever hesitate to bring your financial problems to the Old National. You'll learn that a good banker can be the friendliest, most helpful man on earth!

*A Bank for Everybody*

MONROE AT PEARL

NO BRANCHES

### Investment Securities

## E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
 Michigan Trust Building, Grand Rapids

Boston  
 Denver

New York  
 San Francisco

Chicago  
 Los Angeles

## Kent State Bank

"The Home for Savings"

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

*Banking by Mail Made Easy.*



## WHAT THE DUB THINKS

### The Boss.

We frequently hear the expression, "Everybody loves a fat man," but who ever heard of anyone loving a fat boss or a lean one for that matter? The fact is, most everyone has it in for the boss.

Did it ever occur to you that about everybody has a boss, including the boss himself? Even the President of the United States has several. He not only has Borah, but all of Congress, and a lot more, including the farmer, telling him where to head in. No man is so big that he doesn't have a boss, especially if he is married.

Being a boss is not the most fascinating job on earth, but we have to have them. Many times he is not a boss from choice. Someone had to do it, and he just happened to be "George." Have you ever stopped to consider that nothing could be accomplished without a boss? When the boss stops, everything stops—the whole works are gummed up without a boss.

Most of us have to have a boss. We can't even boss ourselves, to say nothing of someone else. Kings have said, "The people don't know enough to govern themselves," and I agree with them up to seventy per cent. The other thirty per cent. not only boss these, but run all over them.

Writers, musicians and all these people called temperamental have to have a boss, or you may say a manager. Did you ever hear of a prize fighter who didn't have a boss? We have known people endowed with brilliant minds, with assets they could not capitalize. Without a boss, they would starve to death.

There are all kinds of bosses, including the political boss, the most non-essential polecat in all bossdom. Some bosses are never satisfied with anybody or anything, and their only idea of a day's work is "more." Like an old timer I recall who, after his gang had literally torn their clothes in an endeavor to produce a proposition in a week, that should have taken four, he would cheer them up with, "Well, boys, we sure did a pretty good job, but I believe we can beat it next time." Hot dog.

Of all the bosses deliver us from what a celebrated cartoonist calls the "deer peepul." That's the boss that takes the hair off the top of your boss. But, anyhow, the boss is the boss, and when you find one whose idea of a living wage don't match up with yours, don't tell him where to "head in at" or where to go to. He probably knows a lot of better places than you can refer him. Just slip out quietly and quote your figures to some other boss, and if you can make the sale, leave like a gentleman, and it may sometime result in a better understanding between you and your old boss, when he finds out he can't run the business without you.

Every boss has his failings, but it isn't up to you or anyone else to tell him about them. He knows, and probably feels, bad enough about it. If

you are wise, which I doubt, you will profit by his shortcomings, should you ever get to be a boss. Don't give the boss long talks or tell him any funny stories. Just assume he has heard them all. And above all things, avoid springing any gags on him. His wife may have sprung one that morning which upset his sense of humor—just your luck. If the boss listened to all the gang thought, he would eventually land in an institution, under observation. He generally has a few thinks of his own which he is trying to put across to see if they are a success, and he is hiring you to help him put them over—not to tell him what you think or that his thinks will not work.

The one who clutters up the boss' desk generally knows what he is trying to do. He is not there on account of his pull, his clothes or his looks, but because his boss considers him just about the best bet for that job, and if he isn't well, leave it to him. Oh, yes, we have heard about the old man occasionally trying out a son-in-law or some other lame duck in the family he has to support, but they seldom last. Only the real honest-to-God boss sticks.

The boss cannot always say "thank you" and, above all things, he has no time to argue. It is better to do as the boss says, even though you know he is wrong. If he is one of these bosses who knows it all, don't attempt to disillusion him. He is probably young and the big "swat" will come later. Remember that old one, "Pride goeth before a fall?" No matter what he does, he is your boss, right or wrong.

Occasionally someone complains that the boss swears. Well, we carry no brief for the swearing boss, but it is a ten to one shot that the complaineer never bossed a railroad section gang, put a tunnel through a mountain, or took a square rigger around the Horn. More likely his mother-in-law tells him where to head in.

Always we find the gink inflated with humor, who delights in showing up the boss. By all means, lay off that. If you have a boss who can be shown up, he needs your assistance more than your ego. Whatever you do, try to make the boss a success, if you can't be one yourself. If you do ever expect to be a boss, keep your eye on the boss. You may say, "What's the use—we can't all be bosses." I agree with you—darned few of you will be bosses—perhaps one in one hundred. On the other hand, if you cannot be a boss you are all the more dependent on a boss. So better pick a good one soon as possible and make his job as light as possible, for the sake of your own bread basket.

Can you imagine anything more pitiable on a freezing winter day than a big strong, able bodied man, perhaps with a family, or a poor half starved woman, walking from place to place looking for a boss to give them a job and tell them what to do? If you can't, you are in a position to appreciate the boss, who isn't a boss at all after he gets home. The Dub.

**STRENGTH**

**ECONOMY**

# THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL  
FIRE INSURANCE COMPANY  
AND ASSOCIATED COMPANIES**



**Combined Assets of Group**

**\$33,389,609.28**

*20% to 40% Savings Made Since Organization*

**FIRE INSURANCE—ALL BRANCHES**

**Tornado—Automobile—Plate Glass**

## Adequate Life Insurance Signifies Thrift and Foresight

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

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

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

We recommend but do not sell life insurance.

**GRAND RAPIDS TRUST COMPANY**

**GRAND RAPIDS, MICHIGAN**



**Prevention Slogans.**

A very successful Fire Prevention Slogan campaign was conducted during Fire Prevention Week by Deputy State Fire Marshal G. K. Monroe, of Sidney, Ohio, over his district. The scheme was promoted locally by various civic organizations, such as chambers of commerce, merchants' associations and boy scouts. Scores of original slogans were submitted by teachers, classes, janitors, caretakers, professional men, merchants, hotels, restaurants, manufacturers and members of civic organizations.

By courtesy of the local papers in each town a different list of the slogans was published each day, to the end that the whole community became interested in Fire Prevention. Some of the slogans submitted were as follows:

- "One man's fire may bankrupt fifty."
- "Prevention is a stitch in time that saves 9999."
- "Say it with safety—and save the flowers."
- "Fire sweeps where carelessness creeps."
- "Patriotic people practice fire prevention."
- "What fire destroys, never returns."
- "Fire is a menace—kill it with care."
- "Prevent fires by watching yours."
- "Watch the sparks—they are the children of destruction."
- "Fire—faithful friend fearful foe."
- "Fire prevention is self protection."
- "Protect your open stove or grate, and avoid almost certain disaster."
- "Better a dollar spent in fire prevention than dollars lost for lack of it."
- "Common sense saves burnt dollars."
- "Guarded lights mean guarded lives."
- "Prevent fire by firing carelessness."
- "Don't blame the match, you should have used your head."
- "Why work and save to burn?"
- "A match may be down, but not out."
- "Has a match a brighter head than yours?"
- "Fire feeds on careless deeds."
- "There must be no pacifists in the war against fire."
- "Check your fire, save your checks."
- "Do not use water on a gasoline or kerosene fire."

**Making a Local Fight on Incendiarism**

Both at the convention of fire chiefs in New Orleans and at the convention of fire marshals in Memphis, more than ordinary attention was given to the subject of municipal activities in curbing incendiary fires. Both the fire marshals and the fire chiefs agreed that no startling reduction can be made in the fire loss in any community without giving special attention to the incendiary. Until recently, municipalities have not given specialized attention to the arson problem. Within the last two or three years, however, cities in various parts of the country have been organizing special arson squads. These squads, usually picked from the police department, are called at once to every fire where there is the slightest suspicion of incendiarism. The premises are carefully noted. Available evidence is gathered. Photographs of material indicating or proving incen-

diarism are taken. Careful observation of those watching the fire or hanging about the place where the fire occurred oftentimes yields surprising results.

Not only are cities recognizing the arson problem as a local problem which can be dealt with successfully by special investigating officers, but fire chiefs are finding that a little preliminary investigation of certain risks will disclose over-insurance likely to cause a fire. Special watch on such properties and appeals to insurance companies carrying the insurance have frequently prevented fires which were undoubtedly scheduled to occur. Fire chiefs who assert themselves vigorously in seeking co-operation of the insurance companies and the best type of insurance agents are finding that the prevention results are surprising.

Here are two important conclusions: That no local municipal effort toward reduction of fire losses is complete without direct attack on the problem of the incendiary fire; that startling reductions in the fire loss are most likely to be obtained by emphasizing the prevention of incendiary fires.—Fire Protection.

**Cause of Spontaneous Combustion.**

Spontaneous combustion is the internal development of heat to the point of ignition, caused by the chemical of its own constituents when brought into contact with oxygen. This condition is brought about by such substances as cotton or fabrics soaked with oil. In this condition the combustible material and a supporter of combustion, oxygen, is present. If the air could be excluded, there would be no oxidation, and if the air be free to all parts of the substance, the heat generated would be dissipated so that the temperature would not rise to the kindling temperature of the products. But if the condition is midway between these two, the heat then generated by the localized rapid combustion, will communicate itself to the adjacent portions of the inflammable mass and thus cause spontaneous combustion.

The processes and conditions which may incite to spontaneous combustion or ignition are as follows:

1. Moisture.
2. Bacterial activity.
3. Germination.

The above includes agricultural products, fodder and manures.

4. Contained fat or oil, which includes organic substances, fibers, colors (paint), clothing.

5. Absorption of moisture, which takes in quicklime, potassium, sodium and carbides.

**Ever.**

In the endless round of life  
Happenings are so  
They establish with their strife  
Laws—which clearly show  
Elephant and bumble bee  
Proving this philosophy.

If it be that Nature lives  
Through the blade of grass  
Or the bloom which honey gives  
At her breast—Alas!  
How this truth ten multiples:  
Life is Law—and neither dies.

If it be that grass survives,  
Though a withered thing,  
How much more do human lives  
With their conjuring;  
For deny it as we may  
Men live on—in Wisdom's way.  
Charles A. Heath.

**Affiliated with  
THE MICHIGAN RETAIL DRY GOODS ASSOCIATION**

An Association of Leading Merchants in the State

**THE GRAND RAPIDS MERCHANTS MUTUAL  
FIRE INSURANCE COMPANY**

320 Houseman Bldg.

Grand Rapids, Mich.

**Merchants Life Insurance Company**



**WILLIAM A. WATTS**  
President

**RANSOM E. OLDS**  
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

**OUR FIRE INSURANCE  
POLICIES ARE CONCURRENT**

with any standard stock policies that  
you are buying

The Net Cost is **30% Less**

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

**WILLIAM N. SENF, SECRETARY-TREASURER**

**SAFETY SAVING SERVICE  
CLASS MUTUAL INSURANCE AGENCY**

*"The Agency of Personal Service"*

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

**NEW LOCATION**

305-306 Murray Bldg.

**GRAND RAPIDS,**

**MICHIGAN**

## INCREASING MEAT SALES.

### Several Ways This Condition Can Be Accomplished.

"Sell more meats and groceries to more people." This thought is as old as the existence of man.

And man is still trying to exist.

Food manufacturers of all kinds are making a great play for the American stomach. The American stomach will hold only so much—even though vests come in large sizes.

In the good old days, when men were men, and women were housekeepers, it used to be that meat was meat, bread was bread and eggs were eggs. All of these three food commodities were sold on the basis of price and appetite appeal.

Nowadays they are sold on the basis of their food value. Pick up a magazine and see the advertisements. No longer is it: "Raisins are delicious." The new slogan is: "Have you had your iron to-day?"

Other advertisements which keeps the optics wide-eyed are all kinds of breakfast cereals advertised as health foods. Dairy products and fish and bread are advertised as health foods. Even catsup, carbonated waters and what-not are appealing to your stomach and pocketbook on the basis of their healthfulness.

Now, what is the picture we have before us?

It is none other than that the meat industry has to compete with scores of other food manufacturers to secure cargo space in the human stomach. Manufacturers to-day are selling their food products solely on the basis of their respective health appeals. Let us see how this works out in real life. Let a doctor tell a patient that he can't eat this or he can't touch that and what happens?

The bozo not only doesn't eat that which the M. D. mentions, but he goes around beefing about it to his friends and relatives. Unfortunately, many of his friends and relatives believe what he says, and they, too, lay off. Word of mouth advertising, if unfavorable, is worse than a plague. It spreads worse than a blanket.

So, then, dealers selling meats should climb aboard the bandwagon and toot the virtues and health-giving qualities of meat products from the housetops. Instead of selling a nice round steak, he should be selling so much good health. Don't let food faddists, quack physicians and vegetarian extremists tell you that meat is harmful.

Men and women want to be healthy. Health makes for a strong body and an alert mind. With both of these assets a person is bound to succeed.

To get back to the gentlemen who sell meats over the counter, I wonder if all of you appreciate the significance of being a retailer of food products. Without the grocery store and the meat market the public would, indeed, have a difficult time trying to exist. Can you name another industry as necessary as the food industry? If necessary, we could get along without shoes; we could get along without clothes. In fact, many flappers are already trying that out; but we cannot

get along without food. The corner grocery store and the meat market supply the daily sustenance for us to continue to live. We can trot around the corner and buy beef from Texas steers and a roast of pork from hogs raised in Iowa. You can buy prepared cereals from grain raised in Ohio. But what if you had to go yourself to Texas or to Iowa or to Ohio for your beef steak, your pork roast or your breakfast food? The general scheme of food distribution has been so well worked out that the big consuming centers East of the Mississippi River are regularly supplied with sufficient quantities of foods from the big producing centers West of the Mississippi River. There are 122,000 meat markets alone which see to it that the workingman and the housewife has his and her daily meals.

We can well understand, then that the public cannot do without the grocery store or the meat market. Knowing this has made some retailers careless, while at the same time has convinced other dealers—more energetic and alive to the situation—that there is a good living for them if they merchandise their food products intelligently and satisfactorily to the customer.

In merchandising food products there is one big item to never forget. That is, the customer must be satisfied. No matter whether it is the chain store or the service store, those who make purchases at these respective stores want to leave with the feeling that they are getting value received. Some customers consider value received when they are given service, such as credit and delivery. Others consider value received solely on the basis of low prices.

There is a place in the general scheme of affairs for both types of stores. In a congested section, close to adequate transportation facilities, the cash-and-carry store has more of a chance. Some people don't mind carrying bundles if they are near car lines. The service store appeals to those who do not care to do their own shopping. They prefer to phone their orders and have their goods delivered. They do not shop on the basis of price appeal. Service in good measure is what appeals to this class and they are willing to send their checks at the end of the month.

The chain stores have increased considerably in the last five years; yes, in the last three years. But, just as some people who formerly lived in the "sticks" have moved into the industrial centers, so have many who formerly lived in the cities have moved out into the suburbs, where they either rent or own detached houses. For this latter class, the service store can render a distinct service. The chain or cash-and-carry store will likewise serve those who moved into the industrial centers.

One thing I would like to state right here is that I hold no brief for the chain store, although it would be folly to deny the existence of some of their efficient merchandising methods. Many of the methods and practices of successful chain stores are the outgrowth of the application of efficient

methods used by our most successful and well patronized service stores. Many chain stores fail, but you've got to admit that they overlook very little which makes for better methods of merchandising food products to the great American public.

The independent retail meat dealer has the edge on the independent retail grocer in one respect: Chain stores with meat departments have not been so plentiful as chain grocery stores exclusively. In some cities, however, all chain grocery stores have meat departments. Philadelphia is an example of this. Chicago has seen very few instances of chain grocery stores with meat departments. Cleveland and Detroit are cities where chain meat markets are pretty well entrenched. The perishability of fresh meat products has, no doubt, deterred many chain grocery stores from entering this already well-filled field. The leaders of the National Association of Retail Meat Dealers concede that there are too many retail meat dealers. What is to be done about it, however?

There are two solutions: One is that the inefficient dealer will eventually have to close up because of his own incompetence. The second and more practical solution is to help these independent dealers who are not above accepting suggestions to cut their costs so that they will be better able to compete with the rapidly growing chain store.

When we are confronted with a problem to be solved, we first consider those elements known as resistance to its successful solution. As we ponder over our problem certain factors loom up as certainties. In other words, these factors aren't going to be changed—for the simple reason that we cannot change them.

The old copy books in school taught us that it is futile to beat our heads against a stone wall—we must go around it.

Many of you may feel that the chain store will fold up its tent and steal away. Not so. The chain store is the symbolic stone wall, and rather than butt your heads against it, you must go around it. The chain store is not going out of business. It is here to stay—and in all probability to grow as years pass on.

Our problem is to find a way to compete with it. One obvious way is to try to cut down our operating expenses. How about our buying? Are we giving the proper share of our time to buying as economically as possible? I don't mean acting like a Shylock and demanding our pound of flesh from the packer and offering him money for a half-pound.

But there are many times when we can pick up good buys if certain cuts are dragging on the market. Pass along these bargains to our customers. Let them in on a good thing now and then. If chucks are dragging, feature pot roasts and chuck steaks to our trade. If the packers are long on fresh pork, tell your customers about the appetizing appeal of a roast shoulder of pork or a loin of pork or pork chops.

Get your trade accustomed to bargains, when it is possible for you to offer them, and this will stimulate

their desire to eat meat oftener. Get away from any feeling that you are doing your duty as a dealer if you have the meats only when your trade wants them. Make them want them oftener. This all gets back to selling more meat to more people.

