

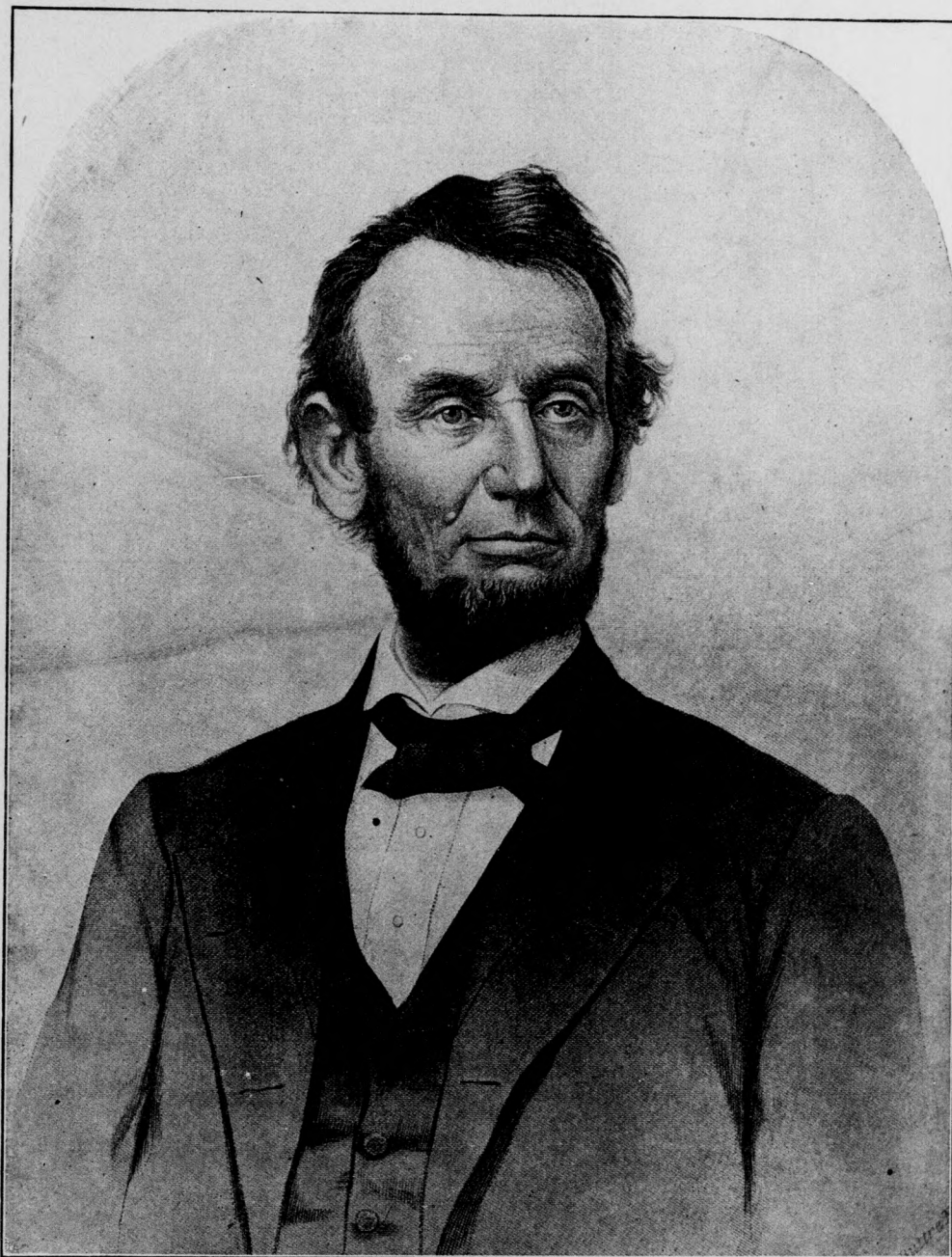
# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 9, 1927

Number 2264



## The Typical American

The life of Abraham Lincoln should never be passed by in silence by young or old. He touched the log cabin and it became the palace in which greatness was nurtured. He touched the forest and it became to him a church in which the purest and noblest worship of God was observed. His occupation has become associated in our minds with the integrity of the life he lived. In Lincoln there was always some quality that fastened him to the people and taught them to keep time to the music of his heart.—David Swing.

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

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## 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.

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Three dollars per year, if paid strictly  
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Four dollars per year, if not paid in  
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Canadian subscription, \$4.04 per year,  
payable invariably in advance.  
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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.

### THIRD OF A CENTURY.

#### Thirty-Third Meeting of Michigan Hardware Association.

The thirty-third annual meeting of the Michigan Retail Hardware Association convened at the Pantlind Hotel, Grand Rapids, Tuesday afternoon, with a large registration and attendance. Wm. Moore, of Detroit, offered the invocation, followed by the singing of America, lead by Field Secretary Nelson. Geo. W. McCabe then read his annual address, as follows:

It is with a great deal of pleasure and a whole lot of satisfaction that I stand before you at the opening of the thirty-third annual convention of the Michigan Retail Hardware Association and report to you the ending of another successful year. We can justly feel proud of our Association, not alone for the fact that it still leads the other states in the point of membership, nor for the fact that we have had so many years of active service, but for the great good it has accomplished and for the great service it has rendered to the retail hardware merchants of Michigan.

The good derived from a membership in this splendid organization can easily be reckoned in the dollar term, saying nothing of the social contact which has made many a happy acquaintance possible and many a day more pleasant. I believe that the Michigan Retail Hardware Association has been an organization worth while and that it will continue to be worth while so long as it continues to give real service and has the confidence and co-operation of members who maintain an interest such as they have shown in the past. The interest in the past year has been really wonderful. I judge this somewhat by the services demanded, such as installation of new book-keeping systems, store arrangements, collections, bargain sheets, the advice asked for, and by the attendance at our group meetings.

I wish it were possible for me to go into detail on all of the activities of the Association in the interest of its membership, but that is impossible at this time. No doubt, during the deliberation of the convention, many of

them will be thoroughly discussed, but I am sure it will not be amiss for me to lightly touch on some of the more important of these activities, of which the officers of the Association are justly proud.

**Group Meetings:** With approximately 1740 members, more than 1500 hardware merchants and employes attended the group meetings last year, so you can readily see that these meetings are very popular and are no longer experimental, but almost a necessity. It is the one way the Association has of carrying direct to its members in all sections of the State its personal touch, and through the Field Secretary and other officers, its advice, its information, its service, its educating and helpful influence. I had the pleasure of attending a great many of these meetings and I can say nothing too enthusiastic regarding the interest displayed and the benefits seemingly derived, both by dealers and employes. In a large measure, the credit for the wonderful success of these group meetings can be given to our very efficient Field Secretary,

said as to its excellency. There are hundreds of dealers who as yet have seemingly failed to take advantage of it. Remember it is yours for the asking. Your Association has provided you with a capable Field Secretary and any retail hardware store in the State can profit well by his "once over."

**Insurance:** To insurance feature is a safe way to help reduce your overhead. If you are not taking full advantage of this money saving privilege, give it your attention. Your Association recommends it.

**Advertising:** Good, impressive advertising is imperative to the best interest of any business. I really believe that the standard of retail hardware advertising could be greatly improved if more of you dealers would use the advertising helps furnished through the Association. This service is of the highest caliber and the cost is a trifle compared with what many of our members are now paying elsewhere.

**Bargain Sheet:** The bargain sheet, if properly used, will tend to reduce your dead stock. Hundreds of slug-

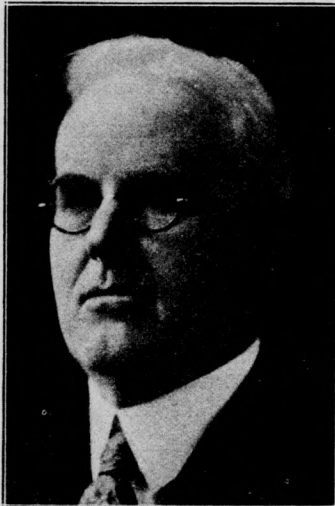
the start it was a great success. Today there are hundreds of hardware merchants in Michigan who have taken advantage of this service. Last year the demand for assistance far exceeded any previous year. If all requests had been granted, the entire time of our Field Secretary would have been consumed in this work alone. This department of our membership helps could easily be expanded, and I strongly recommend that this be done.

**Accounting System:** It matters not how large or strong a ship may be, if she is turned loose on the troubled waters without a rudder or compass, who can ever hope to reach the home port? So it is with any business cast adrift without a suitable and reliable accounting system. Your books are the barometers and thermometers of your business and must be closely watched. The accounting system of the National Retail Hardware Association is absolutely safe and reliable. Your Association not only recommends it, but as one of its activities installs it. It is simple; it is safe; it is complete; it tells you all you should know about your business. During the past year great stress was laid on a budget system. I am advised that scores of our members are starting expense budgets. We feel sure they will be agreeably surprised at the results.

With regard to the Association services, I desire to say that a membership in the retail hardware organization will bring you just as much as you take out. If you are a member just because you were asked to join or because you want to save a few dollars on your insurance or because you want to attend the convention, you are not a good member. A good member is a merchant who investigates the services and ascertains the advantages of the organization and then uses them—every one of them where ever he can. When he does that he has profited and he thereby becomes an enthusiastic member, ready to do anything possible to assist in promoting the interest of the Association and in extending the helping hand.

Our National Congress gave over its entire four day session at Indianapolis last June to the discussion of "The Future of Hardware Retailing." The trade papers all year have been full of it. Many letters and articles have been published, but no one, as yet, has satisfactorily solved the question. The future of hardware retailing can be settled only when the retailer, the jobber and the manufacturer are working in harmony and are shooting square. This is not the condition today and chaos is the result in many localities.

These questions are being asked more and more: Is the retailer essential to the jobber? Is the jobber essential to the manufacturer? They are big questions and I will not endeavor to go into them, only so far as we, the retailers, are concerned. I believe we feel that the jobber is essential to the retailer and the retailer essential to the jobber in the proper distribution of hardware to the consumer. But I regret very much that during the past few years there seems to have been a tendency on the part of some jobbers doing business in our State to sell direct to the users and through questionable channels, to the great detriment of the retailer. This practice has also become quite common



ARTHUR J. SCOTT, Marine City  
Secretary



C. L. GLASGOW, Nashville  
Vice-President

Charles Nelson. I strongly recommend the continuance of the group meeting service, suggesting that if it is possible, more time and more effort be given to it. I do not believe the Association will be giving its maximum of service along this line until it succeeds in banding our members into a more co-operative, harmonious, interested group of merchants. This may seem a mighty job, and it is, but such wonders have been worked by our Association in the short life of group meeting service that it leads me to believe much more is possible. Lack of proper co-operation and lack of confidence in his brother merchant has cost the hardware retailer of Michigan hundreds of thousands of dollars. One has only to meet and talk with merchants in different sections of the State to realize this. Nearly every disease has a cure and I believe the Association has a remedy for this deplorable condition in its group meeting effort.

**Field Secretary:** Our Field Secretary service is without a peer. Many of you have had occasion to use this service and to you nothing need be

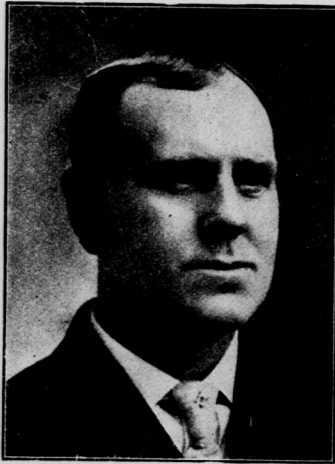
gish articles can easily be turned into cash, and many items salable in your store, can be secured at bargain prices.

**Collections:** The collection department has never been strongly emphasized or universally used, but I believe that if our members showed a desire for it, much more could be done and thousands of dollars in dead accounts could be turned into cash. Let us see if this department cannot be speeded up this year.