Lots of times it is easier to solve a merchandising problem by finding out what your competitor does best. For instance, in a study of many stores in several large cities it was discovered that efficiency measured by low-cost of operation was found chiefly in the cash-and-carry plan of merchandising. The service store, then, has a tangible clue to the so-called efficiency of the chain cash-and-carry store.

How to reduce operating costs, then, is his lookout. This will seem startling to many service store owners who are of the firm opinion that the chain cash-and-carry store is successful solely because of some of its prices. Here are some other items to consider in reducing expenses: Relatively high wage bill due to unnecessary labor and unremunerative labor service.

The irregular purchases by customers, this requiring extra help to take care of the peak load and leaving the major part of the salesmen's time unremuneratively employed.

High rents due to competitive influence for the locations occupied; too high-priced locations for the type of the trade served; occupancy of a building either owned or rented for which high rents must be charged.

Other factors in conditions making for high operating expense: Unnecessary service for the trade involved.

Too large a fixture investment, resulting in needlessly high depreciation and interest charges.

Lax credit relations, resulting in bad debt losses, slow payments by customers, and dissipation of the proprietor's time in making collections.

Low operating expenses would be to minimize the expense of all things I have just recounted. Wages constitute almost two-thirds of the operating expenses. An unnecessary labor force, or one unremuneratively employed, goes a long way toward explaining the differences, not only between high and low operating expenses, but also between a condition of profit and a condition of loss.

I want to come back to the main theme: Sell more meat and groceries to more people. The first thing is to find out what your trade wants. Keep records that tell you which goods are selling which goods are asked for. Few food dealers turn their stocks fast enough to make all the profit they might. Many have too much capital tied up in stock. Fast stock-turn is one of the secrets of bigger profits. Taking into consideration stores of from one to four men employed, the average turnover is every 3.4 to 4.8 days. The larger the store the more often the stock is turned over.

It is quite obvious a dealer cannot hope to make a quick turnover of his stocks unless he is going to make an effort to sell more. This spells volume with a capital V. The dealer who is

(Continued on page 21)



**Sebring Resident Takes Issue With Hi. Potts.**

Sebring, Fla., Jan. 29—It was with considerable interest and not a little chagrin that I read the article by Hi. Potts in the Michigan Tradesman of Dec. 15 and being a former resident of Detroit, and, like Mr. Potts, now in Sebring, Fla., I am writing to clarify in the minds of the readers of this article certain points which Mr. Potts emphasized.

First, let me state that Mr. Potts is a winter visitor and I am now a permanent resident of Sebring, having been here since the fall of 1925. I have been keenly interested in the study of all phases of the agricultural industry and have made it a point to travel over the greater part of the State of Florida, gathering statistics and noting the results of the various acres under cultivation, and I take exception to the statement Mr. Potts makes that "All that is needed to enjoy the wonderful climate of Florida is a reasonable income from back home and sufficient common sense to be able to handle it judiciously."

There are 59,219 farms in Florida, most of which are operated by owners and the annual total revenue from agriculture, according to figures from Commissioner L. M. Rhodes, of the Department of Agriculture, is \$157,864,523. Simplifying statistics, the ten leading perishable crops in Florida—snap beans, cabbage, celery, cucumbers, green peas, lettuce, potatoes, strawberries, tomatoes and watermelons—yielded an average over a period of five years gross income per acre of \$430.63 and a net return of \$296.78 per acre. Our fruit and vegetables are marketed in the winter and early spring when demand is keen and prices are good. According to the State Marketing Commissioner, there are 20,000,000 acres available and suitable to agricultural purposes and only 2,022,284 acres in use. While Florida farm acreage has increased 300 per cent. in the last fifty years, this State could increase its fruit and vegetable production 2,000 per cent.

Confining ourselves to our immediate county, Highlands, so recently carved out from the old DeSoto county the agricultural industry is steadily on the increase and received a marked impetus when the first county agent, Louis H. Alsmeyer, took office, as evidenced by the first annual county fair held Jan. 11 to 15. I am enclosing a photograph or two, showing some of the truck crops shown at this fair, the pictures being taken on Dec. 16. The farmers who raise these crops do not have a "reasonable income from home," nor did they come to Florida with much of a bank roll, but they are making a good living. The celebrated Bryant farm, eight miles from Sebring, has over the past four years yielded a gross income of \$4,800 per acre per year from each of five acres of leaf mold soil, with rotating crops. This is an unusual income, but shows what can be done with intensive farming on certain types of soil. Citrus grows best in sandy soil, and from one of our grove owner's personal experience with his 300 acres, his net income is a minimum return of \$200 to \$400 per acre for seven-year-old trees. Ninety per cent. of the products in this county are citrus.

Rex Beach's farm is in close proximity to the Bryant farm, and while at present he is experimenting to demonstrate how many varieties of truck can be grown on his soil by a clever Japanese truck grower, and the possibilities in bulb raising, he is also settling many poultry farmers on a portion of his 265 acres and it will not be long before his investment will prove that he can obtain "royalties" from his agricultural pursuits, as well as from his books.

As Southbridge has so aptly termed it, Florida is truly "in the making,"

and if you are a "maker" you will not have to look far afield to find work with its reward. On the other hand, if you are a visitor, it is a fine thing to "have something coming from back home."

When you come to Florida, come to see me at my Orange Blossom Poultry farm, which is also in the making.

Paul A. Van der Schouw.

**Florida Frost a Smashing Disaster.**

De Land, Florida, Jan. 24—The reason for delaying a reply to your query concerning conditions was the uncertainty of the situation and I can only voice a personal opinion now with hesitancy. It looks as if the citrus crop was practically wiped out, except where artificial heat protection could be given, and in many places the trees are materially injured. This is true even in what was considered the safety zone along the backbone of the State. I rank the Florida disasters measured

in dollars—hurricane, bad; Freeze, worse; speculation, still worse. Recovery from hurricane will be rapid; from frost, two or three years; from the landslide, many, many years. The worst in the last condition may not be reached in two or three years, because immense areas platted will have to shift back to acreage. In the meantime taxes will accumulate, investors will hesitate to take tax titles and the State will have to shoulder the burden of delinquent tax lands and a serious condition will gradually develop. The rapidity of recuperation, however, may be surprising for the climatic conditions are so attractive to tourists that they will continue to come. Living expenses will, without question, be reduced—rents are already rapidly dropping. My faith in the future of the State is not diminished, but the investors in lands will get tired waiting for the return to normalcy—and this will throw great quantities on the

market at almost "any old price." Mr. Simonds has visited the region North of Tampa—at Perry and Homosassa—and gives encouraging reports of the prospects of this new gateway to the Gulf cities. Tom Brown reports to me that the citrus and market garden industries tributary to St. Petersburg are in a smashing disaster.

Charles W. Garfield.

**Between Towns.**

A man and a woman stopped the bus in Stevens Point, Wis., in front of the courthouse:

"There's one building," remarked a fellow-traveler, "when people get off at, it means trouble."

"Oh, I don't know," said another, "maybe they are going to get a marriage license."

"That's what I said."

*Only as our candies excel for the price asked do we hope to obtain your interest and merit your continued patronage*

**A. R. WALKER CANDY CORPORATION**  
Owosso, Michigan



## DRY GOODS

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

### Grand Rapids Mutual Adds Three New Directors.

Lansing, Feb. 1—The Grand Rapids Merchants Mutual Fire Insurance Company and the Michigan Retail Dry Goods Association have been affiliated and working together now for seven or eight years. When we first commenced with the company there was less than \$3,000,000 of insurance in force and by action of our Board of Directors quite a portion of that was canceled, as many of the risks were hazardous.

The President, John N. Trompen, and Secretary, John DeHoog, have shown a loyalty and intelligence in insurance matters which have been very gratifying. The company now has \$7,000,000 of business in force, while through the Grand Rapids office during the past year \$634,100 worth of business was placed with other companies, on which the company receives the regular agency commission.

The address of President Trompen brought forth the fact that during the past five years the company has paid gross losses amounting to \$179,594. The company has also paid to policy holders through dividends over \$75,000. There has been an increase in total assets during the past year and a very substantial sum added to surplus.

The losses for the past year have been heavy, but the reinsuring has been done by the Secretary of the company in such a way that the net losses to our company have not been burdensome. Besides the President and Vice-President, the company has had six directors.

Owing to the distance necessary to be traveled by directors residing in remote parts of the State, it was thought advisable to increase the number of directors from six to nine. Notice of this intention was given with the notice of the annual meeting.

The directors were elected by ballot, the result being that Secretary-Treasurer John DeHoog, of Grand Rapids; Associate Secretary J. E. Hammond, of Lansing, and C. A. Mills, of Mills & Healey, of Grand Rapids, were chosen. By the above method it was thought that a quorum can easily be present at each meeting without making it necessary at all times for those residing in distant parts of the State to take their time and incur expense of traveling.

After the close of the annual meeting, which included the election of officers, the board of directors had a meeting in which matters for the good of the company were discussed. The board felt that the work of our President was not sufficiently appreciated. For ten years or more Mr. Trompen has received \$150 annually for his services. The motion was made to double his salary, but Mr. Trompen protested. After discussion, it was decided that Mr. Trompen's salary be raised to \$250 per year.

After discussion it was decided that the dividend of 30 per cent. be allowed on policies for the ensuing year. The question arose as to whether the company should take insurance on good dwellings. The office reported that dwellings are much more desirable than formerly, due principally to improved roof constructions and the fact that the public has awakened to the increased value of buildings. The board members present expressed themselves in favor of good residence property and instructed the office to get the opinion of Board members not

present at this meeting. The board as now constituted is as follows:

President—J. N. Trompen, Grand Rapids.

Vice-President—C. P. Lillie, Coopersville.

Secretary-Treasurer—John DeHoog, Grand Rapids.

Associate Secretary—Jason E. Hammond, Lansing.

Directors—V. O. Jones, Kalamazoo; F. E. Mills, Lansing; Anthony Klaassen, Grand Rapids; D. M. Christian, Owosso; J. B. Sperry, Port Huron; John Vanden Berg, Grand Rapids; C. A. Mills, Grand Rapids.

The National Retail Dry Goods Association has recently formulated a plan which, if taken advantage of by the dry goods and clothing trade, will be productive of much benefit not only to the merchants themselves but to their customers.

Textile fabrics, for example, if they do not measure up to the consumers' requirements for color fastness, cleanability, etc., frequently produce much bad feelings and often expense and friction of adjustment and replacement.

Recently the need of such testing has been brought to the foreground by the dyers and dry cleaners. Customers have been receiving many complaints about textiles which have not cleaned or dyed successfully. The losses sustained by the cleaners in making good on garments which have not stood the cleaning process have been heavy and the National Association of Dyers and Cleaners have made a scientific study of the whole field of textiles through the United States Bureau of Standards.

They have come to the conclusion that they are being blamed for the sins of the manufacturer and the retailer. They are anxious to do something to correct the situation and their ideas have ranged all the way from a plan to make a periodic test of all fabrics in the retail stores to a nationwide advertising campaign to transfer the responsibility from their own shoulders to the manufacturer and the retailer.

They have established a testing laboratory in New York for the convenience of retail buyers. This laboratory will test fabrics for shrinkage, color fastness, serviceability, washing and dry cleaning. It will not be operated for profit. The buyer can send a sample of any material in which he may be interested and in three hours after the sample has been submitted, a report will be ready. This service will cost the retailer \$1 per sample. Heretofore, it has been impossible to have such tests made except to such considerable expense and loss of time.

After the fabric or garment has had the approval of this testing laboratory and later is damaged in dry cleaning, the cleaner will have no alibi, but will be expected to make good to the customer.

From a letter received from Lew Hahn, managing director of the National Retail Dry Goods Association, we quote as follows:

"We believe this is a very progressive step for the cleaning industry to take. It is much more constructive than any other plan they have considered and as the idea grew out of conferences with your representatives in the National Retail Dry Goods Association, the Cleaners Association naturally enough expect us to help them popularize the idea.

"This, we feel we should do because it places a very valuable service at the disposal of our member stores at a price which is quite unheard of for such tests.

"Will you write and tell me what your reaction to the plan is and if you would co-operate with such a laboratory by instructing your buyers to make use of it, so that your store may have the benefit of more informed buying and the assurance of knowing you

are selling your customers something which will be satisfactory?"

"It is planned to start the laboratory working in February, 1927, and if the retailers make sufficient use of it to justify the plan, other laboratories will be established in other important markets."

With the above explanation we would suggest to our members to write to this office for further information or communicate directly with Lew Hahn, 225 W. 34th street, New York City. It is hoped that the dress and cloak manufacturers will carry this matter still further and attach a tag to the garments that they put out, especially those which are made of material that is guaranteed to dry clean.

The manufacturer, both of the material and the dress or garment, will have a great advantage in the market by adopting this tag, as people generally speaking, have had more or less disagreeable and unsatisfactory experience with a great many garments they have bought. By putting a garment on the market that will stand the test will be promoting the sale of the material and also the garment.

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

### Types of Sport Coats.

Outstanding among the sports coats shown in high-grade collections are those of multicolored patterns on light grounds. Silks, woolens, linens and de luxe cottons comprise the range of fabrics now employed in the creation of both topcoats and ensemble jackets, according to a special bulletin issued by the Botany Worsted Mills.

Hand-blocked designs are highly regarded as a decorative medium in these exclusive creations. Equally favored are combinations of woven and printed motifs, or woven, quilted and embroidered details, combined in a usage new to garments designed for practical wear.

"For the most part," the bulletin continues, "the designs in these creations are geometric in form and of greatly varied sizing of motif. Their scope is wide and embraces the revival of Far East themes of museum derivation. Naturalistic and conventionalized florals, small closely spaced rosette and pinwheel allovers and bold, dynamic treatments in modernistic guise are also included in the embroidered and painted developments. Such extremes of decoration are rivaled by hand-drawn work, padded appliques and clipped wool tufts in self-tone or degrade handling.

"The rise of satin crepe is notable as a medium adopted for sports coats of

great distinction. A favored decoration for such models is a white all-over embroidery in wool, or combined wool, silk and metal thread. These luxurious coats are most frequently lined in sheer crepe, or crepe de chine, and bound in the dull reverse crepe. Rayon crepe, swansdown taffeta and crepe faille are additional features included in the silk fabric group of leading houses of design.

"Fine woolens listed in the creation of such extremes of the mode are of very open basket weaves and cloths of similar lacy construction, cashmeres, flannels and soft chevots which employ the combination of rayon and wool. Embroidery of a new type has also been found to be successful upon lightweight supple napped fabrics.

"A fine suede cloth is occasionally used for applique in lieu of leather, although the metal leathers continue to appear in the handling of elaborate decorative themes. Both rattail and soutache braid are revived for the working up of floral, leafage, geometric and human figure borders, sleeve and large areas upon sports and formal town wear coats."

### Luggage Outlook Is Bright.

The outlook for a good spring business in luggage is regarded as very bright. Things have been a little slow in getting started, due, largely, to the delay in getting out the new season's sample lines. This delay is charged to the last-minute holiday rush on the part of retailers, which kept the manufacturers busy turning out seasonable merchandise for about ten days longer than usual. In the new lines there is a marked trend toward fancy grain leathers in gray and other colors. Alligator promises to be one of the favored leathers of the season.

### Low-End Dresses Well Bought.

The dress demand continues active and wholesalers now are steadily increasing the number of styles and production. In addition to high-grade garments buyers are said to be giving increasing attention to lower priced merchandise, particularly flannel and jersey cloth dresses in one and two-piece styles. Enlarged offerings of sheen worsted and twill garments are also being made. Low-end silk dresses have been moving actively right along, especially those of flat crepe and georgette.

## New Spring Merchandise

34 inch Madison Cretonne	- -	15¢ yard
34 inch Harrison Cretonne	- -	12½¢ yard
36 inch Waxwing Percales	- -	16½¢ yard

We have these goods in a wonderful selection of color combinations assuring you of the seasons best patterns.

Write for samples now!

Ask our salesman to show you these!

### Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Michigan



### Knitwear Research.

A program of constructive activity for the coming year has been officially adopted by the National Knitted Outerwear Association, as the outcome of the meetings of its Board of Directors which ended last Friday. The Association, according to announcement, will expand its research work not only to include standardization of sizes, but to solve individual research problems for its members, the field of enquiry being most comprehensive. A complete study will also be made of the packing container situation, with a view of saving money in packing costs as well as in transportation charges. The National Retail Dry Goods Association will co-operate in this work.

The knitwear body will also continue its endeavors to obtain an increase in the size limit of outer containers allowed for freight shipments. Underwear manufacturers are also interested in this project and will co-operate in carrying on the campaign.

Opening dates for seasonal lines will be given attention by the Merchandising Committee of the association and it will render a report at the annual meeting next summer. In addition a special committee has been appointed to devise means to maintain the momentum of popularity for knitted outerwear. Attention will be given to the question of conducting an exposition of knitted outerwear on a large scale.

### Will Show Toy Novelties.

Although most of the new things are being kept under cover, it is said that when toy buyers go into the New York market this month they will find not only a number of brand-new things but new variations of or additions to lines previously offered. Manufacturers and selling agents are "all set" for a big month's business, but many of them would feel a little surer of this were the intentions of important retail buyers more certain. Last year, and to a somewhat lesser extent the year before, most of the business done at the various "fairs" was placed by the jobbers and other bulk buyers. Even where retail orders were placed, confirmations did not come through until considerably later in the year. This put a production strain on the manufacturers that was not easy to meet, and they are strongly hoping that a similar condition will not obtain this year.

### "Fruit of the Loom" Muslin Up.

An advance of half a cent a yard on "Fruit of the Loom" 4-4 bleached muslin, became effective Monday of this week. This makes the next price of the goods 16½ cents, and that figure will cover deliveries during February, March and April. The last previous price on the goods, which was 16 cents, was announced about the middle of November. It was then said to be the lowest price put on them in nine years.

### Will Pay Delivery Charges.

A new policy designed to allow retailers a greater margin of profit on women's silk underwear is announced by a well known company producing this merchandise. This concern will

henceforth prepay all shipments to retailers in any city in the country, the latter stating preference as to shipment by freight, express or parcel post. Thus, the prices quoted by the company's salesmen will represent the exact cost of merchandise laid down at the retailer's store. Officials of the company said the payment of the transportation costs would not be reflected in the price of the goods, but would be absorbed and paid out of the profits of the business.

### Silk Hosiery Sales Gaining.

Direct sellers of the better grades of women's full-fashioned hose tell of a noticeable improvement in the demand for their merchandise. With the end of the retail inventories, which are not far off, the season will get under way in full force. The general trend of the color demand is strongly toward the lighter shades as the season advances, this being in keeping with the trend in women's outer apparel. Another noticeable thing about the demand for these goods is the greater call for lines ranging upward of \$24 a dozen at wholesale. All in all, one of the best seasons for fine hosiery in a long time is looked for.

### Cotton Dresses Well Regarded.

Lines of cotton dresses are being prepared in a comprehensive way and it is expected that the merchandise will meet with a strong spring and summer demand. Retailers from Southern cities have already begun to place orders for the garments and it is predicted that the demand throughout the country will reflect the fruits of the energetic campaign being carried on to inform consumers of the desirability and style value of cotton dresses. Sheer effects are stressed. Linens and voiles are also featured in the summer dress lines and are expected to do well.

### Spiral Bracelets Reordered.

New lines of novelty jewelry are meeting with a favorable reception, following the excellent holiday turnover of this merchandise. Spiral bracelets have sold very well, and reorders are being received from many retailers throughout the country. Pearl necklaces continue their vogue, and the indications are that their popularity will last during the remainder of the spring wholesale season. The long sixty-inch rope of pearls is in most favor with consumers as it may be worn in a number of different ways.

### Good Call For Princess Slips.

Princess slips have been meeting with an active demand, according to wholesalers. Particularly liked are those featuring metallic effects, which are wanted in plain tailored styles or with ruffle trimmings. Slips of radium or crepe de chine are likewise in good call, with buying interest shown in both tailored and lace trimmed models. Early purchasing by the stores stresses higher grade garments, although popular priced merchandise is being ordered in satisfactory volume.

The main trouble with worry is that it leaves so little time for constructive thinking.

## MATURING BONDS



WE ALWAYS ARE IN A POSITION TO suggest reinvestments which will carry on without loss of interest.

It is not necessary for investors' funds to remain idle awaiting reinvestment, as our diversified line of bonds provides a wide range. Among the securities which we offer are bonds which will meet the requirements of every type of investor who includes safety as one of the factors of his investment plan.

Let us go over your holdings with you and submit suggestions which we believe would be of value to you.

### THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

## AUDITS-SYSTEMS-TAX SERVICE

### LAWRENCE SCUDDER & CO.

ACCOUNTANTS AND AUDITORS

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

313 PECK BUILDING, KALAMAZOO, MICHIGAN

452 W. WESTERN AVE., MUSKEGON, MICH.

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

## Fenton Davis & Boyle

Investment Bankers

Chicago  
First National  
Bank Building

GRAND RAPIDS  
Grand Rapids National Bank Building  
Phone 4212

Detroit  
2056 Buhl  
Building

## 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.

### Speeding Up Production in Grocery Store Annex.

Written for the Tradesman.

Some old time wise guy once said, "Language is given us to conceal our thoughts," but that was old-time diplomacy. What I am writing now is different. This is up-to-date and worth while now.

Up under the roof of a large Eastern department store is a concrete, paint-surfaced room which the manager refers to, rather affectionately, as his "laboratory." Taking you up as far as the elevator runs, making you climb stairs to the last floor up, he will say:

"This is the most perfectly standardized portion of our store. Here we make doughnuts—nothing else. This room was designed exclusively for one thing. Here are supplies, ingredients, machinery and tools for the manufacture of doughnuts and that's all. There is not an item nor appliance here not required to make doughnuts, nor one which could be as well utilized for any other purpose. It is located where it belongs, where ventilation is perfect, where the frying odors are carried directly into the air. The man who runs this department has one thing to do—make doughnuts."

Then, pointing at the mixing troughs, the bins, kettles, machin-bracket and hood over the kettles, he will continue:

"When the room was ready I installed these appliances as you see them except that there was only one kettle, and I put a doughnut maker to work. He turned out 200 dozen in eight hours, working alone. I used to come up here frequently and watch him work. It seemed to me that he made a lot of false motions which absorbed much time and energy, militating against efficiency with every motion.

"I installed that second kettle with its equipment, but all I said to him was that it was put there for his convenience. 'Seems to me, John,' I said, 'that sometimes on Saturdays, when demand is heavy, you may find it handy to use this second outfit.' Almost immediately his output jumped to 325 dozen daily and I noticed that he used the two kettles constantly.

"Then I said to him: 'John, I want to make this department the leader of our baking activities. Doughnuts always have been regarded as the tail-ender, the filler-in, but we are going to change that around and make this the most important item in our output. Therefore, I am going to pay you more than I pay anybody else. You will get \$35 a week hereafter instead of \$30. I know we can sell as many doughnuts as you can make.'

"He seemed to be quite tickled and his output jumped next day to 408 dozen. I complimented him warmly on that and added: 'Do you know, I am sure we could sell 500 dozen a day if we could get them?' Next day he put in a little overtime and produced

525 dozen. He was getting the idea in great shape.

"As soon as I saw the figures next morning, I came right up here. He was grinning all over and I grinned back at him. I told him that was the right idea and the right spirit. 'Now,' I said, 'I know we can sell all you can make. We can sell 1000 dozen if you can make them on Saturday. I am going to give you a helper to enable you to turn out capacity here, and if you produce 1000 dozen, I'll give you a \$10 bill for a premium.'

"Next Saturday, having broken in his helper, he turned out 1026 dozen and got his \$10. He has continued ever since on that gait. The only times when he does not produce 1000 dozen or over are when the grocery manager hints to him to go a bit slow because it is unlikely that so many can be sold."

"That shows what can be done by judicious planning and leading by suggestion. Here was an increase of 500 per cent. at the expense of a little equipment and the cost of a helper. We make a net profit of 7 cents per dozen on those doughnuts, which is 23 1/3 per cent. on sales.

"Just think what a gain it is to have one man turn out almost 500 dozen extra at a cost of two cents per dozen for his time. On the original basis of 200 dozen, his time, at \$30 per week, cost us 2 1/2c per dozen. When he got \$35 and turned out 400 dozen, the cost per dozen was only 1 1/2c for his time, it is true; but all other factors were proportionately more. Now he turns out 600, 700 or 800 dozen, as sales warrant, any day, at a cost for his labor of 3/4 cent per dozen. All together, these factors enable us to make the wonderful net profit of 23 1/3 per cent.

"One great trouble with American business," concludes this manager "is lack of standardization. Few employers know where they want to go, and of those few only a small percentage know how to put the thought before their employes in such a way as will make the employes want to carry out the idea."

If you will read back over what I have written about this manager and note the quiet, subtle, unobtrusive progressiveness which characterized his treatment of the doughnut maker, maybe you will get the full force of his closing remarks. It seems to me there is a vast power of suggestiveness about the incident of this "laboratory."

There is another great handicap under which the grocery trade—the individual trade, I mean—labors. That is, that so many grocers enter business experimentally. Having a little money and thinking they see a "fair gamble" in a certain town or location, they rent the place, stock it and fix it up more or less. If things happen to turn out well, all right; if not, they say they are "out of luck" and they wind up and out as best they may.

But the department store man and the chain grocer neither "take a fair gamble," nor depend on any sort of "luck," nor yet do they enter business on any experimental plan. They study the environment, locality, apparent

(Continued on page 31)

# HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

## MASTERPIECES of the Bakers Art



Hekman Biscuit Co.  
Grand Rapids, Mich.

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

Direct carload receivers of  
UNIFRUIT BANANAS  
SUNKIST - FANCY NAVEL ORANGES  
and all Seasonable Fruit and Vegetables

### FLEISCHMANN'S YEAST SIX REASONS FOR SELLING

- (1) It banishes constipation, (2) relieves indigestion, (3) clears the skin—this means better health.
- (4) It turns chance customers into regular buyers, (5) makes healthy customers who buy more groceries, (6) enables a grocer to render a service to his customers—this means better business.

Ask the Fleischmann man.

### FLEISHMANN'S YEAST service

## Don't Say Bread

— Say

# HOLSUM



## MEAT DEALER

### INCREASING MEAT SALES.

(Continued from page 16)

content with a big profit on small volume should be in the very small minority. This type of store will not stimulate much desire for more meat eating.

One profitable factor which is steadily growing each year is the merchandising of ready-to-serve meats. These are the meat loaves, the luncheon specialties, the attractive molds of cooked corned beef, beef and pork combinations in various size casings. There are approximately sixty of these ready-to-serve varieties of meat food products, and they are appealing more and more to the housewife. They are quick to serve on the table, and there is approximately no waste. They are almost 100 per cent. food. They are not only delicious as appetizers, but there is such a varied assortment, that three or four kinds easily can serve as the main meat dish for the meal.

These ready-to-serve meats are so tasty and nutritious that it is quite likely that they will play a great part in developing the consumers' appetites for more meat eating.

It is quite illogical to stress more meat eating unless there can be found a practical reason for it. The practical reason is this: People can eat meat without worry; they can enjoy its wonderful palatability and can benefit from its superior food qualities. Why? Because the building and repairing of tissues is one of the prime functions of any food. High-grade proteins are needed during growth and, later in life, for repair. Meat furnishes these high-grade proteins.

Meat not only has a high percentage of the most complete form of protein known, but also contains other necessary elements, so that when balanced with vegetables, fruits, dairy products and cereals, it assures a good, all-around diet. If varied meats are used—lean, fat, liver, kidney, heart and sweetbreads—then one will have valuable proteins for replacing tissues and taking care of growth requirements; fats for furnishing energy; certain vitamins for control and stimulation, and some of the important mineral salts for various functions. The newer nutritional work of chemists, physicians and dietitians establishes for a meat diet the same high rank that the instinctive judgment of mankind has granted it for countless centuries.

There is one thing I want to mention at this time. The packer salesman is in a position to help the dealer a great deal. The salesman gets around among the retail trade and has the opportunity to see how dealers are merchandising their products. Any new stunts he tells other dealers about are appreciated and put into operation.

Many dealers' organizations are alive to the necessity for stimulating a desire for meat among the public. Probably one of the most practical methods which has been used is the products campaign. Let me trace this through for you: Packers in your

town find beef chucks dragging. They are low in price, yet dealers find the consumers are holding back. The wholesalers and dealers get together and map out a little campaign. The packers agree to help the dealer stimulate his trade to eat pot roasts, chuck steaks, meat pies and beef stews. In fact, any dish which calls for meat from the beef forequarter.

Window streamers are printed, featuring pot roasts and other tasty dishes from the forequarter of beef. These are distributed by packer salesmen, fat and tallow wagon drivers and through the local dealers' organization. The dealers put them in their windows, behind their counters and in other suitable places in their shops where they will be seen by the public. Recipe leaflets, containing several tasty dishes to be had from beef forequarter cuts are printed and distributed to dealers who, in turn, hand them to their customers, or wrap them up in neat bundle which leaves their store.

In the meantime, the editors of the local papers are persuaded to run a short story on the campaign, pointing out the healthfulness of the products which at this time are selling at relatively low-price levels. One of the dealers puts on a radio talk on the economy of preparing dishes from the beef forequarter. The local broadcasting station has civic pride and is willing to do this.

Any time a food faddist whispers in your ear that meat is harmful, you whisper right back and tell him that recent scientific experiments have indicated that a diet which does not contain protein from animal foods would lead to race extinction within a few generations. Now, if you want to do the right thing by your son's grandchildren, keep these facts in mind.

Sell more meats and groceries to more people.

The independent dealer must increase his volume if he expects to compete with the progressive retailer of to-day. If he expects to continue to provide a good living for himself and family and remain in business at the same time, he cannot sit back and merchandise as he did fifteen years ago.

John C. Cutting.

#### 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
<b>Pelts.</b>	
Lambs	50@75
Shearlings	10@25c
<b>Tallow.</b>	
Prime	07
No. 1	07
No. 2	06
<b>Wool.</b>	
Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30
<b>Raccoon.</b>	
No. 1 Large	\$9.00
No. 1 Medium	7.00
No. 1 Small	5.00
<b>Skunk.</b>	
No. 1 Black	\$2.50
No. 1 Short	1.75
Narrow	1.10
Broad	.60
No. Twos at value.	
<b>Red Fox.</b>	
No. 1 Large	\$12.00
No. 1 Medium	10.00
No. 1 Small	8.00



**"THE  
DEPENDABLE  
KIND"**

Made by:  
**National Candy Co., Inc.**

**PUTNAM FACTORY** Grand Rapids, Michigan

**THE TOLEDO PLATE & WINDOW GLASS COMPANY**  
Mirrors—Art Glass—Dresser Tops—Automobile  
and Show Case Glass  
All kinds of Glass for Building Purposes  
501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

**Yellow Kid Bananas**  
all year around

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

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

**The Vinkemulder Company**  
GRAND RAPIDS, MICHIGAN

**DELBERT F. HELMER**  
Importer  
**COFFEE AND TEAS**  
Coffee and peanut roasting for the trade. Phone 66021  
All Work Guaranteed By Over Thirty Years Experience.  
337-39 Summer St., Grand Rapids.

**GRAND RAPIDS PAPER BOX Co.**  
Manufacturers of  
**SET UP and FOLDING PAPER BOXES**  
GRAND RAPIDS MICHIGAN

Always Sell  
**LILY WHITE FLOUR**  
"The Flour the best cooks use."

Also our high quality specialties  
Rowena Yes Ma'am Graham Rowena Pancake Flour  
Rowena Golden G. Meal Rowena Buckwheat Compound  
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.  
**VALLEY CITY MILLING COMPANY**  
Grand Rapids, Michigan

## HARDWARE

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

### Looking Forward To the Spring Paint Trade.

Written for the Tradesman.

A great many hardware dealers devote a portion of the relatively inactive winter months to making preparations for the spring paint campaign.

The spring campaign is a big factor in every year's turnover in the paint department; and it is up to the dealer to make the most of the opportunities it presents. He cannot do so unless he makes adequate preparations in advance. For while a certain proportion of paint business will undoubtedly come to him, the lion's share of the business will fall to the lot of those dealers who go out after the business aggressively.

It must never be forgotten that paint business required in 99 cases out of 100 a preliminary process of paint education. This is true in all departments of the paint trade.

In interior paint specialties, though the individual sales may be in comparatively small amounts, the average individual does not realize the possibilities, or the improvement which a comparatively small expenditure will make to floors, walls and furniture. He has, accordingly, to be educated in regard to the possibilities.

On the other hand, while the public has a clearer comprehension of the need and the desirability of exterior painting, the expenditure involved in the average job is large; and the average individual will deliberate a long time before he undertakes any large expenditure. So again a process of paint education is necessary.

A large percentage of the public is very indifferent to the importance and necessity of good paint. When a man builds a house, he is a rare exception if he does not paint it. But after a few years, when the house is in need of re-painting, either the owner feels that he needs the money for other—supposedly more important—purposes, or he thinks the house will go another year or two without harm, or he is entirely indifferent to the subject. The property owner who, the minute his house shows the need of paint, at once realizes that need and orders the job done, is the very rare exception.

It will be seen, therefore, that paint education—in other words intelligent paint publicity—is very much needed if the dealer is to realize even a fair proportion of the money-getting possibilities of the paint department.

A first essential is to see that the stock is well selected and assorted. In selecting the spring stock the dealer should make it a point to secure a line of goods in which he has the utmost confidence. It may be that the firm from whom he purchases his paint has several lines of specialties that he does not carry in stock. Whether or not the dealer should stock all these lines is for him to decide; but in any event he should not take the agency for a line of specialties unless he in-

tends to push the goods and create enthusiasm among his salespeople in regard to the new line. It is a mistake to place a line of goods in stock and leave that line to sell itself.

In making a decision as to the line he will handle the dealer should put quality first. With quality as a foundation, proper co-operation between dealer and manufacturer, and up-to-date advertising methods, the dealer is bound to make a success of his paint department.

Satisfaction is dependent on quality. You can't push a poor line of paint successfully two years in succession. Business building with a quality line at a reasonable price may be slow; but it is sure. Of course, it should be remembered that satisfaction is not altogether a matter of price. Adaptability to individual requirements is an essential element in paint merchandising and a high grade paint has often been condemned when the fault rested entirely with the user who was ignorant regarding the proper method of applying the paint.

This point should be taken up by the dealer when arranging his spring order; and every salesman should be thoroughly informed regarding all the lines put in stock. The services of the paint traveler should be utilized, to instruct the salespeople in the selling points and proper utilization of his paint lines.