**Store Arrangement:** There have been many radical changes in retail merchandising during the last few years, but none of them has been considered more important, by expert merchandisers, than the change in store arrangement and the new method of displaying goods. It is now a well known fact that an orderly, well lighted, attractive store, with its wares properly displayed, means better turnover and reduced overhead. Realizing that retail hardware merchants as a whole were rather lax in store arrangement and display, your Association a few years ago added a store arrangement service to its activities. From

with some manufacturers. It has reached a point where it is, indeed, alarming and is taking materially from the prosperity of some of our members.

Two years ago, this Association, believing that the proper way of merchandising hardware was from manufacturer to jobber, from jobber to retailer, from retailer to consumer, passed a resolution at its annual convention, requesting all hardware jobbers in the State to refrain from distributing hardware through retail channels. The results were not very noticeable and not at all satisfactory or encouraging. This double method of distribution is still practiced by some of the jobbers. In every part of the State I find this one big complaint, "jobber competition". However, it is only justice to say that some of the jobbers are playing fair, and are, in fact, doing all in their power to assist the retailer to meet this and other com-



WILLIAM MOORE, Detroit  
Treasurer

petition and to get the business that rightfully belongs to him. These jobbers seem to realize that if their business is to be maintained, the big outlet of their distribution, the retailer, must continue to exist and prosper.

The fast growing competition to the retail trade demands the most perfect, the most economical, the most co-operative methods, if the retailer is to continue a factor in distribution. If the manufacturer and the jobber do not work in closer harmony with the retailer and assist him in his problems, he will be compelled to work out his own salvation and through his own agencies or organizations, seek assistance and buying power to enable him to meet competition. I would not court this action, but if it is brought about, it will be because some jobbers and some manufacturers continue to ignore the retailer as a distributor. There should be no more beating around the bush. Something must be done if the future of hardware retailing is to be prosperous.

I would suggest that the convention give this matter the attention its importance demands and possibly request a conference of the manufacturers, jobbers, and Association officers, looking toward some solution of a condition that to me seems critical. If this is deemed inadvisable, I would suggest that all phases of co-operative or Association buying be thoroughly investigated. That might prove a partial solution to the problem. Any method that will enable us to own our goods at a smaller cost will surely be welcomed. This Association might very well assist in determining a better buying system, just as it now serves us in other ways. I think it well worth investigation.

During the sessions of the convention there will doubtless be many a thought expressed, much of knowledge

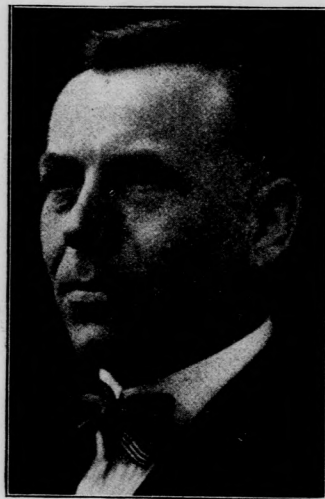
divulged and some good advice given. We sincerely trust that each one of you may find something among it all to take back home with you, which will make you a better merchant, with a renewal zeal.

In closing, I desire to again thank the members for the very great honor they bestowed upon me, in selecting me as their President. I have enjoyed the so-called work very, very much. A year's association with officers of the Michigan Retail Hardware Association has been a privilege indeed. I do not wish to belittle in the least the great services and effort put into this wonderful organization by your past presidents and administrative bodies, and I know that I voice their sentiments as well, when I say that the credit for the wonderful growth, the success, and the substantial standing of the Michigan Retail Hardware Association belongs very largely to the untiring effort of our highly respected Secretary, Arthur J. Scott. Long may he be our guiding hand.

Secretary Scott read his annual report, as follows:

This has been an unusual year for most of us and the new conditions which we have been called upon to meet have required our best thought and effort in order to maintain our economic position and entrench the business in which we are engaged, against the many new forms of competition.

From my observation, many dealers are changing their methods of merchandising. They are adopting new and up-to-date policies and methods,



HERMAN C. MEYER, Boyne Falls  
Member of Question Box Committee

in selling and display, and are holding their trade and making progress.

The Congress of the National Retail Hardware Association, which was held in Indianapolis last June, was a most remarkable gathering of hardware men. The theme of the Congress was: "The Future of Retailing." This subject was discussed from all angles by practical hardware men and others who had made a study of some particular phase in the system of retailing.

A very complete report of the proceedings of this Congress was published in our official publication, Hardware Retailer, which I presume you all read.

The questions prepared by the Question Box Committee to be discussed at this convention all have a bearing on "The Future of Hardware Retailing" and it is hoped that members will enter very freely in all the discussions, so that sound conclusions may be reached, which will be of benefit and reflect into better business for the individual hardware retailer for the year 1927.

The record of our Association since our last convention shows very gratifying progress in all departments. We have achieved a number of important accomplishments in the interest of the hardware trade, and the membership as a whole has displayed a greater degree of active interest than ever before.

We can still boast of the largest single state hardware association in the United States, having the lead by a good margin.

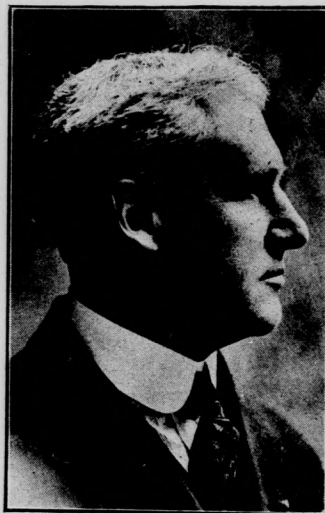
There were, as usual, many business changes during the year, which naturally makes quite a change in the personnel of our membership and makes it necessary that we keep adding new members to take the place of those going out of business.

Our Association can not grow much larger, for the reason that we have about reached our limit, as most of the hardware dealers of the State are now members.

Our membership on January 1, 1926, was 1729. This year on January 1 our records showed 1731, which is an increase of two members for the year, which should be considered very good under the circumstances.

Field Secretary C. F. Nelson is doing a splendid work and I know his services are appreciated by the major portion of our membership.

When he first started this work of making personal calls upon members, which was nearly five years ago, it was a matter of going from store to store offering his services, which were very seldom accepted. To-day, it is different. It is now a matter of his finding time to take care of the many



C. A. STURMER, Port Huron  
Member of Reception Committee

requests coming to the Secretary's office for his help.

During the past year he has called at 551 hardware stores and extended the many services now being given to members of the Association.

At the exhibition building there are three booths devoted to the demonstration of Association services with four expert service men in charge, who will gladly help you with your store problems, such as store planning, better display, window trimming, better business records, etc. Do not fail to pay a visit to the Association Service booths Nos. 238-239-240 located on the drop floor.

Thirty group meetings were held during the past year. These meetings were well attended and the dealers were desirous of having them continued.

For your information, I am going to give you some figures which are taken from the report to your officers for the fiscal year ending December 31, 1926.

Seventeen general letters to mem-

bers were sent from the Secretary's office during the year and two letters from the President's office. Our postage accounts for the year was \$1,391.56. Figuring on an average postage of 2 cents a letter would make an estimated total of 69,578 pieces of mail sent out from the Association office.

Continued interest is shown in our Bargain and Information Bulletin. Many members reported the disposal of dead stock and others made considerable money through taking advantage of the special offers which this bulletin contained.

Special information as to source of supply for new or obsolete merchandise, repairs, etc., was given to 379 members during the year.

We installed thirty-two accounting systems and made store plans and offered suggestions on stock arrangement and better display to fifty-one members.

We gave advertising help to nine



NORMAN G. POPP, Saginaw  
Member of Resolutions Committee

members and legal advise to thirty-three members.

We made a business analysis for twenty-six members, checked books for seventeen members, made financial statement for eight members and adjusted complaints for six members.

Our collection department collected delinquent accounts for members amounting to \$1,008.81.

This gives you an idea of the many and varied activities of the Association and it is hoped that more of our members will avail themselves of the services that the Association has to offer, and is willing to render.

Our hardware mutual insurance companies continue to grow and there are five companies now returning 50 per cent. I do not see how a hardware man can afford not to be a member of the Association and deprive himself of the big saving in this important item of overhead.

In closing, I desire to thank the officers, members of committees and members for their co-operation, help, courtesies extended and for the encouragement which I have received from them as Secretary during the past year.

Wm. Moore presented his annual report, followed by the Auditor's report, read by C. L. Glasgow.

The President then announced the special committees for the convention, when H. P. Sheets, National Secretary, discussed the subject, Some Significant Trends in Retailing, as follows:

To better visualize and understand the problems which confront the trade, it is important that the hardware mer-



chant know his present place in the business cycle; and this can best be determined by contrasting some of the more important social and other changes which have taken place during the past generation.

And as I look back over the years it seems to me that the changes of this generation have been far greater in number and influence than the changes in any similar period in the world's history.

Many of us whose hair has whitened can remember when buggies were replacing spring wagons. Now the automobile carries us over finely paved roads at fifty, sixty and seventy miles an hour, and the airplane is rapidly taking a place in our commercial transportation.

Our present problem is not so much one of transportation as it is of parking, as was indicated by Will Rogers when he offered to trade a new Cadillac for any car that was parked.

In those older days a hundred mile journey was planned for weeks in advance and talked of for years; now an over-night thousand mile trip is a mere incident in the day's work.

When the generation was young communication was mostly by contact and infrequent letters; now our very wonderful mail service is not fast enough, so that we must use the telegraph, telephone and wireless.

And this recalls the problem of getting medical attendance before the telephone was in general use, when one had to ride for hours trying to catch up with the doctor.

Those were the days of the now almost extinct family physician, who qualified in almost every phase of medical and surgical endeavor. Now we have the specialist who devotes all his time to a specific branch of the profession, and whose charges increase as his range of service decreases.

In those days we had sore throat, now we suffer from tonsillitis.

Then we had terrific pains in the abdominal area; now we have appendicitis, and the surgical specialist charges us \$250 and up for the removal of a thing which is said never to have served any good purpose.

In the time of our parents the fireplace scorched on one side without relieving the chill on the other; today we enjoy the comforts of steam, hot water and other types of modern heating.

The tallow candles of the days of our grandparents have been replaced by modern electric lighting; the push button now performs the function of the old twisted paper lighter.

The tub and wash board have almost vanished before the modern power washer; the sadness of the sad iron has been relieved by the electric iron and the mangle.

It was only a century or so ago that a Cincinnati ordinance prohibited the use of bath tubs; but to-day the slogan of the plumbing trade is "at least two baths in every home."

At the beginning of the generation a cabinet organ was the height of musical luxury in the home; now the musically equipped home must have a baby grand, a phonograph, a radio—and probably a ukelele and a saxophone.

From the comparatively few weekly papers of that time we have progressed to the multiplicity of dailies and magazines which flood us to-day; but I doubt very much whether we still weep warm tears over the woes of the heroine as she is left suspended by three strands of her golden hair over the bottomless chasm as the story was "continued in our next."

In those older days much of our clothing was made in the home, plain and simple, to-day we draw upon the great variety of style creations made possible by mass production.

It seems a far cry from the spotted jeans trousers, red flannel underwear and top boots of a third of a century

ago to the Palm Beach suits, athletic underwear and low-cut shoes with which men adorn themselves to-day.

Few may remember the hoop skirts once worn by the ladies of fashion, but many of us easily recall the later bustles and the dust trailing petticoats, contrasting in a remarkable way with the all-revealing knee length gown and silken teddy of the modern flapper.

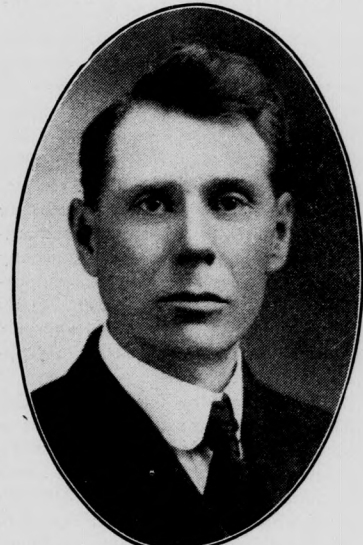
As "Abe Martin" put it—"Miss Fawn Lippincut has got a gorgeous new raccoon coat, but no underwear".