In regard to preparation, a well assorted stock of popular colors is essential in the handling of exterior paints. With arrangements for promptly filling re-orders, it may not be necessary to stock heavily; but the dealer should sedulously avoid the risk of running short of a popular color. A study of last year's sales will show what were the popular colors then; and while various color combinations fluctuate in popularity, it is pretty safe to stock last year's colors, even while you watch your sales to see if there is a sudden rush demand for some new combination this season. "Keep up your stock at all times," is an essential axiom of paint selling. Plans should be worked out also for prompt and systematic reordering when the stock of any color for which there is a keen demand falls dangerously low.

In addition to selecting his stock, the dealer can right now make practically all his preparations for an aggressive selling campaign. In paint selling the most effective method is personal solicitation. This should be backed by direct-by-mail advertising, newspaper advertising, window display and paint demonstrations. In fact, all the recognized advertising methods can be utilized to advantage.

Now you can prepare practically all this advertising in advance. The manufacturer as a rule offers very effective co-operation in direct-by-mail advertising of the follow-up type. It will be worth while, however, for any dealer to supplement this by some advertising of his own, even if it is only a personally-signed circular letter to his list of prospects or a series of advertising talks in the local newspaper. The manufacturer will, primarily, advertise the brand of paint; it is for you, as the local dealer, to tie up your store effec-

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

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

GRAND RAPIDS, MICHIGAN

## PAPER FLEECE TWINE

The twine sheepmen want for tying wool

Put up in two pound tubes

Full bales-80 pounds

Ask our salesman or write for prices

**Foster, Stevens & Co.**  
Founded 1837

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

## THE BEST THREE AMSTERDAM BROOMS

Prize White Swan Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.



Decorations losing freshness  
**KEEP THE COLD, SOOT AND DUST OUT**  
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.  
Made and Installed Only by  
**AMERICAN METAL WEATHER STRIP CO.**  
144 Division Ave., North  
Citz. Telephone 51-916 Grand Rapids, Mich

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
**Fishing Tackle**



tively and definitely with the manufacturer's more general advertising.

You can draft now any direct-by-mail advertising the manufacturer provides. Also, you can prepare advertising copy for use in the local newspapers. You can also sketch on paper the designs for any window displays that may suggest themselves. When the time comes these displays can be modified to suit your immediate requirements; but it will be helpful to have such a preliminary sketch for your guidance when the time comes to put the display together.

The interior arrangement of the paint stock is important. Paints should be given a reasonably prominent place in the store. Whatever space is given them, see that it is utilized to the best advantage; and even if the space is small, you can use it to put on an interior display that will catch the eye. Color cards, posters and other materials can be effectively used to help out window and interior displays. So can photographs of successful paint jobs done with your brand of paint; or lists of satisfied paint customers. "Before and after" photographs are good where the property-owner has no objection to your using them. Anything involving contrast, and showing the improvement resulting from the use of paint or paint specialties is helpful in making an effective display.

Now is a good time to put together your prospect list for the spring campaign. Bear in mind that the paint season starts with the warm weather; and that your follow-up campaign should start several weeks in advance of the season and should be planned to continue through the entire season. And you must have your prospect list compiled before you start your direct-by-mail campaign.

As a basis, take last year's prospect list; eliminating those prospects who have actually purchased paint or who for other reasons are no longer in the market. Add to this the names of any paint enquirers brought to your notice. If a man shows interest in painting, get his name, address and other particulars; and see that your salespeople do likewise. A good idea is to make an inspection of the residential streets in your community or section, note down all properties needing paint, get the names of the owners, and put them on your list. Bear in mind, however, that a small and intelligently-selected list of prospects determinedly followed up is better than a more extensive list compiled at haphazard. Incidentally, see that names are correctly spelled, initials correct, streets and numbers correct.

It will usually pay you to do some outside work in the early part of the season—in fact, before the season actually gets under way. Canvass some of the likeliest of your prospects and get them tied up at once. A few advance orders like this, to which you can refer in talking to later prospects, will give your spring paint campaign a good start.

It is important to have your salespeople well posted in regard to paint selling. Get them together once or twice before the campaign starts. Go over the prospect list with them; dis-

cuss individual prospects; get them to help in checking up names and addresses; get them to canvass individuals with whom they may have influence. Also discuss your paint line with them; talk over its selling points; see that they are well grounded in regard to the correct methods of applying paint and able to give sound and authoritative advice in answer to any questions your customers may ask. Have the paint traveler go over the whole ground with your staff. In short, use every effort to see that every member of your staff is a real paint salesman.

See, too, that your salespeople are enthused with the idea of making this a record year for the paint department. Enthusiasm counts for a great deal; and enthusiasm can be inspired by good leadership, constant individual encouragement, and real recognition of good work by your salespeople.

Victor Lauriston.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Oakhurst Realty Co., Port Huron. Fireproof Construction Co., Detroit. Briscoe Devices Corp., Pontiac. Clearport Valve Co., Dowagiac. R. A. Smith Manufacturing Co., Minden City. Haggerty Land Co., Detroit. Josselyn Realty Co., Ann Arbor. George A. Fuller & Co., New York and Detroit. Hutchins' Car Roofing Co., Detroit. Betty Lane Co., Bay City. Benzie County Power Co., Frankfort. Riviera Theaters Inc., Detroit. Murphy Chair Co., Detroit. Farm Realty Co., Flint. Buehler Leaf Tobacco Co., Detroit. Greater Detroit Eastward, Detroit. Universal Victor Co., Detroit. St. Clair Haven Realty Co., Detroit. Detroit Baking Co., Detroit. J. J. Van Kersen, Inc., Kalamazoo. Allegan Furniture Shops, Allegan. Columbia Motor Truck Co., Pontiac. Quincy Mutual Oil Co., Adrian. Sarasohn Stores Co., Inc., Detroit. Finch Hardware Co., Jackson. Bronson Mutual Oil Co., Bronson. Shamie Bros., Inc., Detroit. Simmers & Waalkes, Inc., Detroit. Northview Land Co., Royal Oak. Marcellus Milling Co., Marcellus. Franklin-Raynor Co., Vicksburg. Lakeside Cranberry Co., Alpena. Harry E. Saier Co., Lansing. Buchanan Co., Hillsdale. Burt D. Howe Co., Detroit. M. Gourwitz, Inc., Detroit.

**Make the Best of Life.**

What's the use of always fretting  
Over ills that can't be cured?  
What's the use of finding fault with  
What we know must be endured?

Does it make our burdens lighter  
If we grumble 'neath their load?  
Does it make life's pathway smoother  
If we fret about the road?

Better use our time than fill it  
Full of sighs and vain regrets  
Over some imagined blunder—  
As does he who always frets.

We cannot expect life's pathway  
To be always strewn with flowers;  
Nor the time which God has given  
To be all made of happy hours.

Storms will follow every sunshine,  
Grief be mixed with every joy;  
And 'tis best that it should be so—  
Gold's too soft without alloy.

Half our trouble's our invention,  
We're to blame for half our strife;  
Then, if life is what we make it,  
Why not make the best of life?

Chain stores do not tolerate weak links.

**LOSS AND DAMAGE, OVERCHARGE CLAIMS**

BLANKS \$1.00 PER PAD  
**BARLOW BROS.**  
549 Ottawa Ave., N. W.  
GRAND RAPIDS, MICHIGAN

Phone 61366

**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

**Link, Petter & Company**

(Incorporated)  
Investment Bankers  
6th FLOOR, MICHIGAN TRUST BLDG.  
GRAND RAPIDS, MICHIGAN

ASK FOR

**KRAFT CHEESE**

A variety for every taste

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

35 Monroe Avenue  
GRAND RAPIDS

Phone 9-3281

**INSURED BONDS**

paying  
**6%**

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

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

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

**INDUSTRIAL COMPANY**

ASSOCIATED WITH  
INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN

A COMPLETE LINE OF

**Good Brooms**

AT ATTRACTIVE PRICES

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



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

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

**I. VAN WESTENBRUGGE**

Grand Rapids - Muskegon  
Distributor

**Nucoa**

The Food of the Future  
CHEESE of All Kinds  
ALPHA BUTTER  
SAR-A-LEE  
BEST FOODS Mayonaise Shortning  
HONEY—Horse Radish  
OTHER SPECIALTIES  
Quality-Service-Cooperation

**Corduroy Cords**

Let Your Next Tire Be a Corduroy  
---Built as good as the best and then made better by the addition of Sidewall Protection



THE CORDUROY TIRE CO.  
GRAND RAPIDS, MICHIGAN  
**Sidewall Protection**  
(REG. U. S. PAT. OFFICE)  
Added Reinforcement. An original Patented and Visible Plus Feature



## COMMERCIAL TRAVELER

### Interesting Towns Between Los Angeles and San Bernardino.

San Bernardino, Calif., Jan. 15—When Shakespeare indited the line, "What fools we mortals be," he most assuredly had a royal hunch, which reminds me that according to all press reports, the most eminent Queen Marie, of Bulgaria, arrived home without a ripple of applause, and her countrymen were still wondering why they had not heard she was out of town. There were no receptions and history does not state whether anyone met her at the train to help her along with her 185 trunks, etc.

Now in the old country they take a different viewpoint on this royalty stuff than we do in America, where our forefathers made provision against the establishment of any such kind of autocracy. Evidently Europe is hardened to kings and queens, dowager this and consort that. Perhaps she has seen so much of this class of nobility that she no longer gets a thrill out of viewing them, let alone kissing the hems of their garments. Possibly this may be due to the fact that they have made the discovery that they have little influence and cannot possibly do them a great deal of harm.

It will be just as well for America if we have no more visiting royalty for awhile. It will give the high-hatters a chance to change their clothes and rest up a bit, don't you know. Scions of nobility are embarrassing to have around and distract attention from more pressing affairs and set up foolish standards, which the great and near-great seem to think all important. To consider the whole matter soberly, such adulation as shown for the wife of a ruler of an insignificant nation was ridiculous.

Now in America every man and woman is a member of the nobility and few realize it. But what makes America so popular in the eyes of royalty is that we have all got a supply of "hog and hominy" on hand and we also possess the ducats which they very much require. If Marie found it easy picking, as some reports tell us she did, a fresh crop of princes or baronets are likely to drop in on us at any time and pass the plate.

When the President goes on a tour, he pays his fare just like the rest of us. He may jot it down in his expense account, but it is paid just the same and when he travels he is usually on business for the Nation. But let a queen or a lady in waiting hover around and the railroads will almost rupture themselves in their efforts to supply service without charging for it. We ought to know better, but it seems there are always a large percentage of our people who want to go on dress parade and wear a red sash or a badge of some kind and offer themselves as door mats for royalty.

That is what's the trouble in Mexico lack of royalty. The Mexicans don't want a republic. They want (and truthfully they ought to have) another Diaz. They are ignorant and don't know any better, but when it comes to intelligent America, well, "What fools we mortals be."

The Pacific Electric Company, of which I have heretofore spoken as the greatest service provider which California has to offer, specialize on excursions at half rates to many interesting points within a hundred miles of Los Angeles and one of these is what is called a "trip through the orange empire." It is exceedingly enjoyable, and one should not come to the Golden State without taking advantage of it. You leave Los Angeles on an observation car early in the morning, have an opportunity of viewing portions of the residence districts of that city, thence entering the gardens of the San Gabriel valley, passing through

attractive cities, and about luncheon time you are surrounded by all the ravishing attractions of Riverside, which is not only a brilliant gem among the cities of Southern California, with a population of upwards of 30,000, but surrounded on every side by the tallest snow clad peaks of the Serra Madre mountains. Its altitude is 850 feet. Like many of these charming municipalities I have visited since being here, it is a hard task to try and describe it adequately. It has the usual paved streets, 100 miles of them, bordered by palms, roses and shrubbery of every description. Its commercial institutions are of the highest grade, its public buildings and residences superb.

At Riverside we are allowed two hours for luncheon at Glenwood Mission Inn, which is known to every traveler who has ever covered California. In architecture the Mission effect is carried out everywhere. Its meals and service are 100 per cent. Its museum contains a wealth of beautiful and interesting historical relics, its grounds are surpassing in loveliness and it certainly is deserving of much more than passing mention.

Riverside is the birthplace of the navel orange in America. In 1873 the first two trees were brought here from Brazil, and from these two have come all the navel oranges raised in the United States. Within the city limits are 16,000 acres in citrus groves and sixteen of the largest shipping warehouses in California; also a beautiful lake of forty acres, effectively hemmed in by foliage and flowers.

From Los Angeles to San Bernardino, as the crow flies, is about seventy miles. This is called the Gateway City and is where the famous orange expositions are held annually. On the way here you pass through the largest vineyard in the world, at the foot of Mt. Robidoux. The San Bernardino mountains face you everywhere. On the West slope of the mountains you have sunshine and warmth; on the other, snow in profusion—four feet deep in places.

The "Rim of the World" is the picturesque name which has been given to the highway that circles the mountains, by which Big Bear and Arrowhead hotels are reached. For much of its length this highway is a mile above sea level, and in some places the altitude is considerably more. From this wonderful height may be seen on one side the Mojave Desert; on the other the orange groves and other fertility reaching to the sea.

Picture a vast territory of 30,000 square miles, as large as seven or eight Eastern states. Endow this kingdom with a wealth of resources that might be the envy of many a Nation. Provide this area with great fertile valleys, guarded with forest covered mountain ranges with their lakes, streams and snow-capped peaks. Then people it with 180,000 inhabitants and you in reality have, just as is claimed, an Inland Empire. Thirty years ago a writer in a pioneer newspaper chronicled the fact that San Bernardino had 1,000 population, and at that time was third in importance in the state. It now has 36,000 and retains its commercial supremacy.

Arrowhead Lake is next visited, some twenty miles distant. It is an attractive resort, with an alluring hotel, which operates the year round, specializes on baths and enjoys a patronage from long reaches.

Redlands, known as the Radiant City, is at the head of the San Bernardino valley. At an altitude of approximately 1,500 feet, with 15,000 acres of orange groves spread out in front of it and the mountains at its back door. It possesses all the beautiful features of the other towns I have mentioned.

In the perfection of auto bus service California is pretty close to 100



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Rates

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

Menus in English

**MORTON HOTEL**  
WM. C. TAGGART,  
Manager



**Warm Friend Tavern**  
Holland, Mich.

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

Try our hospitality and comfort.

E. L. LELAND, Mgr.

**In Detroit**  
It is the Tuller  
**For Value**  
Facing Grand Circus Park,  
the heart of Detroit. 800  
pleasant rooms, \$2.50 and up.  
Ward B. James, Manager.  
DETROIT, MICH.  
**HOTEL**  
**TULLER**

### Wolverine Hotel

BOYNE CITY, MICHIGAN

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

### CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home.

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### Four Flags Hotel

NILES, MICH.

80 Rooms—50 Baths

30 Rooms with Private Toilets

C. L. HOLDEN, Mgr.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWART R. SWETT, Mgr.  
Muskegon Michigan

### HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof, Sixty Rooms, All Modern Conveniences. RATES from \$1.50, Excellent Coffee Shop.

"Ask the Boys who Stop Here."

### HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

### WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

### Hotel Roosevelt

Lansing's Fireproof Hotel

250 Rooms—\$1.50 up.

Cafeteria in Connection  
Moderate Prices

One-half Block North of  
State Capitol

CHAS. T. QUINN, Mgr.

### HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the  
Continental-Leland Corp.

GEORGE I. CROCKER,  
Manager.



per cent. Busses run day and night on through schedules between Los Angeles to Seattle, skirting the Pacific shore for more than 1,000 miles. When night time comes, a passenger on one of these busses, presses a button that allows the back of the seat to drop in a reclining position, sinks into its upholstery and composes himself into sleep. Even if he cannot sleep, the Pullman service has nothing on him. He can at least secure relaxation and a certain amount of rest. Now, some of the busses have had tiny kitchens built into them that are even more compact than the ordinary apartment kitchenette. The steward who prepares the meals can hardly turn around in his minute orbit, but he develops a surprising variety of food.

They call this the "non-stop" service. Not only can you go to Seattle and Portland, but regular service is operated between Los Angeles, Salt Lake, Denver and even Texas cities. If you want to ride during the day, such a service is provided, and you can stop over night at some convenient hotel. Of course, a majority of the passengers prefer to eat and sleep on terra firma but the service is there and you can take your choice.

To keep busses from being delayed when far from terminals, the operating companies have provided aeroplanes for use as "trouble shooters." Should an axle break or a gasket burn out when the bus is too far away from home for quick arrival of a relief bus, the driver gets a passing autoist to take him to the nearest phone, from which a call brings him the spare parts and he is soon on the way.

The rail transportation lines have made a big fight on this type of service, for the reason that it is surprisingly popular with the public. The state officials have rather abetted the railroads in their fight, but the feature of inter state service has taken them out from under state control and the U. S. Supreme Court has decided that they are a legitimate industry.

There is keen competition between rival bus lines, but the traffic is increasing all the time and thousands of through passengers may be seen hovering around their stations every day. I think in amount of service and quality of equipment California has the call on Michigan, and we certainly are showing some volume of passenger business. It is said that at least 8,000 people pass through the bus terminal stations of Los Angeles every day. It does not seem to be for the reason of cheaper fares, because the Pacific Electric Railway, covering a vast territory, makes attractive rates at all times and the bus fares are mostly based on steam line charges.