Turning the leaves of the family album one is impressed with the great difference between the rigidly posed tintypes of yesterday and to-day's galloping tintypes of bathing beauties capering across the silver screen!

Even the throbbing melodrama of our youth has been almost wholly superseded by the spectacular musical shows and the housecrowding exhibitions of the female of the species in all her comely nudity.

There was a time when women were proud of the complexions nature gave them, and when the simple powder puff was used in strictest privacy; but to-day's complexions are fearfully and wonderfully made, and the use of the paint pot and lipstick have become public functions.

With such a remarkable evolution in our social and other outlooks, of which the foregoing are typical, com-



CHAS. M. ALDEN, Grand Rapids  
Member of Resolutions Committee

In 1873 the first catalog house presented its appeal of lower prices made possible by large buying and limited service.

While the chain store idea is not new, it was not until around 1900 that it began to evolve in a large way, and its principal progress has been within the past fifteen or twenty years.

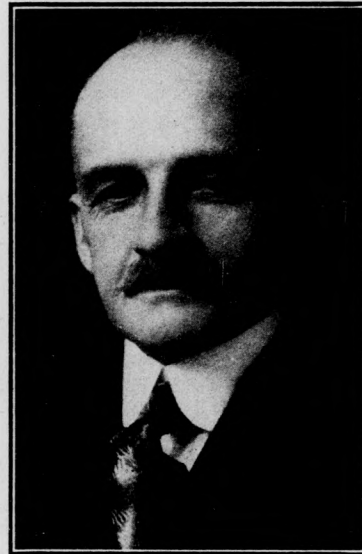
The chains still further capitalized the factors of large quantity buying and limited service, to which were added limitation of price and the handling of quick selling goods. Centralized management and standardized equipment and methods are also responsible for their rapid evolution.

Then came the World War with its years of intensive concentration upon a single purpose.

All through the war period governmental and civic agencies had urged the necessity of saving, that our martial activities might be properly financed and the war pressed to its earliest close.

The psychological appeals to sentiment brought us to such high emotional peaks that it was only natural that following the close of hostilities there should have been a quick reaction and a strong reversal of feeling.

The great majority of people found themselves with far more money and



A. J. RANKIN, Shelby  
Member of Executive Board

merce has necessarily evolved in kindred fashion.

At the beginning of the generation the majority of families were more or less self-sufficient, producing or making the things necessary to the satisfaction of their simple needs.

Incomes were small and wants limited. A dollar was something to be carefully treasured. To-day it looks like ten cents and quickly passes on its way.

Merchandising was then a comparatively simple and easy problem. The peddler with his pack visited the homes and displayed his assortment of wares and the general store of the small town and the cross-roads had its great variety of goods then in common demand.

There were no big problems in merchandising as there are to-day. The storekeeper's only job was to supply the simple wants of his community. He had little concept of retailing functions or the service to which the public is entitled, as we appreciate it to-day.

Yet back in the sixties a new idea had been injected into commerce in the form of the department store; an evolution of the old general store, with its many classes of goods separated for the greater convenience and better service of the public.

larger incomes than they had ever possessed before.

Spending took the place of saving. Luxuries were soon competing with staples. Now there is no measure by which luxuries and staples may be distinguished.

Factory capacity had been multiplied for the purpose of producing the things essential to the war's efficient conduct. With the armistice came the problem of using this surplus capacity.

In many cases the goods formerly made were produced in multiplied quantities; in others the additional facilities were focused on the production of new products.

Vast quantities of goods pressed for distribution. Advertising was used in large volume to stimulate interest and nationalize markets.

Unable to distribute the greatly enlarged output through former channels, goods soon began finding their way to the consumer through a multiplicity of outlets.

Manufacturers who had formerly sold only through wholesalers began selling to retailers, and in some instances direct to the consumer.

Wholesalers, similarly infected with the volumitis germ, expended their sales efforts into many fields, even to the customers of their customers.

The installment plan of payment,

used for many years in the selling of certain lines of considerable value, was quickly seized upon as a means to increase sales; terms competition became so intense that almost anything can now be purchased on the nickel-first-and-ten-cents-a-week-for-all-time basis.

The peddler has been reincarnated after his long sleep, but to-day's peddler has been trained for such intensive selling as was never dreamed of in his previous incarnation.

In the specialty shops, under manufacturer ownership or control, created to assist in getting the enlarged production of electrical utilities and kindred goods into the possession of the consumer, presure selling has reached, or approached, its climax.

Meantime, general use of the automobile and the coming of better roads intensified competition between small towns and large and gave us the problem of the small town's future.

But as William Bethke, of LaSalle Extension University, emphasized before our Indianapolis Congress, change is the law of progress. To-day's problems challenge the old order and call for new adaptations.

There must be a better understanding of the merchandising function and service and greater efficiency in the performance of those functions and the rendering of the service.

It is not surprising that the hardware merchant has not fully adjusted himself to the new situation. The very nature of his merchandise, the thought that he deals in necessities, has made him conservative, slow to change.

He has thought of his store as different, as supplying the things which people have always needed and will always need.

He has been somewhat suspicious of the newer methods of buying and selling, and possibly has been too prone to complain of these agencies because they have been taking some of his business.

But complaint and fault-finding seldom make for progress; neither do they delay progress.

Had I the ability of an Aesop, I could easily imagine the grave concern with which the convention of the Independent Order of Hens came together some fifteen or twenty years ago to consider the serious encroachment of the new device called the incubator.

I could perhaps reproduce the resolutions unanimously adopted by the convention, protesting against this new thing as illegitimately encroaching upon the inalienable rights of the hens to produce chicks as well as eggs.

Yet mechanical incubation continued right along, and instead of killing the industry, the market for both eggs and chicks has grown to undreamed of proportions, and the price of the henly product has advanced from 10c to 65c the dozen.

In similar manner every generation has heard the protest of workmen against the use of labor saving machinery, and yet with the progress of the years, labor has been employed in steadily growing numbers and the wage of labor has continually increased.

Everything is constantly in evolution; change is continuous. The new thing of yesterday is the old of today. The old must always go and the new must come.

Even as the ox-cart was succeeded by the covered wagon, and the wagon by the railroad, and the railroad followed by the traction, the traction by the truck and bus, so the new always follows the old.

Competition is no longer limited to those engaged in a given line of endeavor; to-day's competition is very largely between industries; each vying with the other for the consumer's dollar.

The automobile has had its effect upon every other industry, upon every

(Continued on page 30)



**MOVEMENTS OF MERCHANTS.**

Fowler—Louis A. Weiber succeeds Carl Snyder in the restaurant and cigar business.

Pigeon—The Pigeon State Bank has increased its capital stock from \$20,000 to \$25,000.

Okemos—The Okemos Home Building Co., has increased its capital stock from \$4,000 to \$20,000.

Bellevue—W. H. Reynolds, formerly of Nashville, will open a "Dollar" store here about Feb. 15.

Petersburg—A. C. Gradolph & Son, hardware dealers, are remodeling and redecorating the interior of their store building.

Jackson—The O'Dwyer Plumbing Co., 316 West Michigan avenue, has changed its name to the H. R. Hulliberger Co.

Detroit—The Lincoln Park Lumber Co., 5 West Larned street, has increased its capital stock from \$25,000 to \$50,000.

Detroit—Peter Daczka, dealer in boots and shoes at 9332 Joseph Campau avenue, has filed a petition in bankruptcy.

Pinconning—J. B. Harris, well-known merchant of Pinconning, has been elected President of the Pinconning State Bank.

Adrian—The J. C. Klein Co., 136 North Main street, department store, has increased its capital stock from \$25,000 to \$100,000.

Grand Rapids—The Grand Rapids Marble & Fireplace Co., 56 Division avenue, North, has increased its capital stock from \$35,000 to \$60,000.

Fowler—A. A. Bertram, proprietor of the Fowler Creamery, has sold it to the Freeman Ice Cream Co., of Flint, which has taken possession.

Lowell—Staal & Miller have sold their meat market stock and equipment to L. A. Weaver, who will consolidate it with his own meat market.

Saginaw—Fred W. Schmidtke and Grant Rowe have opened a radio shop at 122 North Baum street. The stock will consist of radios and radio accessories.

Mio—The Au Sable Ranches, Inc., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Kalamazoo—Groskopf's Luggage Shop, 111 East Main street, is closing out its stock of luggage, umbrellas, women's hand bags, etc., at special sale and will retire from business.

Bear Lake—E. J. Kingscott is remodeling and redecorating his store building on Lake street and will occupy it with his stock of groceries and general merchandise as soon as it is completed.

Hamtramck—The Fleming Motor Sales, Inc., 11672 Jos. Campau avenue, autos and auto accessories, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Pontiac—The Pontiac Clothes Shop, Inc., 46 Saginaw street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and paid in, \$1,500 in cash and \$18,500 in property.

St. Charles—Walter Holst and Reese Vaughan have formed a copartnership

and purchased the Kanzig store building and will occupy it with a stock of clothing and shoes as soon as the alterations in the building are completed.

Detroit—The Elaborated Roofing Co., 1427 Church street, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Hillsdale—Ralph H. Gehring has purchased the stock and fixtures of the Reliance Auto & Supply Co., of Wilbur Dunn and will continue the business at the same location, 6 South Howell street, under the style of the Gehring Chevrolet Sales.

Benton Harbor—The Harbor Vogue Shop, 147 Pipestone street, has been incorporated to retail women's wearing apparel, dry goods and notions, with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The College Park Paint & Glass Co., 15223 Livernois avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Ionia—The department store of Carsten's, Inc., has been sold to Albert's of Detroit, which conducts stores here and in Pontiac. The new owners will take possession March 1 and open for business as soon as the necessary remodeling has been completed.

Whittemore—Joseph Danin, dealer in general merchandise, has merged his business into a stock company under the style of the Joe Danin Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

St. Johns—George H. Chapman, dealer in dry goods for the past 27 years, has leased his store building to the J. C. Penny Co. and will close out his stock at special sale, giving possession April 1. Mr. Chapman will devote his entire attention to his portable building business.

Mount Clemens—The Mount Clemens Maytag Corporation, 87 Macomb street, has been incorporated to deal in electrical equipment at wholesale and retail with with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,000 paid in in cash and \$14,000 in property.

Detroit—The Betty Ross Co., 540 Farnsworth avenue, has been incorporated to make women's wearing apparel, import and deal in fabrics, with an authorized capital stock of 2,500 shares at \$10 per share, of which amount \$11,510 has been subscribed and \$9,260 paid in in property.

Muskegon—The Wagner-Kelly Radio Service, 1013 Terrace street, has merged its business into a stock company under the style of Wagner-Kelly, Inc., with an authorized capital stock of \$15,000, of which amount \$13,000 has been subscribed, \$4,816.20 paid in in cash and \$7,183.80 in property.

**Manufacturing Matters.**

Jonesville—The Carey Fixture Co. has changed its name to the Varnum Manufacturing Co., Inc.

Monroe—The Consolidated Paper Co. has increased its capital stock from \$7,500,000 to \$10,000,000.

Saginaw—The Stork Manufacturing & Engineering Co., 1212 North Niagara street, has changed its name to the Stork Engineering Co.

Kalamazoo—The Fuller & Sons Manufacturing Co., motor truck and motor bus transmissions, has increased its capital stock from \$500,000 to \$600,000.

Detroit—The Triple Service Boiler Co., 1726 First National Bank building, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Cheboygan—The Cheboygan Snow Plow Co., First and Huron streets, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Kalamazoo—The American Wire Cloth Co., 1432 North Pitcher street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$18,750 has been subscribed and \$13,500 paid in in cash.