It is simply because passengers have a better opportunity of getting in personal touch with the territory through which they pass and because the service is more frequent than that offered by the steam lines.

As in Michigan, the interurban lines are "acting up" on account of the encroachment of the busses and are making a demand on the State Railroad Commission for increased fares, a form of suicide. It always seemed to me that some railroad officials, especially when it comes to dealing with a real complication, show the mental capacity of a four-year-old school boy. If the railroad had a monopoly, it might be different, but here they are dealing with real competition and advancing their rates because of the encroachment of their competition. Not only encouraging the public to patronize the bus lines, but making them sore, which is poor policy.

As has already been announced, the case against Aimee Semple McPherson, in the Los Angeles courts has been dismissed. It cost the taxpayers here at least \$100,000 and was worth millions to Aimee, who will now, no doubt, go to the lecture platform. The

only one here who objected to the dismissal of the case were other church organizations, showing the application of "charity" planned 2,000 years ago. When it comes to competition between religious organizations, prize fights and horse racing become tame affairs.

When I got to pronouncing San Juan, San Wawkeen, I felt I had accomplished a heap, but I immediately stubbed my toe on San Jose, which the aborigines pronounce San Hosay. Some system, I would call it.

But I like the golloptious rhythm and melodiousness of these Spanish names. They appeal to me almost as effectively as the vaunted climate and scenery. In fact, they make these commodities appear more beautiful. They sound like ready money. For instance, Playa Del Rey, sounds a whole lot better by that name than it would by the English equivalent, King's Beach.

Just imagine Carpenteria, which commonly means "Carpenter Shop," called by that name by a railroad brakeman. Almost as bad as Grooch's Junction. Palo Verde sounds a lot more prosperous than "Green Tree," even if the meaning is just the same, and El Camino Real brings to mind a wide, winding road, stately and beautiful, rather than a mere trail.

All California, and tourists as well, fall under the spell of singing tuneful syllables. La Jolla looks good on paper, but is improved 100 per cent. in its pronunciation, La Holay.

San Pedro, and its inner harbor, Wilmington, are said to be the maritime marvels of the century. It is a city within a city and spreads upwards from the ocean into the hills which almost entirely surround it. It is located about twenty miles from Los Angeles business center, but is still within the limits of that municipality, a place of much shipping and many beautiful homes. It had 7,000 residents in 1910, and now claims upwards of 50,000, and its shipping has increased in proportion.

Fort MacArthur, on an eminence, is equipped with batteries of heavy guns for coast defense, and the major portion of the Pacific division of the U. S. Navy is anchored, at most times, off the entrance to the harbor.

The harbor at Wilmington is absolutely controlled by the city of Los Angeles. It owns all the wharves and controls all the features of shipping development. The Los Angeles Steamship Company, on a steamer of which—the Calawai—I leave on for Honolulu to-day, is a purely local corporation. Two years ago a committee of 200 representative businessmen, rail and marine officials, planned a harbor improvement program, collaborating with the Federal Government, and then went ahead and accomplished much. Four great railroad systems reach its docks, and now at least 500 vessels call here every month, with ocean connections reaching to every port of the world.

Nearby is the great oil producing center, Signal Hill, from which oil is piped to the carriers at the Wilmington docks, tankers in myriads leaving here for the Antipodes and other points daily. There are over 300 fishing canneries and plants located at this point, with a monthly payroll exceeding \$2,000,000, and an investment of \$75,000,000.

I notice that the Hotel Harvey, Constantine, Michigan, has changed hands. I am sorry to hear of this, though I hope the Hassingers, who have operated it so successfully and satisfactorily for years, have done well in disposing of it. Some years ago a Tradesman contest for the purpose of locating the ideal country hotel of Michigan named the Hotel Harvey as the verdict approved by many traveling men. Mr. and Mrs. Leon Laws, of Allegan, are the new owners, but

Mr. and Mrs. Hassinger, it appears, will remain there until April to see they have proper introduction to the "regulars" who patronize the institution.

Now for the "Briny." Aloha.  
Frank S. Verbeck.

**Wholesalers Give Retailers Dinner.**  
Saginaw, Feb. 1—Retailers of Birch Run, Frankenmuth, Bridgeport and Tuscola and several local bankers enjoyed the hospitality of members of the Wholesale Merchants' Bureau of the Board of Commerce at a good fellowship dinner at Fischer's hotel, Frankenmuth. About 115 attended the dinner, which was followed by a program of speeches.

Both Saginaw and outside speakers stressed the value of the meeting which is the first of a series of its kind planned during the year, in blending the interests of the urban and suburban business men for the general good. Through such affairs an invaluable understanding is reached, the speakers said.

Among those addressing the gathering were: Otto Trinklein, president of the Frankenmuth Board of Commerce; William Zehender, Frankenmuth; Thomas Watson, secretary of the Birch Run Board of Commerce; Fred J. Fox, Charles W. Haensel and Michael A. Gorman, all of Saginaw.

Ralph C. Morley, jr. president of the wholesalers' organization, acted as toastmaster and welcomed the guests. Mr. Trinklein responded. Every Saginawian present was introduced by William A. Rorke, manager of the wholesalers' bureau, who also led in community singing.

**Gabby Gleanings From Grand Rapids.**

Grand Rapids, Feb. 1—Wm. E. Bosworth, who was identified with Moseley Bros. thirty-five years as office manager, has taken the management of the potato department of the Vinke-mulder Co.

Arthur Gregory, formerly sugar buyer for the Judson Grocer Co., has become a full fledged real estate salesman, handling Detroit suburban property.

Terry Barker, formerly cashier for the Worden Grocer Co., is now on the road for A. E. Brooks & Co.

In the bankruptcy report (furnished by an official in the bankruptcy court) last week, Perry & Oudman were given as creditors of the Purity Pie Shop to the amount of \$600. Mr. Oudman assures the Tradesman that their claim is only \$53.95.

**Lake Freight Service Established at Kalamazoo.**

Kalamazoo, Feb. 1—The Goodrich Steamship Lines, will inaugurate direct freight service between Kalamazoo and Chicago. J. A. Johnson, general freight agent, has leased the freight warehouse in West Main street, formerly occupied by the Kalamazoo, Lake Shore & Chicago Railroad, and reports that a fleet of trucks will be operated to Benton Harbor and Holland, connecting at those points with boats for Chicago. The company will offer free door delivery in Kalamazoo. The same company is also planning to extend its service with the opening of the summer season.

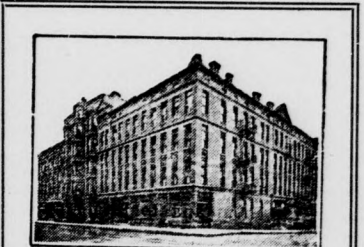


**The PANTLIND HOTEL**

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.



**CODY HOTEL**

IN THE HEART OF THE CITY OF GRAND RAPIDS  
Division and Fulton

**RATES**

\$1.50 up without bath  
\$2.50 up with bath

**CODY CAFETERIA IN CONNECTION**

**NEW BURDICK**

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

**HOTEL BROWNING**

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.

**HOTEL CHIPPEWA**

HENRY M. NELSON, Manager  
European Plan  
MANISTEE, MICH.

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 Roms with Bath \$2.50 and \$3



## IN THE REALM OF RASCALITY

### Cheats and Swindles Which Merchants Should Avoid.

Detroit, Feb. 1—Knowing that you have the interests of the merchants of Michigan in mind at all times, I am writing to advise you that a clever crook is operating a hosiery swindle in this State. The man's name is Kent. The name of the house is the Aristocratic Hosiery Co., 230 Market street, Newark, N. J. The man has a very clever scheme. He defrauded Mrs. C. O. Misch (Misch Dress & Hat Shop), 55 Macomb street, Mt. Clemens, out of \$188. The order blanks, etc., show that they are not trying to do business on the square. The first shipment is always sent C. O. D.

Your investigation and then publishing the facts may save many a merchant a similar loss.

Sidney A. Styer,  
Seventeen years on the road in Michigan.

The concern named is not rated—not even listed—by the mercantile agencies, which gives reason for the belief that the claim of fraud is perhaps well grounded. This concern will be carefully investigated by the architect of this department and the result duly chronicled in a later issue of the Tradesman.

Atwood, Jan. 29—Last fall we received a sample pair of men's socks, with the customary billing, from the Great Western Spinning & Knitting Mills, Duluth, Minn.

We wrote these people that we were tired of returning samples or remitting for them and told them on receipt of return postage and 50c for packing and storing we would return the socks.

Enclosed you will find their answer. Have you heard from any more of your subscribers in regard to these people? We intend keeping the socks until they do as we asked them to do.

Henry Klooster & Co.

The letter Mr. Klooster refers to expresses regret that the recipient is not willing to retain the shipment and pay for it on regular terms, but protesting against being penalized to the amount of 50 cents for packing and return postage. Mr. Klooster is perfectly within his rights and we hope he stands firm and that every other merchant who receives unwelcome and unordered goods stands firm until this grievous abuse is abandoned. No other complaints from this source have reached the Realm.

The janitorial branch of the stench bomb industry, with its allied force—the thugs' trust, had its origin in Chicago, and was transplanted by business marauders, who, after careful investigation, determined that Detroit offered easy pickings.

The manner of organization is as follows: An agent calls on the janitor and if he succeeds in signing him up as a member of the industry, he gets a commission for his efforts and the janitor pays a certain stipulated sum each month into the treasury of the free-booters.

If the janitor does not sign up, he is threatened, stench bombed, and if he doesn't "see the light," he is eventually slugged and driven off the job. The protesting apartment owner is also treated to the third degree if he objects to his janitor being brought into the fold and his property is damaged or destroyed.

The first citizen of record in Detroit to discover the workings of this nefarious industry was one Johnson, somewhat given to temperamental flights. He lived in an apartment building and had about as many troubles as Bungle of comic strip fame.

One evening, after a hard day's work, he arrived home weary and hungry to discover that his wife had just gotten in and that there was no meat for dinner. He called up the neighborhood store and ordered a steak sent over pronto.

After a reasonable wait the meat didn't arrive, so Johnson called up again. He was told that the steak would not be delivered, as the union janitor demanded a 10 per cent. commission. A few minutes later the irate cliff dweller had rounded up the caretaker and after a few words a battle ensued in which the janitor got decidedly the worst of it.

The matter was reported to the agencies who are endeavoring to curb the stench bomb industry, and the investigation revealed a serious state of affairs. It developed that wherever the grafters had secured control of an apartment building, either through enrolling the janitor willingly or by intimidation, or coercing the owner, or both, petty blackmail was rampant.

Residents of apartments so controlled were informed that they would do business only with certain firms—that is, purchases which called for delivery—and from these establishments the janitor collected his commission of 10 per cent. or more. In this manner nothing could be delivered in the apartment unless tribute was exacted, and under the protection of the industry tenants paid well for any service the janitor rendered or they got no service.

A typical example of apartment house stench bombing occurred at the Belfour Apartments, 245 Glendale avenue, Highland Park, the janitor of which was not affiliated with the union.

The first bomb landed in the lobby with nauseating effect. Every known means was employed to combat the terrible odor and the tenants were prevailed upon to remain. A few nights later an alert leasee noticed two men loitering in the areaway with their car standing at the curb with the engine running.

These men had what appeared to be apples and oranges in their hands, but they were in reality disguised stench bombs. The tenant took the number of the car and a little later, after the bombs had been hurled into the janitor's apartment, he called the police and gave them his information.

The officers rounded up the car, smelling of the bombs, and two men with the odor of the bombs on their clothes and arrested them. They were charged with malicious destruction of property, a felony, despite their attempts to have the accusation read disorderly conduct, a misdemeanor. One was convicted after trial and the other pleaded guilty.

The sanctity of the American home and the safety of women and children is of little moment to the stench bomb industry. Here are a few instances,

taken from many on record, of this species of atrocity perpetrated in 1926:

Jan. 23. Stench bomb thrown into home at 1546 Chicago boulevard.

Jan. 23. Stench bomb thrown into home at 5319 Oregon avenue.

Jan. 25. Stench bomb thrown into home at 2315 Longfellow avenue.

May 2. Stench bomb thrown into home at 4972 Ivanhoe avenue.

May 27. Stench bomb thrown into home at 5622 Brooklyn avenue.

May 27. Stench bomb thrown into home at 979 Hudson avenue.

July 5. Stench bomb thrown into home at 565 W. Grand boulevard.

In all instances the bombs were broken and their contents ruined everything they came in contact with, besides leaving a lingering odor which prevented the use of the rooms for months. In one instance the damage to furnishings totalled \$5,000 alone.

Citizens who believe that law and order should prevail in our community have come to the conclusion that the punishment for these outrages by union thugs should more drastically fit the crime, and a movement is on foot to institute changes in the statutes of the State to make them apply more directly and efficaciously to the depredations of the stench bomb industry and its allied branch, thugs' trust created and maintained by all the union organizations of Detroit.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 1—The snow storm of Tuesday mused up our nice streets again, after having been put in such good condition by our City Manager, but it looks as if they will soon be cleaned again, judging from the rate they are working to remove the snow. A good share of the autos are out yet and expect to keep on all winter. Many of our merchants have not found it necessary to get out the sleighs, for the first time in history here.

Earl H. Owen, who since October has been in charge of the dairy department of the Soo Creamery Co., has resigned his position, but has not divulged his intentions for the future. Prior to taking the position with the Soo Creamery Co. he was for several years in charge of the milk department of A. H. Eddy and for a time he had charge of the Puritan Creamery. Mr. Owen has made many warm friends in the Soo who hope to hear of his remaining here.

News reached here last week that the first robin of the year was seen in the Canadian Soo by one of her reputable citizens, who saw the robin comfortably sitting in a tree. If this is a fact, it will rob one of our well-known citizens, who usually sees the first robin on the American side of the river.

Fred J. Zschetzsche, of Sheboygan, Wis., has moved to the Soo, accepting the superintendency at the Northwestern Leather Co., succeeding Albert S. Capron, who has resigned. Mr. Zschetzsche has been connected with the Armour Leather Co. for the past twenty years. Mr. Capron has made many friends during his stay here. He bought one of the best homes in the city, is a member of the Country Club, also the Sault Club, and has been active in many social affairs. As soon as he can dispose of his holdings he expects to move back East. His many friends regret his departure and wish him every success for the future.

Orders and satisfied customers are what count. It isn't your religion or your politics or the clubs to which you belong. It is putting your proposition

across so you can repeat that justifies your claiming to be a salesman.

The news announcing the death of Thomas Green, the Assistant Attorney General at Lansing, last Sunday came as a shock to his many friends here. Mr. Green was one of the best known citizens here before moving to Lansing, having held many positions of trust while practicing law and acting as Prosecuting Attorney here. Many expressions of sympathy were sent to the bereaved family.

A country isn't made great by the number of square miles it contains. It's the number of square people.

The D. S. S. & A. Railway announces a new schedule, commencing Jan. 23, changing the time for Detroit from here to 4 p. m., which had been heretofore leaving at 4:45 p. m. Better connections with East, South and Westbound trains at Detroit is the reason given by the railroad for the change.

The tourist season promises to begin earlier this year than it has in former years. This is indicated by the large number of enquiries as to early spring fishing. Many ardent fishermen who have visited this district before know that excellent fishing is to be had before the fly season. During May some of the largest fish of the season are taken. William G. Tapert.

### Still Pushing Surplus Stock.

Retailers are still engaged in clearing seasonal stocks of men's suits and overcoats through special sales. Reports in the wholesale market indicate that the consumer response has not been as good as it should have been in view of the stiff mark-downs that have been taken. Surplus stocks of cheaper lines of overcoat, which are now in the hands of the stores, are not being easily absorbed. Until the sales make further headway, and retailers still have some weeks to dispose of the goods, additional orders for spring merchandise are expected to be slow in coming. Meanwhile, manufacturing clothiers are conservatively producing spring merchandise.

### Still Taking Brimless Hats.

Notwithstanding all the talk about small felt hats and large hair hats for early spring, it appears that buyers in town at the present time really prefer the small brimless types. These hats are made of fancy woven bodies, somewhat like those which were seen here last spring. Trimmings consist mostly of jeweled motifs or fancy cordes of grosgrain or belting ribbon. The favored colors run to blues, tans, reds and purples, with a profusion of black and white, to meet the early spring trade. Some ribbon hats are called for, but the demand thus far is mostly for the dainty chapeaux that look well with fur-trimmed coats.

### Good Sampling of Silk Coats.

Manufacturers report much interest in silk coats on the part of buyers. Ordering has not yet reached the active stage, but for so early in the season the sampling of models is described as very good. Black satin is used principally in the garments, the heavier fabrics being employed almost exclusively. In some instances the coats are fashioned of imported silks of ribbed types. Fur trimmings are lavishly used, light colored pelts being favored in order to afford the necessary contrast to the black satin.



**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.

**Dandruff Remedy.**

P. Henry Utech communicates the following formula of a preparation with which he has had success, to the Bulletin of Pharmacy, and makes the comments herewith:

The formula is quite interesting, and was given me by a physician of large experience. It is a well-known fact that chloral hydrate has decided stimulant and antiseptic properties, and likewise has the power of absorbing and eliminating this sebaceous scurf from the scalp. The cantharides acts as a rubefacient and is slightly stimulating. The cinchona is somewhat astringent and is added mainly to impart a brownish color to the finished product. These three substances are simply mixed with a perfumed hydro-alcoholic liquid according to the following recipe:

- Farina cologne (90 per cent. cologne spirit) ----- 15 ozs.
- Tincture of cantharides ----- 4 ozs.
- Tincture of cinchona flay ----- 2 ozs.
- Chloral hydrate ----- 2½ ozs.
- Magnesium carbonate a sufficient quantity.
- Water to make ----- 120 ozs.