Wyandotte—The 6-5-4 Products Co., 51 Oak street, has been incorporated to manufacture and deal in household utilities, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed. \$2,500 paid in in cash and \$2,500 in property.

Detroit—The Auto City Furniture Co., 2900 Meldrum avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, \$23,000 of which has been subscribed and paid in, \$3,000 in cash and \$20,000 in property.

Benton Harbor—The Sandage Co., 120 Pipestone street, has been incorporated to manufacture space heaters, water heaters, clothes dryers, etc., with an authorized capital stock of \$250,000, all of which has been subscribed, \$44,285.75 paid in in cash and \$81,014.25 in property.

Detroit—The Detroit Wire Products Co., 2020 Michigan avenue, has merged its business into a stock company under the style of the Detroit Wire Products Co., Inc., with an authorized capital stock of \$10,000, of which amount \$4,800 has been subscribed and paid in in property.

Three Rivers—Manufacture of a line of windmill parts has been transferred to the Sheffield plant of Fairbanks, Morse & Co. at this place, which insures all-year production. It is reported that the Eclipse windmill department will also be brought to Three Rivers and located in the old electrical plant building.

Detroit—The Edmund & Jones Corporation, 4444 Lawton avenue, manufacturer and dealer in lamps, lighting systems for auto-motive vehicles, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

The carpenters' union was the first labor organization to seek and obtain the eight-hour day.

**Concluding Plans For Detroit Conference.**

Detroit, Feb. 8—Plans for the Better Merchandising Conference and Exposition, to be held at the new Masonic Temple, Detroit, March 8, 9 and 10, are fast being developed and a large attendance of retailers in all lines of merchandising is assured, coming from all points in Michigan, as well as Northern Ohio and Northern Indiana.

Reduced railroad fares have been assured. These will be subject to an attendance of a minimum of 250 from outside Detroit on a basis of a fare and a half, the purchaser of a ticket to Detroit to obtain at the ticket office a certificate which he shall turn in, endorsed, to the special agent at the Masonic Temple on March 8, 9 and 10. Minimum one-way fare on which this is effective is 67c. The territory over which such reduced railroad fares are in effect covers points in the Lower Peninsula of Michigan, Ohio, Indiana, Illinois, St. Louis, Mo., and the Upper Peninsula of Michigan, Pennsylvania; also Phillipsburg, N. J., and Lawrenceville, N. Y.

The entertainment features of the Conference have received thorough attention and included in the festivities is a big banquet on March 9, preceded by a general frolic the 8th. The ladies accompanying their husbands are being looked after and entertainment during the daytime also arranged under the hostess of the Detroit Convention and Tourist Bureau. In short a general good time for everyone is a certainty.

The combination of the opportunity to get ideas, see what the other fellow is going to solve merchandising problems, hear outstanding merchandisers tell how they succeeded, see window demonstrations, advertising demonstrations, see a wonderful exhibit cram full of ideas of store and window display, meet the crowd of fellow merchandisers and, on top of all this, have a wonderful good time of fun and entertainment, make it essential for all live retailers to take this in and to bring their ladies.

Those who have not received full particulars may obtain same by communicating with Committee Headquarters, 909 Polk Directory building, Detroit. C. W. Collier, Sec'y.

**Synthetic Turkey Served at Vegetarians' Dinner.**

London, Feb. 1—The London Vegetarian Society held a "specimen dinner" the other day. First there were hors d'oeuvres, then tomato cream and then a "stuffed nut roast," a sort of synthetic turkey. This was a composite of almonds, pine kernels, mushrooms, butter, chestnuts, milk and eggs, which was washed down with grape juice that had been sterilized to stop fermentation. Puddings, mince pies made with whole meal flour, biscuits, cheese, desert and coffee completed a repast which the Society had organized as a specimen of what could be done without the aid of the Smithfield meat market.

**Marks Spot Where Grant Plowed Tubers.**

Kalama, Wash., Feb. 4—The spot where General U. S. Grant plowed potatoes, near Vancouver, Wash., barracks in 1853, was marked last week with a large stone monument, a suitable inscription relating the historical facts. General Grant was stationed on the Columbia River frontier post in 1852 as first lieutenant, serving three years. The early day soldiers maintained a fine garden near Vancouver. The market is visible from the Pacific highway.

Enthusiasm, like a yawn, is infectious but, unlike the yawn, it is of a stimulating nature. Good salesmen use enthusiasm but not the yawn.



**Essential Features of the Grocery Staples.**

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

**Tea**—The market has had a firm week. News coming from primary markets has been very strong, particularly Ceylon, India and Java tea. Practically all markets report an advancing tendency. In this country good grades of all these teas are steady to firm, with higher prices apparently in sight. The demand from first hands is not very heavy, in spite of the fact that many grades of tea are now below replacement cost. China green teas have also shown an advancing tendency during the week. Consumptive demand for tea is about normal for the season.

**Coffee**—The only grades which have shown a marked fluctuation during the week have been milds, which average about 1½c per pound under a week ago. This gets a good many desirable mild coffees down on a pretty cheap basis. Throughout the mild list it is a buyer's market. As to Rio and Santos, the situation is not materially changed from a week ago. There have been small fluctuations during the week, but they have not netted very much of a change from last week. The first hands market for green Rio and Santos, sold in a large way, is very dull in this country and Rio and Santos will undoubtedly feel the weakness in milds, if the latter is maintained, as it probably will be. Santos coffees are relatively weaker than milds, because they come more directly in competition with milds. Jobbing market has shown no material change for the week, but is undeniably soft at bottom, owing to the sagging green market.

**Canned Fruits**—No change in California products has occurred since the last report. The demand is fair.

**Canned Vegetables**—Tomatoes have been well maintained, as there is doubt as to whether 50 per cent. of a normal supply now remains to take care of the requirements of the trade until another canning season rolls around. Fair buying has appeared in stringless beans, golden bantam corn and asparagus. The advance in standard spinach since the first of the year amounts to about 20c.

**Dried Fruits**—A revision announced in the closing days of last week by the Sunland Sales Co-operative Association in the price of figs attracted quite a little attention. White ribbon shredded Adriatic in 50 pound packages was held at 5½c, green ribbon shredded Calimyra in 80 pound bags at 5¾c and green ribbon shredded Calimyra in 50 pound packages at 6c pound. These prices were all f. o. b. California rail shipping point. There is a fair trade in most items in the dried fruit line, but apart from the firmer tendencies which are seen in raisins and prunes on the Pacific Coast there are no pronounced price swings. The amount of buying that has been in progress in both of the latter items has been satisfactory so far as leading interests in the trade were concerned. In foreign dried fruits an outstanding feature was the advance named by some importers of Hallawee dates to

a basis of 8½c pound, duty paid, New York. One of the firmest items on the list have been Greek currants, as spot stocks have been substantially reduced.

**Canned Fish**—Lenten demands are beginning to be a factor in salmon and for strictly fancy sock eye a rather urgent enquiry has developed. Milder temperatures, it is believed, will bring in large salmon orders. A number of shrimp packers have been entirely sold up as a result of substantial enquiries.

**Salt Fish**—Mackerel continues decidedly firm on account of scarcity. The current supplies of Irish, Norwegian and shore mackerel have almost been exhausted and it is hard to find anything about, except Canadian mackerel. The new season does not open until June and it is expected the market will be bare by that time.

**Beans and Peas**—Further weakness is the story for the market of dried beans. Red and white kidneys show a still further decline for the week and so do pea beans. It is a buyer's market throughout. The same applies to dried peas.

**Cheese**—Cheese has not been in very good demand during the week, but prices have been steady, on account of comparatively light offerings.

**Nuts**—The prevailing high prices in the nut market, largely the result of the independent attitude of foreign nut farmers this year, shows little sign of letting up and the manufacturing consumers are evidently being forced to pay prices asked. Interest has focussed on walnuts and almonds. There is a fair consumption in progress in both items and offers are limited. The movement in pecan nuts has slowed down to some extent. Fair sales of cashew nuts have been going the rounds and at rather full prices. The offers of large washed Manaos Brazil nuts out of the new crop at 9½c are attracting attention.

**Syrup and Molasses**—The market for New Orleans molasses is firm, with a wholesome, steady demand. No changes have occurred during the week. The offerings of sugar syrup are light, therefore the market is steady to firm. The demand at the moment is light also. As to compound syrup, the demand is light, without changes in price.

**Review of the Produce Market.**

**Apples**—Wagners and Baldwins command 75c@\$.125 per bu.; Northern Spys, \$1.50@2; Delicious in boxes, \$3.75.

**Bagas**—Canadian, \$1.75 per 100 lbs.

**Bananas**—7@7½c per lb.

**Beets**—\$1 per bu. for old; \$2.25 per bu. for new from Texas.

**Butter**—The market has had rather a firm week. The receipts have not been unduly large and demand has been so good that prices on fine fresh creamery have not declined, as was expected. At the present writing the situation is firm. Supply of medium and undergrades is ample and the demand is dull. Jobbers hold fresh packed at 47c, prints at 49c and June packed at 45c. They pay 25c for packing stock.

**Cabbage**—\$3 per 100 lbs. for old; \$3.25 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

**Cauliflower**—\$2.25 per doz.

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

**Cocoanuts**—\$1 per doz.

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

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

**Eggs**—Receipts of fresh have begun to increase and the market is in an uncertain condition. From now on the production of fresh eggs, if not interfered with by storms, will slowly increase, until the peak is reached in April. Undergrades of eggs are neglected and the market is unsettled. Jobbers pay 32c for strictly fresh and sell storage eggs as follows:

April Extras ----- 29c  
Firsts ----- 28c  
Seconds ----- 25c  
Cracks and Dirties ----- 24c

**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. -- \$3.50  
Hot house leaf, per lb. ----- 15c

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

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

80 ----- \$5.50  
100 ----- 6.00  
126 ----- 6.00  
150 ----- 6.00  
176 ----- 6.00  
200 ----- 6.00  
216 ----- 5.75  
252 ----- 5.50  
288 ----- 5.00  
344 ----- 4.50

Sunkist Red Ball, 50c cheaper.

Floridas are old 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.

**Pineapples**—\$5.50 for 24s, 30s and 36s.

**Potatoes**—\$1.30@1.50 per 100 lbs., mostly \$1.40.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls ----- 24c  
Light fowls ----- 17c  
Springers, 4 lbs. and up ----- 24c

**Radishes**—75c per doz. bunches for hot house.

**Spinach**—\$1.25 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

**Protested Removal of Revenue Office To Detroit.**

Wyoming Park, Feb. 8.—Paul Gezon recently sent the following telegram to several official heads at Washington, protesting against the removal of the local revenue office to Detroit:

"Fifteen hundred grocers and meat dealers of Western Michigan protest against moving the revenue office from Grand Rapids to Detroit. It will work great inconvenience and hardship upon us and will result in many errors in income tax reports from this district. We earnestly request you to do what you can to cancel the order to move this office to Detroit."

In reply to the telegrams Mr. Gezon received the following reply from Commissioner Blair:

Washington, Feb. 1.—I have your telegram of Jan. 28 and also the one addressed to Secretary Mellon under the same date, protesting the consolidation of the Fourth Internal Revenue Collection District of Michigan with the First Michigan District, as provided by the Executive Order signed by the President on Jan. 12.

In reply I have to advise that very careful consideration was given this matter before final action was taken. A substantial saving to the Government will be made and when everything is taken into consideration there will be no impairment to the services rendered to the taxpayers of Western Michigan. The plan provides for the establishment of a division headquarters and stamp office at Grand Rapids, where Internal Revenue stamps can be secured and where information can be obtained relative to the preparation of all forms of tax returns. The public can file the returns at Grand Rapids, paying either by check or by cash and in so far as this is concerned they will receive the same service as if the Collector's office had been continued at Grand Rapids. Every issue that might be raised was given very careful consideration and it was believed to be for the best interest of all to make the consolidation.