Mix to gether the cologne, tinctures and water, and allow them to stand for several days. Filter the preparation through magnesium carbonate until it becomes clear, and then dissolve the chloral hydrate in the filtrate.

**Oxydizing Tooth Powder.**

- 1. Calcium carb. precipitate... 75 parts
- Magnesium carbonate ---- 10 parts

- Sodium perborate ----- 10 parts
- Castile soap ----- 3 parts
- Oil of peppermint ----- 1 part
- 2. Calcium carb. precipitated... 90 parts
- Magnesium carbonate ---- 10 parts
- Castile soap ----- 3 parts
- Oil of wintergreen ----- 1 part
- Oil of peppermint ----- ½ part
- 3. Magnesium oxide ----- 50 parts
- Calcium carb. precipitated 100 parts
- Magnesium dioxide ----- 20 parts
- Menthol ----- 2 parts
- Saccharin ----- 1 part
- Oil of peppermint ----- 2 parts

**Salicylated Talcum.**

- 1. Salicylic acid ----- 1 dr.
- Talcum ----- 6 ozs.
- Lycopodium ----- 3 ozs.
- Starch ----- 6 drs.
- Zinc oxide ----- 1 oz.
- Perfume, quantity sufficient.
- 2. Tannoform ----- 1 dr.
- Talcum ----- 2 drs.
- Lycopodium ----- 30 grs.
- Use as a dusting powder.

**Carbolated Tooth Powder.**

- Calcium carb. precipitated 1000 parts
- Orris root ----- 250 parts
- Castile soap ----- 125 parts
- Boric acid ----- 125 parts
- Phenol ----- 30 parts
- Oil of eucalyptus ----- 25 parts

**Summed Up in a Single Word.**

We have seen many great fortunes accumulated, but they do not dominate the people. Rather the people dominate them. Their whole tendency has been toward investment for the benefit of the public.

Prosperity is not based on indolence and ease, on avarice and greed, or on selfishness and self-indulgence. It is the result of industry, fair dealing, self denial and generosity. It is all summed up in a single word, it is character. Calvin Coolidge.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Cotton Seed	1 25@1 45	Belladonna	@ 1 44
Boric (Powd.)	Cubebs	6 50@6 75	Benzoil	@ 2 28
Boric (Xtal)	Eigerson	9 00@9 25	Benzoil Comp'd.	@ 2 40
Carbolic	Eucalyptus	1 25@1 50	Buchu	@ 2 16
Citric	Hemlock, pure	1 75@2 00	Cantharadics	@ 2 52
Muriatic	Juniper Berries	4 50@4 75	Capsicum	@ 2 28
Nitric	Juniper Wood	1 50@1 75	Catechu	@ 1 44
Oxalic	Lard, extra	1 55@1 65	Cinchona	@ 2 16
Sulphuric	Lard, No. 1	1 25@1 40	Colchicum	@ 1 80
Tartaric	Lavender Flow	7 50@7 75	Cubebs	@ 2 76
	Lavender Gar'n.	85@1 20	Digitalis	@ 2 04
	Lemon	4 25@4 50	Gentian	@ 1 35
<b>Ammonia</b>	Linseed, raw, bbl.	@ 86	Guaiaac	@ 2 28
Water, 26 deg.	Linseed, boiled bbl.	@ 89	Guaiaac, Ammon.	@ 2 04
Water, 18 deg.	Linseed, bld. less	96@1 09	Iodine	@ 1 25
Water, 14 deg.	Linseed, raw less	93@1 06	Iodine, Colorless	@ 1 50
Carbonate	Mustard, artifil. oz.	@ 35	Iron, Clo.	@ 1 56
Chloride (Gran. 09	Neatsfoot	1 25@1 35	Kino	@ 1 44
	Olive, pure	3 75@4 50	Myrrh	@ 2 52
	Olive, Malaga,	2 75@3 00	Nux Vomica	@ 1 80
	yellow	2 75@3 00	Oplum	@ 5 40
<b>Balsams</b>	Olive, Malaga,	2 75@3 00	Oplum, Camp.	@ 1 44
Copaiba	green	2 75@3 00	Oplum, Deodorz'd	@ 5 40
Fir (Canada)	Orange, Sweet	5 00@5 25	Rhubarb	@ 1 92
Fir (Oregon)	Organum, pure	@ 2 50		
Peru	Organum, com'l	1 00@1 20	<b>Paints</b>	
Tolu	Pennyroyal	3 25@3 50	Lead, red dry	14½@15
	Peppermint	9 00@9 25	Lead, white dry	14½@15
	Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 4
	Rosemary Flows	1 25@1 50	Ochre, yellow less	3@6
	Sandelwood, E.		Red Venet'n Am.	3½@7
	I	10 50@10 75	Red Venet'n Eng.	4@8
	Sassafras, true	1 75@2 00	Putty	5@8
	Sassafras, arti'l	75@1 00	Whiting, bbl.	@ 4½
	Spearmint	9 00@9 25	Whiting	5½@10
	Sperm	1 50@1 75	L. H. P. Prep.	2 90@3 05
	Tany	9 00@9 25	Rogers Prep.	2 90@3 05
	Tar USP	65@75		
	Turpentine, bbl.	@ 87	<b>Miscellaneous</b>	
	Turpentine, less	94@1 07	Acetanalid	57@75
	Wintergreen,		Alum	08@12
	leaf	6 00@6 25	Alum, powd. and	
	Wintergreen, sweet		ground	09@15
	birch	3 00@3 25	Bismuth, Subni-	
	Wintergreen, art	75@1 00	trate	3 70@3 90
	Worm Seed	6 00@6 25	Borax xtal or	
	Wormwood	9 00@9 25	powdered	07@12
			Cantharades, po.	1 50@2 00
			Calomel	2 22@2 43
			Capsicum, powd	35@40
			Carmine	7 00@7 50
			Cassia Buds	35@40
			Cloves	50@55
			Chalk Prepared	14@18
			Chloroform	51@60
			Chloral Hydrate	1 15@1 75
			Cocaine	12 10@12 80
			Cocoa Butter	70@85
			Corks, list, less	40-10%
			Copperas	2½@10
			Copperas, Powd.	4@10
			Corrosive Sublim	1 80@2 00
			Cream Tartar	31@38
			Cuttle bone	40@50
			Dextrine	6@15
			Dover's Powder	4 00@4 50
			Emery, All Nos.	10@15
			Emery, Powdered	@ 15
			Epsom Salts, bbls.	@ 3½
			Epsom Salts, less 3%	@ 10
			Ergot, powdered	@ 2 50
			Flake, White	15@20
			Formaldehyde, lb.	15½@30
			Gelatine	80@90
			Glassware, less 5%	
			Glassware, full case	60%
			Glauber Salts, bbl.	@ 2½
			Glauber Salts less 04%	@ 10
			Glue, Brown	21@30
			Glue, Brown Grd	15@20
			Glue, White	27½@35
			Glue, white grd.	25@35
			Glycerine	36@56
			Hops	70@85
			Iodine	6 45@7 00
			Iodoform	8 00@8 30
			Lead Acetate	20@30
			Mace	@ 1 50
			Mace, powdered	@ 1 60
			Menthol	7 80@8 50
			Morphine	11 18@11 93
			Nux Vomica	@ 30
			Nux Vomica, pow.	17@25
			Pepper black, pow.	40@50
			Pepper, White, pw.	50@55
			Pitch, Burgudry	20@25
			Quassia	12@15
			Quinine, 5 oz cans	@ 59
			Rochelle Salts	30@35
			Sacharine	2 60@2 75
			Salt Peter	11@22
			Seidlitz Mixture	30@40
			Soap, green	15@30
			Soap mott cast.	22½@25
			Soap, white castile	@ 12 50
			Soap, white castile	
			less, per bar	@ 1 45
			Soda Ash	3@10
			Soda Bicarbonate	3½@10
			Soda, Sal	02½@08
			Spirits Camphor	@ 1 20
			Sulphur, roll	3½@10
			Sulphur, Subl.	4½@10
			Tamarinds	20@25
			Tartar Emetic	70@75
			Turpentine, Ven.	50@75
			Vanilla Ex. pure	1 75@2 25
			Vanilla Ex. pure 2	50@3 00
			Zinc Sulphate	06@11

**Ingersoll and Westclox Watches**

We are General Distributors for the above Lines and carry complete lines in stock

**INGERSOLL WATCHES**

*Plain Dial—*

	Costs You	Sells for
Yankee	\$1.02	\$1.50
Eclipse	1.67	2.50
Junior	2.17	3.25
Midget	2.17	3.25
Wrist-Metal Dial	2.33	3.50

*Radiolite Dial—*

Yankee Radiolite	1.50	2.25
Eclipse Radiolite	2.17	3.25
Junior Radiolite	2.67	4.00
Midget Radiolite	2.50	3.75
Wrist Radiolite	2.67	4.00

*Jeweled Models—*

Waterbury	\$3.00	\$4.50
Waterbury Radiolite	3.67	5.50
Waterbury Rolled Gold Plate	5.33	8.00
Reliance	4.00	6.00
Reliance Rolled Gold Plate	6.33	9.50

**WESTCLOX WATCHES**

*Pocket Ben—*

Each	\$1.05
Dozen Lots, Each	1.02
2 Dozen Lots, Each	.99

*Glo Ben—*

Each	\$1.58
Dozen Lots, Each	1.53
2 Dozen Lots	1.49



**Hazeltine & Perkins Drug Company**  
Manistee MICHIGAN Grand Rapids



# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Lard

## DECLINED

Canned Pineapple  
Canned Pears

**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

**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

**CANNED MEAT**  
Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned ----- 3 10  
Beef, No. 1, Roast ----- 3 10  
Beef, No. 2 1/2, Qua. sli. 1 50  
Beef, 3 1/2 oz. Qua. sli. 2 00  
Beef, 5 oz., Qua. sli. 2 75  
Beef, No. 1, B'nut, sli. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Can, 1s 1 35@1 45  
Deviled Ham, 1/2s ----- 2 20  
Deviled Ham, 1/4s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/2 Libby 92 1/2  
Potted Ham, 1/2 Qua. 90  
Vienna Saus., No. 1/4 1 85  
Vienna Sausage, Qua. 95  
Veal Loaf, Medium ----- 2 65

## BROOMS

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

## BRUSHES

**Scrub**  
Solid Back, 8 in. ----- 1 50  
Solid Back, 1 in. ----- 1 75  
Pointed Ends ----- 1 25

## Shaver

Shaver ----- 1 80  
No. 50 ----- 2 00  
Peerless ----- 2 60

## Shoe

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

## BUTTER COLOR

Dandelion ----- 2 85

## CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. ----- 12.8  
Paraffine, 6s ----- 14 1/2  
Paraffine, 12s ----- 14 1/2  
Wicking ----- 40  
Tudor, 6s, per box ----- 30

## CANNED FRUIT

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

## CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minc'd, No. 1 3 25  
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  
Sardines, 1/4 Oil, K'less 5 50  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/2s 2 80  
Salmon, Red Alaska 3 10  
Salmon, Med. Alaska 2 85  
Salmon, Pink Alaska 1 80  
Sardines, Im. 1/4, ea. 10@23  
Sardines, Im., 1/2, ea. 25  
Sardines, Cal. ----- 1 65@1 80  
Tuna, 1/2, Albocore ----- 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/2s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

## Baked Beans

Campbell's, 1c free 5 ----- 1 15  
Quaker, 18 oz. ----- 85  
Fremont, No. 2 ----- 1 20  
Snider, No. 1 ----- 95  
Snider, No. 2 ----- 1 25  
Van Camp, small ----- 85  
Van Camp, Med. ----- 1 15

## CANNED VEGETABLES

**Asparagus.**  
No. 1, Green tips ----- 3 75  
No. 2 1/2, Large Green 4 50  
W. Beans, cut 2 1 45@1 75  
W. Beans, 10 ----- 7 50  
Green Beans, 2s 1 45@2 25  
Green Beans, 10s ----- 7 50  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 95  
Red Kid, No. 2 ----- 1 25  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 2, cut 1 10@1 25  
Beets, No. 3, cut ----- 1 60  
Corn, No. 2, stan. ----- 1 25  
Corn, Ex. stan. No. 2 1 55  
Corn, No. 2, Fan. 1 80@2 35  
Corn, No. 10 ----- 3 00@10 75  
Hominy, No. 3 1 00@1 15  
Okra, No. 2, whole ----- 2 00  
Okra, No. 2, cut ----- 1 65  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 45  
Mushrooms, Hotels ----- 33  
Mushrooms, Choce, 8 oz. 43  
Mushrooms, Sur Extra 60  
Peas, No. 2, E. J. ----- 1 65  
Peas, No. 2, Sift, June ----- 1 85  
Peas, No. 2, Ex. Sift, E. J. ----- 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35@1 60  
Pumpkin, No. 10 4 00@4 75  
Pimentos, 1/4, each 12@14  
Pimentos, 1/2, each ----- 27  
Sw't Potatoes, No. 2 2 1/2 2 25  
Sauerkraut, No. 3 1 40@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 ----- 1 25  
Spinach, No. 2 ----- 1 60@1 90  
Spinach, No. 3 ----- 2 10@2 50  
Spinach, No. 10 ----- 6 00@7 00  
Tomatoes, No. 2 1 20@1 30  
Tomatoes, No. 3, 1 90@2 25  
Tomatoes, No. 10 ----- 7 80

## CLOTHES LINE.

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

**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

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

**DRIED FRUITS**  
**Apples**  
N. Y. Fcy., 50 lb. box 15 1/2  
N. Y. Fcy., 14 oz. pkg. 16  
**Apricots**  
Evaporated, Choice ----- 27  
Evaporated, Fancy ----- 30  
Evaporated, Slabs ----- 25  
**Citron**  
10 lb. box ----- 40  
**Currants**  
Packages, 14 oz. ----- 15  
Greek, Bulk, lb. ----- 15  
**Dates**  
Dromedary, 36s ----- 6 75  
**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  
15 oz. ----- 10 1/2  
Seeded, 15 oz. ----- 12 1/2

## 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, Wrgleys ----- 65  
Juicy Fruit ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

## 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 dz. 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 ----- 37 50  
Master Piece, 50 Tin. 35 00  
Canadian Club ----- 35 00  
Little Tom ----- 37 50  
Tom Moore Monarch 75 00  
Tom Moore Panetris 65 00  
T. Moore Longfellow 95 00  
Webster Cadillac ----- 75 00  
Webster Knickbocker 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges 125 00  
Bering Apollon ----- 95 00  
Bering Palmitas ----- 115 00  
Bering Delosos ----- 120 00  
Bering Favorita ----- 135 00  
Bering Albas ----- 150 00

## COCOA.

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

## 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't'd 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

## CHOCOLATE.

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

## COCOANUT

Dunham's  
15 lb. case, 1/2s and 1/4s 43  
15 lb. case, 1/4s ----- 47  
15 lb. case, 1/2s ----- 46

## Gum Drops Pails

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

## Lozenges Pails

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

## Hard Goods Pails

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

## Cough Drops Bxs

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

## Package Goods

Creamery Marshmallows  
4 oz. pkg., 12s, cart. 85  
4 oz. pkg., 48s, case 3 40

## Specialties

Walnut Fudge ----- 22  
Pineapple Fudge ----- 21  
Italian Bon Bons ----- 17  
Banquet Cream Mints ----- 28  
Silver King M. Mallovs 1 50  
Walnut Sundae, 24, 5c 80  
Neapolitan, 24, 5c ----- 80  
Mich. Sugar Ca., 24, 6c 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

## 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, 8 oz., 3 doz. 4 05  
Dromedary Instant ----- 3 50

## FLAVORING EXTRACTS

**Vanilla**  
Doz. Pure ----- 1 35  
1 35 ----- 1/2 ounce ----- 1 35  
180 ----- 1 1/4 ounce ----- 1 80  
3 20 ----- 3/4 ounce ----- 3 20  
3 00 ----- 2 ounce ----- 3 00  
5 50 ----- 4 ounce ----- 5 50

## UNITED FLAVOR

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

## Jiffy Punch

3 doz. Carton ----- 2 25  
Assorted flavors.