I feel confident that when the new plan goes into effect there will be no occasion for criticism and that a full realization will be had that the Government exercised proper diligence in bringing about the saving in administrative expenses which will result by reason of this action. D. H. Blair.

**Made 19,000,000 Pounds Beet Sugar.**

Mt. Clemens, Feb. 8.—The Mt. Clemens Sugar Company has finished slicing beets after a continuous run since October 27. It will take several days for the last of the slicing to get through production of sugar. The company this year used more tonnage of beets than in any previous season, the total consumed approximating 86,000 tons, which produced 19,000,000 pounds of granulated sugar as well as a considerable amount of molasses and other by-products. The sugar contents of the beets are reported to have been good.

Be the Toastmaster of your business. Introduce it to the public. Later it may be able to speak for itself.

## AROUND CAPE OF GOOD HOPE

### First Lap of a 22,000 Mile Ocean Trip.

Trinidad, Jan. 21—We left Grand Rapids Thursday, January 13. It was snowing. Arrived in New York Friday morning at 7:50. It does not matter how many times I go to New York the Grand Central Station seems larger every time with its main entrance leading to street and upper and lower levels through which the people flow in and out like several big rivers flowing into the ocean.

The Commodore, Belmont and Roosevelt Hotels can all be entered from the lower level of the station underground. We stopped at the Commodore, having wired for reservations and were assigned to a comfortable room with bath for \$7 per day for two of us.

It was automobile show week and every available space in the hotel was filled with automobiles and where space was too small for an auto these nooks and corners were filled with accessories. It hardly seems fair to the guests of the hotel to have no place for them to sit down except in their rooms. Louis Covell, who is with the General Motors Corporation, was looking after their Oakland division and said they paid the hotel \$4000 for space for three small cars for the week.

In Grand Rapids the union ticket office had checked our trunks through to the Royal Mail Pier, 43 North River. On going down there found they had arrived and our ship, the Austurias, was ready to sail Saturday.

The taxicabs in New York are cheap, 15 cents for first quarter mile and 5 cents for each additional quarter mile. There is room for five and five costs no more than for one person and they are thicker than fleas on a California bathing beach, which is going some.

Saturday morning we went down and arranged with the deck steward for our steamer chair location. There is no charge for the chair; also arranged with the dining room steward for our seats at the table.

We sailed at 3 o'clock the thermometer below freezing, snowing and so foggy we could hardly see the numerous ferry boats which seemed to come from every direction. To look down and see three little chugging tugs that, in comparison to the size of our ship would be like a sky terrier trying to shove an elephant. Yet when they all stuck their noses into our bow and commenced shoving we soon moved out from our dock into the stream and they tooted good bye and we were off on our 22,000 mile journey. We all regretted that we could not see the Statue of Liberty for the fog. Everybody was busy straightening out state rooms. Our friends, as well as the friends of Mr. and Mrs. Lucius Boltwood, our fellow travelers, were extremely kind in sending us steamer letters and telegrams, as well as numerous books and flowers. Hardly had space in our state room to take care of them.

This ship was new last year. It is 22,000 tons register and is something new in construction being motor driven on same principle as an automobile. It has eight cylinders on port side and eight starboard or sixteen oil driven, with two shafts connecting two propellers, one on port and one on starboard side. It has oil capacity of 4,000 tons, on which they can run 12,000 miles. These engines are a development of the most successful features of the single acting type. The maneuvering controls are at floor level at the center of the engines, and each engine can be controlled with ease by one man. The crank cases are fully enclosed and forced lubrication is used. The pistons are oil cooled and

the cylinder jackets and covers are cooled by means of fresh water.

The valve gear, from the top and bottom cylinder covers, is worked from a single camshaft in conjunction with two weigh shafts for maneuvering. Each engine drives its own twin blast air compressor off the forward end of the crankshaft.

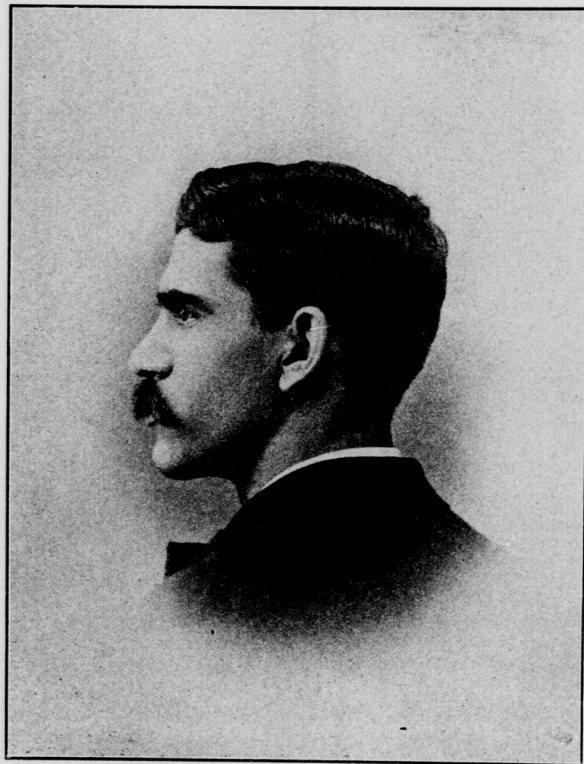
For appearance sake, the liner has two large funnels, wider and somewhat shorter than the average on a large steamer, but one of these, the funnel aft, is a dummy, the top part of which houses the hoisting apparatus for the electric elevators. The forward funnel carries off the exhaust gases from the motors. Curtailment of engine space due to the motor equipment has naturally given the vessel much more room for passenger facilities. Her main deck is broad enough on all sides for two automobiles to drive abreast. Her public rooms all carry out the same idea of spaciousness.

ence between these and real fresh dairy products.

The ship has five lettered and two lower decks and has a new scheme in lettering, the top deck "E" and down to "A." The old way was to letter top deck "A" so that if you were located on "E" deck your friends thought you had gone steerage. Now you can take space on "A" deck and enjoy the reputation, if you care for it, of traveling in luxury.

Going into dinner at night with tables seating two to twelve people, with accommodations for 400 at one setting, the tables decorated with flowers sent the passengers, the room looked like a big wedding supper.

There are 379 passengers on board. Of this number twenty were with us on "Laconia Round the World Trip" three years ago and it was a pleasure to renew their acquaintance, twenty-six from England, four from Scotland and the remainder almost every state in the Union.



C. C. Follmer.

The dining salon, decorated in the first Empire style, seats 400 persons. The social hall is Georgian with some Empire motifs. The smoking room is in the style of William and Mary. The Winter garden, one of the most beautiful ever instituted on a ship, is in Moorish. In addition to larger public rooms there are children's play rooms and gymnasiums. Heating is all by electricity.

One novelty aboard the vessel came in for most comment yesterday. This was "Fanny" the iron cow. Purser Leuleu revealed her presence to enquiring reporters and exhibited her with much the same pride as that with which some American families show the new refrigerator.

"Fanny" is seven feet tall. She is a combination of cylinders, pans and other containeres. Milk powder with unsalted butter and the right proportion of water are put in and the "iron-cow" then may be tapped for good table milk, light cream for coffee and heavy cream for whipping. Passengers said they could hardly tell the differ-

I have found in reading travel books and in talking to travelers that what is of most interest to one who has not had the privilege of traveling is the one thing they do not speak of and that is the "cost" on the same theory that the big New York hotels do not have their names on the building. You should know all about it. To the millionaire "costs" do not matter, but those of us who have only a certain amount to use for traveling must know about the "cost," for we want to get the best run for our money.

In my Laconia letters I said I was not writing for old travelers who knew all the ropes and could take care of themselves, but to encourage any of the Tradesman readers who can afford to take a trip and see something of the world. It is a pleasure that will stay with you the remainder of your life in thinking about and talking it over. Almost every paper or magazine you read will speak of some place. If you have been there it stands out vividly. As you know, trying to become interested in a friend's descrip-

tion of some place he has visited, you cannot visualize it. Most of us must see these places for ourselves before we are interested.

The Travel Bureau of the Michigan Trust Company can furnish you with the printed matter of dozens of personally conducted trips costing from \$500 up. To my mind the most delightful way to travel is with one of these conducted cruises, where you let the conductor worry about guides, hotels and taxis. You can enjoy yourself with no more worry than going down to your postoffice at home. But you say, "What if I get sick?" Every cruising ship has a doctor, dentist, two or three nurses and a hospital room, so why worry. You will find some people who think they cannot go in anything but an outside stateroom, which is always a few hundred dollars more than an inside one. Nor can they be contented unless they are on the top deck. But just allow me to say I have traveled as many miles at as low cost and with as little discomfort as most people, and I do not think any of the people who have traveled with me would consider me a piker either. I do not hesitate to take a low priced inside stateroom on a lower deck. Reason number one is that it is cheaper and you can take twice as many trips. Second, every cruising ship has a ventilating system, forcing fresh air into every room. Reason three it is cooler for in cruising in a warm climate the iron sides of the ship absorb so much heat that you can hardly touch them. Inside rooms do not have this heat. Some people say they must have outside rooms because of air or breeze through port hole. Well, your port hole is usually closed on account of danger of water coming in and you have to be going in certain directions to get any breeze through it. It is less noisy, for with an outside room people seem to delight in sitting out on deck by your room talking until midnight and about 4 o'clock in the morning the sailors commence washing down the deck and making such a noise you cannot sleep. From my own experience I prefer an inside room. Do not be afraid to take a \$500 state room thinking because there are \$5,000 rooms you would be uncomfortable, for in pleasant weather you are never in your state room except to sleep and the springs and mattresses are just as good in a \$500 room as they are in the more expensive rooms. If you are sick enough to stay in your stateroom you would probably just as soon have it at the bottom of the ocean for all you care and, outside of your stateroom, every passenger is on the same footing—same dining room and same service and same pleasures.

It goes without saying if you are willing to meet people half way you will soon make friends. If you are a grouch, good night, you will be dropped like a hot potato by the other passengers.

Sunday forenoon was somewhat rough, but nobody was ill. The run to noon was 264 miles. The Captain on an English ship usually reads the Church of England service, but he was evidently glad of an alleged excuse of rough weather to give it up. Monday it warmed up and the sea was smooth. Our run was 388 miles, headed for Trinidad our first stop, course South, Southeast. Everybody was happy because we could sit out on the deck with comfort. Had a dance to-night. Tuesday, another fine day, run 381 miles. Men changed to their white flannels and ladies to their light summer gowns.

This cruise has no chaperons and no conductor when on the ship. The American Express manage the shore excursions, but on this ship the Captain seems to be the navigator as well as social director. He appointed a committee of eight to look after sports



and recreations. They have not functioned as yet. The Captain, in order to allow us to see St. Thomas, changed his course, running a little West of the direct route to Trinidad.

Our run to-day, Wednesday, 375 miles. At 1:30 we steamed along the Western coast of the so-called Virgin Islands, discovered by Columbus on his second voyage in 1494. The United States purchased these Islands from Denmark in January, 1917, for twenty-five million dollars. There are three Islands in the group.

St. Thomas, with twenty-eight square miles, has a population of 10,191. The capital is Charlotte Amalia, one of the best harbors of the West Indies, a coal and oil depot for passing ships. The next is St. John, separated from St. Thomas by a channel two miles wide. It has twenty square miles and a population of 960. The next is St. Croix, thirty-five miles South, eighty-four square miles with population of 14,901. We also own Porto Rico, about forty miles West of this group.

There is a semi-circular group of almost continuous islands from here South to South America, forming the Eastern boundary of the Caribbean Sea, the largest St. Kits, Nevis and Dominica, owned by the British, Guadeloupe and Martinique owned by France and St. Lucia, Barbados, Grenada and Tabago, British owned. The Northern islands are called the Leeward Islands, the Southern group the Windward Islands.