## FLOUR

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

## FRUIT CANS

F. O. B. Grand Rapids  
**Mason**  
Half pint ----- 8 40  
One pint ----- 8 50  
One quart ----- 9 60  
Half gallon ----- 12 60

## Ideal Glass Top Rubbers.

Half pint ----- 9 50  
One pint ----- 9 80  
One quart ----- 11 75  
Half gallon ----- 15 76



## AXLE GREASE

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

## BAKING POWDERS

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

## K. C. Brand

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

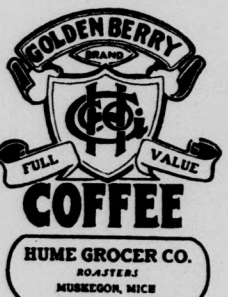
The Original

## Condensed

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

## BREAKFAST FOODS

**Kellogg's Brands.**  
Corn Flakes, No. 136 3 45  
Corn Flakes, No. 124 3 45  
Corn Flakes, No. 102 2 00  
Pep, No. 224 ----- 2 70  
Pep, No. 202 ----- 1 75  
Krumbles, No. 424 ----- 2 70  
Bran Flakes, No. 624 2 45  
Bran Flakes, No. 602 1 50



## 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





GELATINE



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

HORSE RADISH

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

JELLY GLASSES

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



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

MATCHES

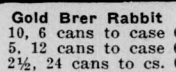
Swan, 144 ----- 4 75
Diamond, 144 box ----- 6 00
Searchlight, 144 box ----- 6 00

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



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

NEW ORLEANS

Fancy Open Kettle ----- 74
Choice ----- 62
Fair ----- 41
Half barrels 5c extra

PIPER

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

COWS

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

VEAL

Top ----- 19
Good ----- 18
Medium ----- 14
Lamb
Spring Lamb ----- 24

OLIVES

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

PARIS GREEN

3/8s ----- 31
1s ----- 29
2s and 5s ----- 27

PEANUT BUTTER

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

PETROLEUM PRODUCTS

Perfection Kerosine ----- 14 6
Red Crown Gasoline ----- 10 7
Tank Wagon ----- 28 7

IRON BARRELS

Light ----- 62 2
Medium ----- 64 2
Heavy ----- 66 2
Special heavy ----- 68 2

MINCE MEAT

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

PIG'S FEET

Cooked in Vinegar
3/4 bbls. ----- 2 50
1/2 bbls., 35 lbs. ----- 4 50

CASINGS

Hogs, Med., per lb. ----- @ 55
Beef, round set ----- 23 @ 36
Beef, middles, set ----- @ 150

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

RUSKS

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

SALERATUS

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

COD FISH

Middles ----- 15 1/2
Tablets, 1/2 lb. Pure ----- 1 40
Wood boxes, Pure ----- 29 1/2

HERRING

Holland Herring
Mixed, Keys ----- 1 00
Mied, half bbls. ----- 9 50

VEAL

Top ----- 19
Good ----- 18
Medium ----- 14
Lamb
Spring Lamb ----- 24

LAMB

Good ----- 23
Medium ----- 22
Poor ----- 22

MUTTON

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

PORK

Light hogs ----- 16
Medium hogs ----- 16
Heavy hogs ----- 15
Butts, Med. ----- 23

PROVISIONS

Barreled 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

SAUSAGES

Bologna ----- 15
Liver ----- 14
Frankfort ----- 19

SMOKED MEATS

Hams, Cer., 14-16 lb. @ 30
Hams, Cer., Skinned ----- @ 31
Ham, dried beef ----- @ 32

BEEF

Boneless, rump 23 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
3/4 bbls. ----- 2 50
1/2 bbls., 35 lbs. ----- 4 50

CASINGS

Hogs, Med., per lb. ----- @ 55
Beef, round set ----- 23 @ 36
Beef, middles, set ----- @ 150

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

RUSKS

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

SALERATUS

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

COD FISH

Middles ----- 15 1/2
Tablets, 1/2 lb. Pure ----- 1 40
Wood boxes, Pure ----- 29 1/2

HERRING

Holland Herring
Mixed, Keys ----- 1 00
Mied, half bbls. ----- 9 50

VEAL

Top ----- 19
Good ----- 18
Medium ----- 14
Lamb
Spring Lamb ----- 24

LAMB

Good ----- 23
Medium ----- 22
Poor ----- 22

LAKE HERRING

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

WHITE FISH

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

STOVE POLISH

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

SALT

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

PURE GROUND IN BULK

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

SPICES

Whole Spices
Allspice, Jamaica ----- @ 24
Cloves, Zanzibar ----- @ 40

SEASONING

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

CORN SYRUP

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

MAPLE

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

TABLE SAUCES

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

WASHING POWDERS

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

TEA

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

GUNPOWDER

Choice ----- 40
Fancy ----- 47
Ceylon
Pekoe, medium ----- 57

ENGLISH BREAKFAST

Congou, Medium ----- 28
Congou, Choice ----- 35 @ 36
Congou, Fancy ----- 42 @ 43

OOLONG

Medium ----- 39
Choice ----- 45
Fancy ----- 50

TWINE

Cotton, 3 ply cone ----- 33
Cotton, 3 ply pails ----- 35
Wool, 6 ply ----- 18

VINEGAR

Cider, 40 Grain ----- 20
White Wine, 80 grain ----- 26
White Wine, 40 grain ----- 20

WICKING

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

WOODENWARE

Baskets
Bushels, narrow band, wire handles ----- 1 75
Bushes, narrow band, wood handles ----- 1 80

CHURNS

Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

PAIS

10 qt. Galvanized ----- 2 40
12 qt. Galvanized ----- 2 60
14 qt. Galvanized ----- 3 00

TRAPS

Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 65

TUBS

Large Galvanized ----- 8 50
Medium Galvanized ----- 7 25
Small Galvanized ----- 6 50

WASHBOARDS

Banner, Globe ----- 5 50
Brass, single ----- 6 00
Glass, single ----- 6 00

WRAPPING PAPER

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

YEAST CAKE

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

YEAST-COMPRESSED

Fleischmann, per doz. 30

Zion Fig Bars
Unequaled for Stimulating and Speeding Up Cooky Sales
Obtainable from Your Wholesale Grocer
Zion Institutions & Industries Baking Industry

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

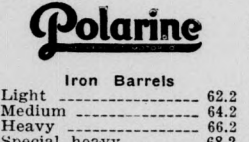
GUNPOWDER
Choice ----- 40
Fancy ----- 47
Ceylon
Pekoe, medium ----- 57

TWINE
Cotton, 3 ply cone ----- 33
Cotton, 3 ply pails ----- 35
Wool, 6 ply ----- 18

VINEGAR
Cider, 40 Grain ----- 20
White Wine, 80 grain ----- 26
White Wine, 40 grain ----- 20

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

WOODENWARE
Baskets
Bushels, narrow band, wire handles ----- 1 75
Bushes, narrow band, wood handles ----- 1 80



80 can cases, \$4.80 per case



**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Jan. 21—We have to-day received the schedules, order of reference and adjudication in the matter of Frank Hile, Bankrupt No. 3076. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Sparta, and his occupation is that of a laborer. The schedules show assets of \$731 of which \$250 is claimed as exempt, with liabilities of \$10,198. 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:

A. Bennett, Ravenna	\$ 618.00
Advance Raunely Thresher Co., Battle Creek	1,200.00
International Harvester Co., Jackson	625.00
Bishop Furniture Co., Muskegon	125.00
Beerman Music Shop, Muskegon	75.00
Bloch Coal Co., Muskegon	50.00
J. B. Colt Lighting Co., New York	350.00
Skinner Irrigatig Co., Troy, Ohio	150.00
Belnap Cement Products Co., Greenville	100.00
T. S. Royster Guano Co., Toledo	348.00
E. L. Hansen, Muskegon	500.00
W. J. Carl, Muskegon Heights	1,750.00
A. R. Damm, Muskegon	730.00
Edwards Lumber Co., Muskegon	
Heights	304.80
J. J. Howden & Co., Muskegon	75.00
Dr. Frank W. Garber, Sr., Muskegon	100.00
J. E. Marvin, Muskegon	175.00
Dr. Clark T. Mixer, Muskegon H.	21.00
Dr. Walter Davis, Muskegon	12.00
Dagget Lumber Co., Ravenna	21.00
Dr. L. T. Powers, Muskegon	14.00
Hackley Hospital, Muskegon	135.00
W. J. Jones, Ravenna	50.00
Lennox Oil & Paint Co., Cleveland	14.81
Jos. Pelon, Muskegon	25.00
J. S. Barton, Grand Rapids	225.00
T. Butterfield, Grand Rapids	100.00
Alfred J. Hunter, Muskegon	25.00
Lansing Silo Co., Lansing	80.00
T. E. Tigenfritz Sons Co., Monroe	112.25
Prudential Nursery Co., Kalamazoo	135.00
Dr. A. F. Harrington, Muskegon	20.00
George C. Norton, Casnovia	44.82
Elliott S. Nichols, Detroit	500.00
Masons General Store, Casnovia	11.00
Dr. F. N. Norfolk, Muskegon	20.00
Fred Emmons, Casnovia	109.62
Henry VanDyke, Ravenna	25.00
Farmers & Merchants State Bank, Casnovia	572.80
A. Bennett, Ravenna	20.00
Houston Ave. Vul. Co., Muskegon	11.00
Johnson Drug Co., Muskegon	7.50
Muskegon Farmers Co-operative Dairy Co., Muskegon	24.00
Shupp & Andrus, Grand Rapids	125.00
M. Kelly, Casnovia	13.50
Morris & Sons, Casnovia	46.73
A. H. Moore, Ravenna	100.00
Farmers State Bank, Alto	101.17

In the matter of Herbert N. Talcott, Bankrupt No. 2821, 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.

Jan. 22. On this day was held the final meeting of creditors in the matter of Clarence E. Pitkin, Bankrupt No. 2814. The bankrupt was not present or represented. The trustee was not present or represented. No additional claims were proved and allowed. The trustee's final report and account was considered, 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 of 20 per cent. to the one general claim proved and allowed. 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. 24. On this day was held the first meeting of creditors in the matter of Orrin L. Franks, Bankrupt No. 3063. The bankrupt was present in person and represented by attorneys Watt & Colwell. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. C. Woolridge was appointed trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of John S. Parsb, Bankrupt No. 3062. The bankrupt was present in person and represented by attorney Francis L. Williams. One claim was proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed for the present. The first meeting then adjourned to Jan. 31, to permit the bankrupt to amend his schedules.

On this day also was held the first meeting of creditors in the matter of George F. Bostock, Bankrupt No. 2053. The bankrupt was present in person and represented by attorney Earl W. Dunn. 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.

In the matter of Automotive Sheet Metal Co., Bankrupt No. 2800, the trustee has filed in said court his final report and account and a final meeting of creditors has been called for Feb. 4. The report and account of the trustee will be considered and administration expenses and a final dividend to creditors ordered paid.

In the matter of A. H. Roberts, Bankrupt No. 2775, the trustee has filed his final report and account and a final meeting of creditors has been called for Feb. 4. The trustee's final report and account will be considered and passed on; administration expenses will be ordered paid and a first and final dividend to creditors directed paid, if the funds on hand will permit such action.

In the matter of Irving Hurwitz, Bankrupt No. 2937, the trustee has filed his final report and account and a final meeting of creditors has been called for Feb. 4. 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 will be no dividend to creditors generally.

Jan. 24. On this day also was held the first meeting of creditors in the matter of Andrew Moutsatson, Bankrupt No. 3066. The bankrupt was present in person and represented by attorney A. P. Cady. Creditors were represented by W. M. Cunningham, attorney. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Harris S. Whitney, of Benton Harbor, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Grewe & Humberg, Bankrupt No. 2770. There were no appearances. The trustee's final report and account was approved and allowed. Administration expenses were ordered paid. An examination of the files leads to the belief that there can be no dividend to general creditors. If a dividend can be paid the amount thereof will be given here. No objections were made to the discharge of the bankrupt. The first meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Jan. 25. On this day was held the adjourned first meeting of creditors in the matter of Albert L. Joyce, Bankrupt No. 3058. The bankrupt was present in person and represented by attorney Don E. Minor. The trustee was present in person and represented by attorneys Hilding & Hilding. The bankrupt was sworn and further examined, with a reporter present at the examination. The adjourned first meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of A. G. Cusser, Bankrupt No. 2973. The bankrupt was not present or represented. The trustee was present in person. The final report and account of the trustee was approved and allowed. The bills for administration were approved and allowed as filed. An order was made for the payment of such expenses and for the declaration and payment of a supplemental first dividend on new claims proved and allowed and for the declaration and payment of a final dividend of 9.4 per cent. on all claims proved and allowed. No objections were made to the discharge of the bankrupt. The first 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 Voss, doing business as Decho Enameling Co., Bankrupt No. 2615. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The bills for administration and exemptions were approved and allowed. An order was made accepting the offer of compromise on the secured claim of Goodspeed Realty Co. An order was made for the payment of expenses, as far as the funds on hand will permit. There will be no dividends to general creditors. The 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 International Vinegar Co., Bankrupt No. 2662. The officers of the bankrupt were not present or represented. The trustee was present and represented by Norris, McPherson, Harrington & Waer. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. Expenses of administration were ordered paid, as far as the funds on hand would permit, there being no funds for the payment of dividends to general creditors.

Jan. 26. We have to-day received the schedules, order of reference and adjudication in the matter of Ida M. Johner, Marie DeWilde and Pauline Vierhout, in-

dividually and as copartners doing business as Johner Sister, Bankrupt No. 3077. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Holland. The scheduled assets are \$2,219.25 with liabilities of \$4,343.76. Ida M. Johner individually shows no assets with liabilities of \$41.50. Marie DeWilde shows no assets with liabilities of \$8.50. Pauline Vierhout shows assets of none with liabilities of \$24.50. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Holland	\$ 70.00
City of Zeeland	30.00
Cornelius Roosenread, Zeeland	1,300.00
Herpsholmer Co., Grand Rapids	15.00
J. Y. Huizenga & Co., Holland	12.00
G. Moeke & Sons, Zeeland	18.68
Holland City News, Holland	12.00
Sentinel Pub. Co., Holland	31.52
Verhage Milling Co., Zeeland	23.00
Arie Van Dyke, Zeeland	35.00
C. Telgenhof, Zeeland	25.74
Diepenhorst & Westrate, Holland	5.75
Imperial Lingerie Co., Chicago	28.75
J. L. Apfelbaum, Chicago	433.43
Alport & Cutler, Chicago	115.25
H. Blum & Co., Cleveland	813.42
Boag Ribbon Craft Co., P. O., Ill.	441.09
Eggers & Sudhoff Co., Cincinnati	252.35
Goldstein & Flak, New York	235.75
Haasen Dress Mfg. Co., Detroit	76.03
Lloyd & Elliott, New York	82.50
Lindley Box & Paper Co., Marion, Ind.	6.59
Milwaukee Hosiery Co., Milwaukee	108.81
Morris Blum & Co., Chicago	41.00
Rudolph Jacobs & Co., Cincinnati	10.00
Paul Stoketee & Sons, Grand Rap.	15.00
Ed. Strassburger, Chicago	69.00
Stare Paper Co., Kalamazoo	17.66
S. M. & R. Co., Chicago	114.87
Worth White Garment Co., Hicksville, Ohio	80.20
Herro & Co., Chicago	31.13
Looman Elec. Shop, Holland	19.09
Zeeland Record Co., Zeeland	9.90
Mrs. Marie Wimmis, Holland	97.25
Holland Gas Co., Holland	10.50
City of Holland, Holland	6.59
Wichers Lumber Co., Zeeland	45.00
Henry Baker, Grand Rapids	200.00
Mrs. M. Buser, Detroit	350.00
First State Bank, Holland	150.00
W. Hochstrasser, Grand Rapids	200.00
J. A. VanDer Veeb, Holland	300.00
C. Vierhout, Holland	206.27
P. DeWilde, Grand Rapids	100.00
Zeeland State Bank, Zeeland	175.00
Zee and Commercial Bank, Zeeland	200.00
Nagelkirk, Zeeland	100.00
Charles H. McBride, Holland	27.90
Dr. C. E. Boone, Zeeland	9.50
Dr. Wm. G. Winter, Holland	35.00
Dr. J. J. Brower, Holland	15.00
Dr. W. Vix, Grand Rapids	15.00

Jan. 27. We have to-day received the schedules, reference and adjudication in the matter of Wilber Pease, Bankrupt No. 3082. 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 truck driver. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$938.75. 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:

Andringa & Datema, Grand Rapids	\$343.00
Butterworth Hospital, GGrand Rap.	34.50
Buys Bros., Grand Rapids	125.09
J. Kuiper, Grand Rapids	96.39
Metcalf Funeral Directors, Grand Rapids	
J. Mollema & Son, Grand Rapids	27.50
Dr. John Pedden, Grand Rapids	61.09
Dr. Henry Pyle, Grand Rapids	49.00
A. Verwys, Grand Rapids	126.28
M. Warmolts, Grand Rapids	26.90

In the matter of John Hare, Bankrupt No. 3073, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

In the matter of Reank Hile, Bankrupt No. 3076, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

**Tweeds Continue Well Liked.**

Tweeds continue in high favor in the women's wear trade. These cloths in both plain and novelty effects and colorings fit in extremely well with the sports trend. They are being extensively used in sports coats and suits, in both medium and higher price ranges. Mill selling agents here believe reorders on the goods will be good and have prepared stocks for quick delivery. These executives also regard the fall outlook for the weaves as promising, and advance lines for next season are already being made available in the market here.



**THE DEAF MADE TO HEAR**

The wonder of the twentieth century.

The smallest known device for hearing.

The Phonophor

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

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

**HART BRAND CHOICE OF THE LAND**



Look for the Red Heart on the Can

**LEE & CADY** Distributor

**Reliability through the years**

You can give your customers Rumford Baking Powder and know they will come back for more. Its purity, wholesomeness and dependability insures better baking and will please the most critical housewife.

**RUMFORD CHEMICAL WORKS**  
D25-26 Providence, R. I.

**RUMFORD THE WHOLESOME BAKING POWDER**



**SUCCESSFUL SALESMEN.**

**Arthur N. Borden, Representing Foster, Stevens & Co.**

Arthur N. Borden was born in Oswego, N. Y., Feb. 1, 1877. His antecedents were English on his father's side and French and German on his mother's side. When he was 3 years of age the family removed to Cleveland, where Arthur resided for about nineteen years. He attended the public schools as far as the eighth grade, when he completed a business course at the Spencerian Business College. He then entered the employ of Wm. Taylor, Son & Co., wholesale hardware dealers, with whom he remained about a year. He then engaged in the show business, becoming one of the North Brothers, comedians who covered many states from Ohio to the Pacific coast, including Winnipeg and the Canadian Northwest. He continued to pursue this profession for six years, when he decided to leave it for a business career.



Arthur N. Borden.

His first employment after retiring from the show business was with John W. S. Pierson & Co., hardware dealers at Stanton. After three years behind the counter, he went on the road for D. M. Osborne & Co., who are now a constituent of the International Harvester Co. He remained with this house three years, covering Central Michigan in the meantime. During this period he was a member of the Carson City Distributing Co. Liking the hardware trade better than the implement business, he resigned his position with the Osborne Co. to take a position with John W. Hallet & Son, hardware dealers of Carson City. At the end of two years he conceived the idea of entering the profession of traveling salesman and secured employment with the Fletcher Hardware Co., of Detroit. He represented this house in Western Michigan for three and one-half years, when he changed over to the Shapleigh Hardware Co., of St. Louis, which arrangement continued for several years. His next connection was with the Simmons Hardware Co., of St. Louis, with whom he remained about five years. He then engaged to cover Texas for the National Brass Co. His territory was subsequently changed to the Chi-

cago and Wisconsin trade. Last August he formed an alliance with Foster, Stevens & Co., with which house he is very happily situated.

Mr. Borden was married July 1, 1896, to Miss Cloe May Chapin, of Stanton. They have three boys, aged 28, 23 and 21, respectively, and one girl 19 years old. They reside in their own home at 518 Fuller avenue.

Mr. Borden attends the Plymouth Congregational church and formerly sang tenor in the church choir. He is a charter member of Malta Lodge, F. & A. M., and is also identified with the Modern Woodmen. He has no hobby except his liking for base ball. He has never played a game in his life but is one of the most enthusiastic fans in the city. He attributes his success to hard work but those who know his methods of work insist that a delightful personality and a charming conversational capacity are quite as much to be attributed to his success as persistent effort.

Mr. Borden has never held any public office except that of constable at Stanton, to which he was unanimously elected. He joined the U. C. T. in 1910 and was elected Page the second year he was a member. He subsequently filled all the offices up to that of Senior Counselor, to which he was elected in the spring of 1916. His administration was marked by a brilliancy of achievement which is still a happy tradition of the order.

As a story teller Mr. Borden is one of the best in the ranks of the fraternity. His varied experience on the stage gave him a vocabulary, a clear enunciation and a self possession which enable him to put over any clean story in such a way that it appeals to the hearer with telling force. On account of his ability to "think on his feet," his services are in constant demand, especially on the occasion of impromptu gatherings where it is necessary to assemble and present ideas quickly and effectively. It would be as easy to catch a weasel asleep as it would be to catch Mr. Borden at a time when he could not say something worth hearing in an exceedingly pleasing manner.

**Speeding Up Production in Grocery Store Annex.**

(Continued from page 20)

opportunity, digging out all possible facts for months or years in advance. For these men expect to make their undertaking a life work.

As a preliminary, those men study. They read and observe as far and as often as they can, what others have done and are doing by way of advanced management and perfected plans.

They are on their toes to improve and perfect means, men and methods. For these men plan to become permanent merchants.

This idea pervades the grocery business in older countries. It is institutional in many of our own older sections—New England, for example. And the idea must become general over the entire land rather soon, for otherwise the present generation of grocers will pass away to make place for men who do take their calling seriously.

And maybe this is a good thought: Chain merchants build on the basis of permanence. They expect and plan to stay in business. Is not that fact in itself an element of strength in chain competition which most of us tend to overlook?

Editorially speaking, the Canadian Grocer remarks on hand-to-mouth buying:

"The speculative element has been curtailed. Margins to-day are not sufficient to allow for many mistakes in buying futures. It has come as an economic development and there is every likelihood that it will remain as a basic policy."

All sound, solid stuff; but here is something significant:

"A result is that manufacturers have been forced to shorten their credit terms, and by collecting money in shorter time and lessening losses, have been able to meet price competition."

So one apprehended bugbear—that goods must cost more on this basis—has been obviated. But, more important, grocers are called upon to pay more promptly and, as an inevitable result, they collect more promptly which is something the trade has needed ever since the days of year-to-year settlements. Paul Findlay.

**Mills Going After Profits.**

Now that the primary cotton goods markets are beginning to take on a sellers' hue, a number of the mills are showing a disposition to seek the profits on their merchandise that have been lacking for so long in many cases. There is no question that low prices have kept profits at a minimum for a long time, and this is said to have been so true of several lines that, even with the present low cost of cotton, there is very little in it for the manufacturers. The only way to overcome this situation is to boost prices, but until recently it has been impossible to take this action because of the slack demand. Certain lines of staple low-priced cloths have been moved up a cent a yard very recently, and there are indications that similar rises in other lines are only a matter of days.

**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.

GET IN in ground floor for Boulder Dam income property. Bargains. Close-in acreage. Artesian water. Box 1, Las Vegas, Nevada's liveliest city. 470

FOR SALE—\$12,000 HARDWARE and implement stock to be sold to the highest bidder February 5. Located in fine farming section and store has been operating successfully for about 40 years. Has best reputation. Lease on two-story building and basement with electric elevator, must go with sale. Rents cheap. Terms made known the day of sale, but would consider safe proposition before that date. Reason for sale, other interests. W. F. FELTS HARDWARE CO., INC., Fulton, Kentucky. 471

For Sale—One computing scale, one adding machine, one typewriter, one cash register, one rotospeed, one account register. Every one a bargain. New Haven Cash Store, Middleton, Mich. 472

FOR SALE—A four-drawer National cash register, No. 1,769,923 and 942(2) R. S.—E.L.4C, in good condition, for \$525. Redman Brothers, Alma, Michigan. 473

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—General store, gas station, residence, in farming community, \$2,000 down, terms reasonable. South Riley Store, DeWitt, Mich. 469

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 Griot Ave., Detroit. Phone, Cadillac 7517. 463

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 666

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

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

**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.

**REYNOLDS**  
*- Slate-Clad -*  
**SHINGLES**  
"BUILT FIRST TO LAST"



### Items of Interest to Grand Rapids Council.

The Secretary of Grand Rapids Council recently received a letter from Wilbur Burns, who was formerly in the coal and lumber business at Wyoming Park, but is now sojourning in California midst the orange groves. His heart is still in Michigan and he wishes to be remembered to all the boys and states he will soon return for a permanent location. It seems that one who has enjoyed the many advantages of Grand Rapids and vicinity never quite gets away from the influence of it.

Cy Perkins, who is quite favorably known in this territory as a Court Royal Boy, has recently entered the employ of Lee & Cady, cigar department, and will cover the Northern territory for them, which includes Northern Michigan and a part of the Upper Peninsula. He will continue to make his home in Grand Rapids.

John B. Olney, who has earned quite a reputation for himself as a speaker upon business topics, will address the Michigan Press Association in their annual meeting at Lansing on Friday forenoon. Brother Olney has been in the service of the American Type Founders Co. for more than twenty years. Owing to his expert knowledge of the printing business, he is often called upon to assist in an appraisal of equipment and adjustment of loss following a fire in a printing establishment. He will talk to the members of the Michigan Press Association on the subject of insurance enlightening many of them not only on why they should be insured but the most favorable contract they can secure to protect them and their business in the event of loss by fire.

At the meeting of the Salesmen's Club of Grand Rapids next Saturday at 12:45 p. m. in the Rotary room of the Pantlind Hotel, they will be addressed by Leslie A. Butler, Superintendent of Grand Rapids Schools, on the subject of Practical Education. This is an important subject and Superintendent Butler should be heard by as many parents of children of school age as the Rotary room will accommodate. Superintendent Butler addressed the Club two years ago on the Development of Education and his talk was so pleasing and instructive that he was made an honorary member of the Club.

I am glad to report that Glen Broderick, who has been in Butterworth hospital for several days as the result of an operation for ulcers of the stomach, has sufficiently recovered that he returned to his home last Monday. The Scribe acknowledges receipt of a letter from Brother Broderick, in which he thanks the Council for the flowers sent to him and states he will be a new man in a very short time.

The regular meeting of Grand Rapids Council will be held Saturday evening at 7:30 in the Council room of the Rowe Hotel. This is the last meeting before the close of the year and the annual meeting the first Saturday in March. Members of the Council should be present themselves and as many as possible bring in a candidate for this is about the last

opportunity of helping your Council make a record and earn one of the prizes offered by the Grand Council of Michigan, which have been mentioned in this column several times previously. The ladies will be entertained, as usual, with cards from 8 until 10, after which hot refreshments will be served, followed by dancing until 12 o'clock. Music for the dancing will be furnished by piano and saxophone.

Real definite progress is being made in the arrangement of program for the twenty-fifth annual banquet at the Pantlind Hotel on the evening of Mar. 5. A very practical and useful souvenir of considerable value for the ladies has been ordered and other details of the event are being worked out rapidly. A very novel plan of seating the guests will be in effect, which will avoid the confusion that has been experienced on a few of the former occasions. Inasmuch as this is the twenty-fifth annual banquet of the Council it is being regarded as a "silver jubilee." We predict it will be remembered with pleasure by many of those present for another twenty-five years.

#### The Scribe.

#### A Case of Ingratitude.

The entry of ford into the retail grocery and meat business is rather unfortunate for him and the dealers in Detroit whom he is displacing because of his philanthropic ideas of giving the people of that city food at wholesale cost and without any desire to make a profit. It is unfortunate for him as it is going to cost him more money than it will the grocers, whom he succeeds in driving out of business in the Motor City. Self-preservation is the first law of nature and since ford has opened the fight by endeavoring to ruin the business of his best customers, it is but natural the latter would adopt means to retaliate.

The retail grocers, as a class, are larger buyers of ford cars than any other. They have been buying his trucks and pleasure cars to render service to the people which service, Mr. ford's spokesman says, is responsible for high prices which he hopes to eliminate by running stores of his own. There are over 300,000 of these grocers in the country. At least two-thirds of them have a truck or more in their business, as well as pleasure machines. They have twice as many relatives and friends, to say nothing of salesmen calling on the grocers, who are also large buyers of ford cars. There is a potential buying capacity, therefore, of not less than 300,000 to 400,000 cars and his action is nothing less than an expression of ingratitude toward them.

Mr. ford is recognized as about the richest man in this country, but when he attacks the hand that has been contributing so largely to the accumulation of his wealth he must expect resentment. His car production has already declined 25 per cent. due to competition, it is stated, but with the grocers and their friends on his trail he is apt to realize he has run against a Tartar. A fight of this kind is unfortunate and should never take place. —Interstate Grocer.

### MEN OF MARK.

#### I. Douma, Sales Manager Muller Bakeries, Inc.

Isaac Douma was born in Holland, Mich., Aug. 8, 1888. His antecedents were Holland Dutch on both sides. He attended the public schools of Holland and pursued a mathematical course at Hope College. While he was still a schoolboy—sixteen years ago—he secured the agency for the Fleischmann Co., at Holland. During the summer he delivered yeast to his customers with his bicycle and in the winter he traveled about the city on foot. Later his employer furnished him a horse and wagon. On leaving school, he added lines of cheese and oleomargarine, which he sold at wholesale to his retail grocery customers. Fifteen years ago he decided to espouse the yeast business as a lifetime occupation and the company sent him to Columbus, Ohio, for the necessary



Isaac Douma.

training. At the conclusion of his course which required one year he was transferred to Grand Rapids and made assistant manager under C. A. Mulholland, who served the company as Grand Rapids agent for nearly a quarter of a century. In November, 1917, he entered the service of his country and went into training at Columbus Barracks. At the end of fifteen months his employer succeeded in getting him released and he returned to his old position in this city. Two months later Mr. Mulholland resigned and Mr. Douma was promoted to the position of manager, which he has held ever since until this week, when he resigned to take the position of General Sales Manager for the Muller Bakeries, Inc. He will make Grand Rapids his headquarters, maintaining a desk in the executive offices at the corner of South Division avenue and Wealthy street.

Mr. Douma was married Nov. 24, 1920, to Miss Cora Copithorne, of this city. They reside in their own home at 1951 Madison avenue.

Mr. Douma owns up to no hobby but work and attributes his success to the thorough training he has received

at the hands of the Fleischmann Co., to rigid discipline, and also to the fact that he has always aimed to conduct himself and serve his customers in strict accordance with the Square Deal and the Golden Rule. He enters upon the duties of his new position full of hope and courage, confident in the belief that he will achieve some greater victories in the future than he has in the past.

#### Adopt Pay-Day-To-Pay-Day Credit System.

Sebewaing, Feb. 1.—The business men of this place have decided to curtail some of the evils of the long-time credit system by the adoption of the following agreement:

Beginning February 15, 1927, we the undersigned will conduct our business on a cash basis with the following provisions:

1. Accredited customers so desiring and for their convenience may have the customary thirty days for payment.

2. Pay Day to Pay Day credit may be arranged for.

3. On telephone orders and where delivery is made same may be paid on delivery or weekly if not operating under rule 1 and 2.

4. Credit for large amounts or for a longer period than thirty days may be arranged for by settling at time of sale with a bankable note.

We believe these terms will not inconvenience anyone and we ask you to kindly co-operate with us on same and not ask us to deviate from them as they will be strictly adhered to.

John Rummel & Co.  
Chas. Beckman.  
Alfred Liken  
Star Market.  
Ernst C. Kohtz.  
Jacob Mischung.  
Sebewaing Concrete Products Co.  
G. F. Gremel.  
J. E. Wurm & Co.  
H. J. Bauer.  
Wm. Yackle.  
Paul Rueffar.  
A. C. Eberlein.  
J. C. Liken & Company.  
Sebewaing Blade.  
City Dray Line.  
Myers & Riedel Co.  
Sebewaing Motor Sales.  
A. E. Mast.  
H. F. Glabuesch.  
Alfred W. Neuman.  
Sebewaing Lumber and Supply Co.  
John Eisengruber.  
Municipal Light Plant.  
Sebewaing Sandstone Brick Co.  
W. H. Kellogg.  
Fred Neigenfind.  
Ben Einwachter.  
Sebewaing Gas and Oil Co.  
Adolph Bernthal.

#### Ceremony Invokes Apple Trees To Bear Well.

London, Jan. 25.—A ceremony surviving from pagan times was carried out on the eve of old Twelfth Night, Jan. 18, at Carshalton, Somerset, when West country orchards echoed with the wassail song which invokes apple trees to bear a lusty crop next season. The ceremony was accompanied by much cheering, gun firing and cider drinking. It is said that on one occasion the revelers, upon arriving at the last orchard, solemnly assailed a lilac bush instead of an apple tree.

Manager Gilleland Worden Grocer Co.) will take his executive and traveling forces to Toledo Saturday to spend the day in the factory of the Woolson Spice Co. They will leave in two sleepers Friday midnight, returning to Grand Rapids at 6 o'clock Sunday morning.



*The Flavor is Roasted In!*

**WHITE HOUSE COFFEE**

DWINELL-WRIGHT COMPANY  
Boston, Mass.; Chicago, Ill.; Portsmouth, Va.

## BEECH-NUT PEANUT BUTTER



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

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

BEECH-NUT PACKING COMPANY  
*"Foods and Confections of Finest Flavor"*  
CANAJOHARIE NEW YORK

### Which Would You Rather Sell?

? || ONE MATCH || ?  
OR  
|| TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for thirteen cents—the best match and the safest match to take into your home. They are better value than ordinary matches at five or six cents per box."

Your percentage of profit on Diamond Matches is larger than on ordinary matches, and your total profit on Diamond Matches—two boxes for thirteen cents—is much larger than on one box of ordinary matches at five or six cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

**THE DIAMOND MATCH COMPANY**

### WORDEN GROCER COMPANY The Prompt Shippers

*Another Quaker Leader*

## QUAKER EVAPORATED MILK

**The Milk for Every Meal**

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

*Customers know this brand*

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

*Giving your customers  
a new idea  
for breakfast*



so you can make  
2 sales for 1 before

Stir a handful of raisins into the morning cereal—what a breakfast treat it makes! Many a family in your neighborhood will be wanting to try this tasty combination now.

For Sunland advertising features raisins in cereals—in all the great women's magazines, in the street cars, and on 3-sheet posters. Blanketing the nation, this advertising day after day will reach and tempt the people in your city—your own customers—to try Sun-Maid raisins and cereals together.

So then, whenever a customer asks for cereals, remind her of Sun-Maid raisins. Surprisingly often it will mean two sales instead of one. And don't forget, windows and counters can do a lot of reminding, too!

**SUN-MAID Products**

*Distributed by*

**SUNLAND SALES COOPERATIVE ASSOCIATION**  
*Offices throughout the World*

## FAST SELLING LINES

mean rapid turnover of stock—  
less money invested and more  
profit for you. It is to your advantage to push

# K C Baking Powder

*Same Price*  
*for over 35 years*  
*25 Ounces for 25c*

The price is on the package and  
in all KC Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

*Millions of Pounds Used by the  
Government*