Thursday morning we steamed along the Eastern coast of Dominica, passing the main town of Roseau. The islands are all hilly and more or less cultivated with sugar cane, bananas, coconuts, etc. Our run to-day, Thursday, was 334 miles. This afternoon we steamed along the Island of Martinique. The principal town, St. Pierre, with its population of 40,000, was almost totally destroyed by the eruption of Mt. Pelee in 1902. In the winter of 1902 we were on the Island for two days with some Grand Rapids friends and in that year the eruption occurred. It is now a fair sized town. At the other end of the island is the Fort of France the birthplace of the Empress Josephine, wife of Napoleon Bonaparte. St. Lucia, one of the main English Islands, is the only one of the group which has a dock that large boats can get up to.

One needs good digestion if he enjoys the meals on a trip of this kind. The following is a dinner menu, lunch and breakfast are just as elaborate.

Oysters on Half Shell  
 Consomme Douglass Potage Cressonier  
 Salmon Trout Careme  
 Calfs Head en Tortue  
 Jerusalem Artichokes a la Creme  
 Baron of Lamb a la Broche, Mint Sauce  
 Roast Pheasant, Bread Sauce  
 Garden Peas Boiled Rice  
 Rissolee Peisilee and Boiled Potatoes  
 Grill to order 10 to 15 minutes  
 Medallion of Beef, Rossini

Bakewell Pudding Macedoine of Fruit  
 Chantilly Meringues  
 Lemon Ice with Water Biscuit  
 Canapes Charlemange  
 Apples, Oranges, Pears, Grapes, Nuts  
 Cheese Coffee

At 10:30 a. m. ice cream is served on deck; at 4 p. m. tea, sandwiches and cakes. Everybody is excited about arriving at Trinidad in the morning. We have received our tickets for our automobile number. We disembark in four divisions, so as not to get congested. The thermometer is 75 in the shade and soft trade winds are blowing. C. C. Follmer.

#### Not Going That Way.

A good many years ago a steamer was sailing down a certain river with a shrewd old Yankee captain in command. Suddenly the engines stopped, and the steamer remained motionless for several minutes. The passengers began to talk among themselves, and one of them, a portly, pompous person, advanced to the captain.

"What seems to be the trouble, Captain?" he asked. "Why have we stopped?"

"Too much fog," answered the captain curtly.

"But I can see the stars overhead quite plainly," argued the persistent individual.

"Mebbe you can," admitted the captain grimly. "But unless the bilers bu'st, we ain't going that way."

#### Color Trends in Ready-to-Wear.

While black and white are outstanding color selections at this time in women's spring ready-to-wear, there is held to be little doubt that other colors will come into strong favor later. The beige tones and navy, for example, are already receiving much attention, and the indications are that these shades will achieve still greater popularity as the winter wanes. The compose treatment is also an important early season color trend, particularly in dresses and more recently in hosiery. Whether manufacturers of high-grade dresses, however, will continue to feature compose effects is an open question, inasmuch as the idea is now being heavily exploited by producers of the cheaper lines.

#### Kasha-Like Weaves Sought.

Coats of kasha-like fabrics are being actively bought by retailers, and the outlook for this merchandise is considered good. Manufacturers are increasing production of these coats and a number have put them in their

lines recently, although they were skeptical about these types of garments some weeks ago. The mills are accordingly receiving a strong demand for the kasha-type cloths. Two leading mills quite recently have added the

weaves to their Spring lines. Black is the most-wanted shade, with natural following. Blues and greens are favored in the brighter colors.

The time thief easily becomes the money thief.

### An Opportunity for a Real Grocer

A chance to obtain controlling interest in a Retail Grocery situated in Central Michigan, volume running well over one hundred thousand dollars per year. Good reasons for selling. If interested communicate with Box 1000  
 Care MICHIGAN TRADESMAN

## Reynolds Shingles

Natures own products,

## Felt, Asphalt and Slate

The supply is inexhaustible.

Grand Rapids Trust Company

Receivers for

H. M. Reynolds Shingle Co.

"Manufacturers of the first Asphalt Shingle."



Consumer-confidence is the basis of successful merchandising—

You never lost a customer because you recommended

# SHREDDDED WHEAT

### LINCOLN WALKED WITH GOD.

Lincoln's rugged face has become one of the two or three best known in the world. He has already passed into legend and a figure has been constructed in men's minds, a gentle, humorous, patient, sentimental figure, which scarcely does justice to the great original. What I want to impress upon you about Lincoln is his tremendous greatness. Alone he took decisions which have altered the course of the world. When I study his career, behind all the lovable, quaint and often grotesque characteristics, what strikes me most is his immense and lonely sublimity. There is a story told by John Hay of how after Lincoln's death, at some negro revival meeting in the South the audience was moved to a strange exaltation and men called for visions of prophets and apostles. One young man asked to see Lincoln and an old negro rose and rebuked him. 'No man see Linkum,' he said 'Linkum walk as Jesus walk. No man see Linkum.'

To me he seems one of the two or three greatest men ever born of our blood. You will observe that I am talking as if we were one household and speaking of our blood, for no drop ran in his veins which was not British in its ultimate origin. I like to think that in him we see at its highest that kind of character and mind which is the special glory of our common race. He was wholly simple, without vanity or grandiosity or cant. He was a homely man, full of homely commonsense and homely humor, but in the great moment he could rise to a grandeur which is forever denied to posturing, self-conscious talent. He conducted the ordinary business of life in phrases of a homespun simplicity, but when necessary he could attain to a nobility of speech and a profundity of thought which have rarely been equalled. He was a plain man, loving his fellows and happy among them, but when the crisis came he could stand alone. He could talk with crowds and keep his virtue; he could preserve the common touch and yet walk with God. There is no such bond between peoples as that each should enter into the sacred places of the other, and in the noble merchantry of civilization let us remember that, if we of England have given Shakespeare to America, you have paid us back with Lincoln. John Buchan.

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### LINCOLN'S BIRTHDAY.

Abraham Lincoln was born 116 years ago next Saturday. He was but little beyond middle life when he fell by the assassin's hand, the first martyr among American Presidents. Since then Garfield and McKinley have been added to the list of American rulers who have been sacrificed by insane assailants. The shock produced by Lincoln's sudden departure was the more profound in that it came at a time when the Nation was just emerging from a crisis which his strong hands had prevented from developing into a catastrophe. To no other President since Washington has come such responsibility as that which Lincoln so bravely bore. The mighty task he per-

formed in saving the ship of state from foundering on the rocks of disloyalty and disunion can never be too highly appreciated. His whole career was one of which the Nation can never cease to be proud. Lincoln was one of the noblest products of our soil, one of the finest flowers of our free institutions, justifying our belief that out of them we shall always be able to bring forth great men as great occasions call for them.

Lincoln's birthday is an occasion which is fittingly observed by recalling his achievements and drawing lessons from them which may be applied to present problems in our national life. Lincoln was a man who came from the ranks of the common people, and he always maintained that the people were to be trusted. He once remarked that he was sure God loved the plain people, or he would not have made so many of them. There are intervals during which it seems that the common people cease to control the tendency of public affairs, but the intervals are usually brief. Political managers and financial magnates manipulate matters to promote their selfish interests for a time, but the people eventually resume control and democracy rather than aristocracy, remains in the ascendancy. Conditions have greatly changed since Lincoln's day, but the spirit in which he wrought continues an animating force.

### THE COTTON SITUATION.

Quotations on cotton have continued to keep quite firm despite the certainty of great supplies. This has not resulted from the adoption of any of the numerous measures suggested when the large size of the crop was first made evident. There has been no elaborate financing or concerted measure for withholding a large portion of the crop from market. Events have shown that the market could take care of itself. One of the ways was the buying of cotton to be held as a reserve by foreign and domestic interests. Not much headway appears to have been made in the effort to restrict the acreage to be planted to cotton this year, and perhaps this matter may best be left in the discretion of the planters. There appears to be no doubt that the states on the Atlantic shore find it costlier to raise cotton than do certain inland ones, like Texas, for example. This being the case, it is only a matter of time when cotton growing will be mostly confined to those localities which can grow the staple cheapest. The stability in the cost of the raw material has helped to keep firm the prices of cotton goods. This is true not only as to printcloths and sheetings but also to finished fabrics. Osnaburgs have been going well, due to the continued demand from the bag trade. Fabrics for dresses and the like promise to continue in favor, partly because of the well-directed movement on foot to encourage the use of them. There has been some slackening up in the ordering of heavyweight underwear, and hosiery also appears little in request. Sweaters have been doing well, but there is room for improvement in bathing suit lines.

### MANY DEMOCRATS WILLING.

The fine old sentiment that the President of the United States is an office which should neither be sought nor declined is as true to-day as it ever was, but the rules governing a candidacy for that high office are clearly marked. Rarely does an aspirant openly admit he wants to be nominated. He declares he will not seek the place, begins to make speeches over the country in a popular vein—or what he thinks is a popular vein—on National subjects and coyly watches with well feigned surprise the feverish activities of his closest friends as they try to collect delegates for him.

At the moment the Republicans who could be forced to accept a nomination are lying low—probably because they are uncertain regarding the possibility of the renomination of President Coolidge.

The Democratic aspirants are more active. At his inauguration Governor Smith ostentatiously declared he would attend strictly to the duties of his present office and strongly intimated that he would not go after "it," which was a negative way of saying he was already in the race.

A few days later Governor Ritchie of Maryland suddenly discovered that the country was in a sad way because of the failure of its citizens to see the advantages that lie in the restoration of State rights. Recently Senator Reed of Missouri reluctantly forsook his manifold duties in the Senate to tell the country from a platform in this city that he was in favor of the re-establishment of human liberty. Some of us didn't know it was lost, but it is reassuring to know Jim's going to find it again.

William G. McAdoo recently addressed the Ohio Bar Association on prohibition, nullification and lawlessness, and his friends are already declaring that on such a platform Mr. McAdoo would be as strong a Presidential candidate in Ohio as his father-in-law was eleven years ago.

Clearly, the open season for hunting Presidential nominations has begun, but without the modesty and dignity which befits that exalted office.

### BUYER'S TASK NOT EASY.

Selection of stocks constitutes one of the problems the department store faces in successfully meeting the competition of stores specializing in certain lines of merchandise. The department store generally aims to buy and offer goods for which it figures the popular demand of the moment will be strongest. In so doing, however, it encounters another difficulty—that of satisfying the customer who wants something different, more conservative, or perhaps old-fashioned, and who is not interested in the merchandise in popular favor.

In an exceedingly well-regarded lamp department in a well-known store, for example, about 75 per cent. of the stock is of special types of lamps and shades, favor for which is a momentary fad. The department has established a reputation for having the latest novelties, and is said to get

a profitable turnover on the merchandise it offers. But once the fad passes, heavy markdowns on the goods have to be taken.

In addition, the customer of conservative taste is not taken care of. The large percentage of immediate-demand merchandise so limits the stocks of more conservative goods that consumers who want such merchandise are forced to go to the specialty store which, through its organization, carries stocks affording a wide variety of choice.

From the department store standpoint there is no remedy for this condition, according to one retail executive with whom the matter was discussed. He expressed the view that if the department offered merchandise in popular favor and got a profitable turnover, despite markdowns, that was the best which could be expected of it.

No department, unless the store is willing to carry stocks out of proportion to those in other lines, can be turned into a specialty shop on its own account, with the exception of certain lines. In these the monetary investment in unit pieces is small. Where the unit value is comparatively large, added the executive in question, the specialty shop is likely to continue its advantage of more complete stocks.

### WOOLS AND WOOLENS.

Results at the London auction sale of Colonial wools, which ended on Wednesday last, were about as was expected. The upset prices helped to bring some slight rises in price, especially for the finer merinos; but 25,000 bales remained unsold, 12,000 of them not being offered, while 13,000 were withdrawn for lack of adequate bids. Another sale will be held next month. These auctions are attracting less attention than they did when prices were in a state of flux. Now there does not appear to be any apprehension of very decided price change one way or the other. A fair amount of movement is reported in domestic wool and there has been some contracting of wool in advance of shearing. Present values of wool are reflected in the prices of woolsens for next fall, which are being gradually shown. Last week the American Woolen Company opened its lines of overcoatings, certain suitings and specialty cloths. Reductions of about 8 per cent. in price were made. A number of other concerns have either opened or are prepared to open their lines in a few days. Their prices will probably parallel those of the big company. Thus far there has been some buying of fall goods, but the bulk of the purchasing is yet to come and will probably be prolonged for some weeks. Women's wear fabrics will be shown by most mills at the end of this month or in March. One large concern, however, which is usually the earliest to open its lines, announced its showing for last Tuesday, and another is expected to do the same beginning of next week. Many of the mills, however, see no advantage in an early opening, believing that real buying of fabrics will not set in until after spring goods have been disposed of by garment manufacturers.



## MEN OF MARK.

**H. J. Vinkemulder, the Well-Known Produce Dealer.**

Seldom during the last forty years has the Michigan Tradesman printed a biographical sketch that more clearly has shown the successful attainment of a fixed purpose in life than does the sketch here presented. And seldom has such an article contained more material for the reflection of any young man who may at this time be standing upon the threshold of his career. To such a young man this story of one who has trodden rugged paths in the freshness of his youth is especially worth reading. The story of Henry Vinkemulder is that of a man who started with no better advantages than have thousands of his kind, but who set his goal early in life and attained it by the simple process of seizing his opportunities when he saw them and making the most of them. To-day Mr. Vinkemulder, still in the prime of life, is not only the President and general manager of a large produce house which has ramifications in every part of the American continent, and identified with numerous other enterprises of large caliber—including real estate investments on which he could easily realize in excess of a million dollars—but, best of all, he is respected by the best business interests in his home city as a man of unswerving integrity, whose "word is as good as his bond."

Henry J. Vinkemulder was born at Grandville, April 4, 1866, being the third of a family of nine children. His father, John Vinkemulder, was originally a wagon maker by occupation. Later he was a merchant for several years. He passed on two or three years ago at the age of 95.

Mr. Vinkemulder attended the public school of Grandville until 17 years of age, when he entered the employ of Phil. Graham, the veteran Division avenue retail grocer, as delivery boy. He was subsequently promoted to the position of clerk and still later to the position of book-keeper. After five years employment in this establishment he formed a copartnership with his cousin, Cornelius Borrendamme, under the style of Vinkemulder & Borrendamme, and engaged in the grocery business at the corner of Division street and Third avenue. Each partner contributed \$650 to the capital stock. At the end of a year Mr. Borrendamme sold his interest in the business to Derk Vinkemulder and the business was continued under the style of H. J. Vinkemulder & Bro. The firm remained at the same location for twelve years, when the stock was sold in 1900 to Shoemaker & Taylor.

While still engaged in the retail business, Mr. Vinkemulder embarked in the wholesale fruit and produce business, locating in 1896 at the corner of Ottawa and Ferry streets, where he continued in business fourteen consecutive years. In the meantime he admitted to partnership Moses Dark, since which time the produce business has been conducted under the style of the Vinkemulder Company. The relationship with Mr. Dark continued about twenty years, when the

latter retired to engage in business on his own account. The present status of the Vinkemulder Company is a co-partnership, composed of Henry J. Vinkemulder as principal and Derk, Blake and Gerald Vinkemulder as associates. Derk is a brother and the other two are sons of the founder of the business.

In 1908 Mr. Vinkemulder purchased the discarded Federal building of the Government and used the material thus obtained in the construction of a new building running from Market to Campau streets, adjacent to the G. R. & I. Railroad tracks. This building is 76x200 feet in size, five stories. The Vinkemulder Company took possession of this building in 1909 and now occupies the Campau street end.

They reside in their own home at 473 Fountain street.

Mr. Vinkemulder is a member of the Westminister Presbyterian church, which he served several years in the capacity of trustee. He is also a member of the Peninsular Club. He has several hobbies, among which are hunting, fishing and automobiling. He is a confirmed traveler, having visited nearly every state in the Union and also Mexico and Cuba.

In addition to his home on Fountain street, Mr. Vinkemulder owns a handsome home on Whitefish Lake, where the family spend the heated term. He is a member of the Little Manistee Fishing Club and spends considerable time during the fishing season on that famous trout stream.



Henry J. Vinkemulder.

Mr. Vinkemulder is a director of the Metal Office Furniture Co., the Michigan-Texas Land & Orchard Co. and several other prosperous institutions. About fifteen years ago Mr. Vinkemulder purchased the Robertson farm on Lake Drive (45 acres) and the farm owned by the Young estate (25) acres), which he combined and platted as the San Lu Rae addition. This property is in the center of a section which is rapidly being developed for beautiful suburban homes and will yield the owner a handsome return on his investment.

Mr. Vinkemulder was married June 20, 1895, to Miss Belle Blake, of Grandville. They have had six children, five of which are still living, as follows: Blake, 30; Gerald, 27; Maybelle, 24; Bernard, 19; and Abby, 11.

When Mr. Vinkemulder engaged in the retail business in 1888, he secured the confidence of the jobbers from whom he purchased goods to a remarkable extent. He made many friends while in the employ of Phil. Graham and these friends confidently expected to see him succeed in his new undertaking. At the meeting of the directors of a certain jobbing house, held about thirty eight years ago, a list of the customers and the amount owing by each was read. When the reader reached Vinkemulder and it was found that he owed the house upwards of \$2,000, several of the directors demurred, but the head of the house defended the credit by the statement that "Mr. Vinkemulder was full of hard work clear up to his neck; that he never knows when to

quit nights; that he knows where he is every minute in the day." On the strength of this statement the credit was approved. It goes without saying that the judgment of the jobber was fully vindicated by the experience of subsequent years. In fact, the banker who questioned his credit then would be glad to lend him \$100,000 to-day on his personal paper. Mr. Vinkemulder has always paid a hundred cents on the dollar and is to-day regarded as one of the wealthy men of the city. All he has acquired has been made by his own efforts, coupled with a degree of shrewdness and far-sightedness that has enabled him to make very fortunate speculative investments in real estate and securities.

Mr. Vinkemulder is the soul of honor and has brought credit to the produce business of the city. He is everywhere regarded as the foremost exponent of the onion industry in this country and probably handles more onions every year than any other dealer in Michigan. His knowledge of this branch of the business, coupled with an apparent intuition, enables him to get on the "right side of the market" nearly every year. When onions go down, he usually has no stock on hand. When onions go up, his warehouses are bursting with supplies. His house is also a large factor in handling the potato crop of Michigan.

Personally, Mr. Vinkemulder is one of the most companionable of men. He is a good fellow in all that the word implies and his advice is frequently sought in matters of business not germane to his own line.

#### Lincoln Genealogy.

Among the most interesting of the phenomena arising from the investigation of the lives of great men is the singular urge to discover forbears of theirs whom "one may know." But in the case of Lincoln it has always been a pleasant thought that here was a figure towering so far above his fellows as to need no pedestal of ancestry to lift him into prominence. Yet it now appears that he had a quantity of grandfathers of the Lincoln name whom he has raised to shadowy fame by virtue of his own. In fact, a fourth great-grandfather is mentioned, but there is not a word of the other sixty-three grandparents whose names have disappeared indeed, but whose ethnologic traits no doubt persisted as markedly as those of Lincoln of Hingham. Of all the curious convolutions which wrinkle the brain of man is there any more closely connected with that which denotes a lack of humorous perception than the one which sets so many people on a genealogical scent?

One of the exiled Bourbon princes being in the company of some of the English nobility, who fell to tracing their ancestry, remarked that he believed he had a pedigree more excellent than any mentioned. "For," said he, "I trace, of course, to Hugh Capet and thence to John Paleologus who, being descended from Aeneas, the son of Aphrodite by Anchises, gives me a line reaching up to the gods." This seems to establish a record and the rest of us may as well drop out.

## SHOE MARKET

### Suggestions To Increase Slipper Sales

Comfort slippers of fabric or leather of whatever type, for men, women and children, are sold all over the country in all kinds of stores. To-day the drug stores, the cigar stores, ten cent stores and the sporting goods stores are selling slippers, and lots of them. The haberdashers and clothiers are making inroads on this business. At the same time, the average shoe retailer maintains a dormant interest in the sales possibilities of slippers and is quite inclined to say there is no money in them. He is also apt to tell you that the only time of the year he can sell slippers is at holiday time, and then he generally sells fewer than he expected. A leading Brooklyn manufacturer of leather slippers for men recently made an extensive survey of his field, and in time decided that it was up to him, as a manufacturer to devise ways and means of interesting shoe merchants in the profit possibilities in slippers, for men, women and children, of various kinds.

He found there was a gross opposition on the part of specialty shoe stores to feature slippers. He learned that most of the men's slippers are bought by women and therefore that specialty shops selling nothing but women's wear might profitably handle slippers for men. By this time this theory has been proved to be sound, and accordingly this manufacturer has on his books many specialty shops where his particular line of men's slippers are sold in ever increasing volume. Invariably such merchandisers at the outset scoffed at the idea of selling men's slippers in a woman's shoe store, but now these same scoffers are sold on the feasibility of the idea because it has been proved to be sound.

In department stores he talked with merchandise managers and succeeded in getting their consent to display a few men's slippers in the clothing department and in the haberdashery department. The salesmen in these departments were not burdened at all with the sale of these slippers, but any visitor who showed any interest in the comfort slippers displayed on the counter in the department was politely told he could buy these in the shoe department downstairs.

Women's slippers were displayed in the negligee department, where they enhanced the lounging robe and kimona settings, helping the store to get more sales of negligees; and when any woman wanted slippers in the same color tone she was told that the shoe department had the slippers.

This manufacturer has further succeeded in bringing up his volume by selling specialty shoe merchants on the idea that slippers are a year round merchandising proposition and that goods well displayed are heavily sold.

Styles in slippers change, not so frequently as in street footwear, but nevertheless they do change. The style lines and sightliness of slippers assist materially in attracting public interest.

During his educational visits among

retailers this manufacturer stressed the importance of "selling" slippers rather than waiting for the customer to suggest the purchase of same. He had found by his own work on the floor of stores throughout the country that women appreciate a suggestion to buy a pair of slippers after the sale of the pair of shoes has been closed.

In other words, he claims that the first requisite in merchandising of slippers is to have them attractively displayed, and that in order to further sales of these, it is feasible to put merchandise in the hands of the public and ask the public to buy.—Shoe Retailer.

### Mail Order House Opens New Style Stores.

One of the smaller Chicago mail order houses, specializing in men's and women's clothing and shoes, has launched into direct competition with retailers in a way that will interest merchants.

This concern is going into prosperous business towns, preferably those some distance from a large city, and opening stores. Each store carries a complete stock, but does not sell merchandise over the counter. The customer is shown the goods places his order, and the merchandise is then shipped from Chicago. The store managers are not permitted to sell goods from stock except under unusual circumstances that seem to justify it.

So far this plan tallies with that already put in effect by the country's two largest mail order houses. But this concern goes a step farther. Each store manager is given an assistant to wait on trade, and the manager is required to spend all his time in house-to-house canvassing for the store.

This provides real competition for the local merchants, yet it can easily be combated if the local stores are willing to go after business in a similar manner, and we suspect that the stores that adopt this methods of fighting this specialized mail order competition will discover they have been neglecting an important avenue to increased business.

### An Interesting Experiment.

Here's an experiment in window display conducted by a shoe retailer that you will find worth trying yourself.

He was curious to know whether a window of hosiery and shoes was more effective than a window simply containing shoes or hose. He decided to test it out.

He selected a few of his best selling shoe numbers and arranged an attractive window which he did not change for several days meanwhile keeping an accurate record of sales of the shoes on display.

Next he selected several popular hosiery numbers and gave them exclusive window space and kept check on the results.

Finally he took the same shoes and hose and worked up a good combination window, which he left in for the same number of days as the former windows. His record shows that he sold more hose and more shoes from this window than from the two windows of individual lines!

### January a Good Shoe Month.

From the wholesale shoe trade come reports bearing out predictions made several weeks ago that January sales would reflect the optimistic attitude on the part of retailers that resulted from the better than usual business the latter enjoyed during December. In this business the weather was a material factor, especially the heavy snows that cleaned out retail stocks of rubbers and loosed a lot of tied-up capital for January purchases. The feature of "at once" business this month has been the call for the heavier types of footwear for men, bad "footing" evidently having forced buying of these shoes by those men who do not take kindly to wearing rubbers. Incidentally, it was said yesterday that there would probably be considerable added buying of tan shoes by men early this season, due to the proneness of this footwear to show perspiration stains from more than ordinary use of rubbers this Winter.

### How About a Marble Tourney?

Marble time is just ahead, and in the many towns there will be marble tournaments for the boys. Some towns even send their champions to the state tournaments and the Atlantic City tournament. Why not propose to the local newspaper that you will sponsor such an event locally if they will give it the publicity?

You won't profit directly, but you can work out several plans by which your store is tied up to the event in a way that everyone will know of it.

## 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 CO.

Organized for  
**S E R V I C E**  
not for Profit

We are Saving our Policy Holders  
30% of Their Tariff Rates on  
General Mercantile Business



For Information Write to  
**L. H. Baker, Secretary-Treasurer**  
LANSING, MICHIGAN



**LINCOLN'S MODESTY.**

**Never Blatantly Preached Virtue—  
Held Nation by Simplicity.**

On the anniversary of the birth of Abraham Lincoln it may not be unprofitable to recall some things that this great and unpretending American was not, but which nevertheless have been presumptuously paraded by the infatuated admirers of the "second Lincolns" of our time as his most outstanding accomplishments.

Abraham Lincoln was never a poscur. He had no genius for dramatic tactics or for making rhetorical flourishes. He did not regard himself as a providential man, and he made no pretensions to a lofty and preternatural virtue. Of all the great men in history he was the most invariably modest and magnanimous, and there is no act of his life that can be traced to personal caprice, ambition, or resentment. He went "the way of dominion in pitiful high-hearted fashion, not in an arrogant, self-confident and dogmatic spirit."

Abraham Lincoln did not exude opinion, idealism, and omniscience at every pore. He was a great thinker, and like all great thinkers, he had a horror of dogma. He never laid down a political doctrine as if it were a part of the Pentateuch. In politics he held that we must look at the facts and the historical relations and not at the abstractions of reason or the speculations of theorists. Under his leadership the North fought the Civil war not to serve humanity, but to save the Union. The liberation of the slave was merely an incident of that struggle, and he was even willing to forego this high humanitarian object provided the South would lay down its arms and come back into the Union.

Abraham Lincoln was absolutely free from cant. He never set out to set an example. He lived his life simply and naturally, thought out and spoke the thought that was in him, did the work he found to do, and let his example shift for itself. "By consequence," says one of the most discriminating of his eulogists, "it is one of the great examples, one of the great aspirations of human history."

Abraham Lincoln was not an academic millennialist. He made no appeal in the name of a nebulous ideal. He stood always for commonsense courses—for practical and attainable ends. He was filled with detestation of the inhumanity of war, and it is certain that he would never have supported a war for purely idealistic reasons. Indeed, he publicly and strenuously opposed the only foreign war—the Mexican war—of his day, although it was ostensibly waged for the highest nationalistic purposes. It can truly be said of him that he was neither a sublime altruist in his disregard of his own country nor an atrocious egotist in his disregard of those associated with him in the Government.

Abraham Lincoln was not a fence-bursting patriot, and he never yearned to go on a world rampage for democracy and righteousness. He was a plain unpercented American who did not find it necessary in order to ad-

vance his own political fortunes, to invent either a New Nationalism or a New Freedom. The old nationalism and the old freedom handed down by the fathers were good enough for him, and he suffered martyrdom in the effort to defend and perpetuate them.

Abraham Lincoln did not deal in those glittering catch-phrases which have been the bane of "free peoples." In his code of statesmanship democracy, justice, and reconciliation were not mere terms to conjure with, but sentiments to live by and, if necessary, die by.

Abraham Lincoln did not improvise his convictions and policies from day to-day. He stands pre-eminent among statesmen for political honesty and intellectual rectitude. He never displayed any double-dealing in thinking or speaking, and he never set up in one place an ideal of public conduct that he repudiated in another. His was the entire consistency of a noble and disinterested mind.

Although he was a "war president," Abraham Lincoln did not set out to make himself the greatest absolutist in history. He trampled upon no precedents; he broke with none of the Washington traditions. He violated no binding party or public pledge. The poetry and humanity of his vision kept him true and humble to the last.

These are some of the things which constitute the unique greatness of Abraham Lincoln. They are undoubtedly the things which Edwin M. Stanton had in mind when he said at the bedside of the martyred President: "There lies the most perfect ruler of men the world has ever known."

There can be no "second Lincolns." He is in his own order of greatness "solitary as Melchizedek at the altars of Salem." L. E. Rowley.

**As Broad As It Is Long.**

There is a statute under which the Michigan State Fair receives annually \$75,000 to add to its premium list. A like amount is distributed annually by the State among the county agricultural fairs, being pro-rated according to the amount of premiums offered. An erroneous impression, says Auditor-General Oramel B. Fuller, seems to exist in several counties that getting money this way is a juicy plum—a gift, as it were, from the State. The fact is, he explains, every county has to pay approximately the same amount of State taxes that they get from the State for their agricultural fair premiums. If, for instance, a county receives \$2,000 out of the \$75,000 fund for premiums, \$2,000 is added to its State taxes. Counties would pay no more taxes if the \$2,000 was voted by the Board of Supervisors instead of the Legislature. All of which, he adds, is conclusive that no matter what public agency distributes money it comes from the taxpayers' pockets.

**Banquet Tendered Lansing Grocers.** Lansing, Feb. 9—We had a wonderful gathering of grocers in our city to a banquet given by the Lawrence Baking Co. This bakery was started many years ago by George E. Lawrence, father of Charles Lawrence, present President, where Hotel Olds now stands, at which hotel this ban-

quet was held. Mr. Lawrence sent out invitations to all grocers in the city and suburbs, together with those in small towns from ten to twenty-five miles out such as Holt, Mason, Eaton Rapids, Charlotte, Grand Ledge, Williamston and other places. This brought a gathering of more than 200

grocers, many of whom brought their wives, who were also invited.

The company wanted to show their appreciation of the patronage that has made the Lawrence Baking Co. such a success, that it is able to turn out 20,000 pounds of bread daily.

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## FINANCIAL

### Railroad Earnings Will Set Peak For Year.

If the returns from railroads that to date have reported their net operating income for December may be accepted as indication of the trend the carriers did not make so much money that month as in the year before. For the first time since last February, in other words, the carriers apparently will be obliged to show a drop in earnings from what had been recorded for a corresponding month of the year previous. At least the first sixty roads to report fail by roughly 10 per cent. to equal their own records of December, 1925, when, it may be added, the aggregate net earnings of all Class 1 carriers was \$94,656,512. It was in part the surprise in this news that accelerated the late January decline in railroad stocks and that caused the latter to lose about 4 points in the averages within a week whereas it had taken the industrial issues two weeks to lose the same number of points.

Possibly the later returns will improve the showing but nobody now assumes that the December, 1926 net will exceed if it will equal that for December, 1925. In the event that the final figure equals that for the year before net earnings for 1926 as a whole will go into the final record as around \$1,245,000,000 which would, of course, top the previous peak of \$1,136,973,447 set in 1925 by a substantial margin. Even if the final total for December, on which figures now are in the process of publication, should turn out to be, as now is indicated, 10 or 11 per cent. under the year before the railroads are certain to hang up a new high yearly record for 1926.

A moderate recession in trade activity, some loss in coal traffic over preceding months, increased wage requirements, the early movement of the cotton crop, hesitation on the part of Western farmers in the shipment of corn and smaller shipments of grain from the Northwest are among the reasons that may be cited for the December downturn. To what extent the setback was temporary remains still to be seen but certainly the volume of loadings has held to a high level so far in 1927. On the year 1926 the railroads reached a new high return on their property investment but still may look forward to further improvement before the returns represent the so-called fair return of 5.75 that long has been pointed to as a goal. In 1926 the carriers earned about 5.24 per cent. to which position they have climbed since 1921 when they made only 2.92 per cent.

Any further contraction in business activity would naturally reduce the gross revenues of the carriers, but through their diligent efforts to raise the condition of their properties to the best possible state of efficiency the railroads have brought themselves to a position in which they can turn a relatively larger proportion of their gross into net. Thus even if their gross in the months that lie ahead should shrink—and it is not likely that the shrinkage, if any, will be great—

the outlook for a good year in 1927 is distinctly favorable. It is this improvement in earnings position to which the major systems look as the basis for their widespread move in future years to raise an increasingly larger ratio of their new capital through stock flotations. Paul Willard Garrett.

[Copyrighted, 1927.]

### Abundant Flow of Money Stimulates New Issues.

A record flow of new securities in January and in February to date has set the financial district to figuring. How long will the volume of flotations hold on this high level? Is it a plethora of investment funds that swells the total or is it a natural growth stimulated, perhaps, by an especially favorable money market? A compilation just completed by the Federal Reserve Bank of New York shows pretty plainly that the amount of new offerings has grown steadily in recent years. New securities brought out in this country during 1926, other than refunding issues, aggregated, according to this authority, \$6,311,000,000. Never in history has so much been offered to the public before in any individual year. The total was not greatly in excess of 1925, however. It exceeded the volume of the latter year by only \$87,000,000.

An especially interesting trend in the new financing is the rising proportion of the total that is represented by the sums raised for foreign borrowers. In 1923 the foreign financing arranged in this country represented \$275,000,000; in 1924 it was \$1,005,000,000; in 1925 it was \$1,095,000,000 and in 1926 it reached \$1,155,000,000. A larger and larger proportion of the new issues that come from the originating houses represents descriptions of foreign origin and as they look ahead not a few of the best bankers in Wall Street predict that 1927 is destined to set a still higher goal in this respect. Not the least significant revelation of the Federal Reserve compilation is that last year for the first time the corporate issues of foreign origin equaled the volume of Governmental flotations.

Nobody cares to be burdened down with statistics but that is not necessary to grasp the trend in foreign financing. Since 1923 the volume of foreign corporate financing has been growing much more rapidly than that of foreign government financing. Foreign corporate issues offered here in 1923 represented only 19 per cent. of all foreign offerings, in 1924 they represented 28 per cent., in 1925 they were 45 per cent. of the aggregate and in 1926 no less than 52 per cent. Evidence already has appeared of a movement for foreign financing here through the flotation of preferred stocks and if the proposed change is made in the New York Stock Exchange rule that will permit the listing of these shares the market for foreign securities will receive a fresh stimulus.

Money rates do not differ greatly from those of a year ago but it must be admitted that wherein the outlook for the immediate future differs from then it has improved so far as it concerns those that want cheap capital. Net imports of gold for 1926 were

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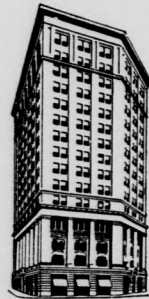
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\$97,000,000 as against an actual net exportation of \$134,000,000 in 1925 and during the month just ended approximately \$40,000,000 in yellow metal was added to our stock over and above what was sent out of the country. That flow if it continues is certain to have an influence towards the maintenance of a comfortable money position, increased offerings and stability in the gilt-edged investment markets.

Paul Willard Gerrett.

[Copyrighted, 1927.]

**How General Merchant Made Ten Millions.**

Henry Chapin conducted a general store at Niles. The panic of 1873 forced him into bankruptcy. He voluntarily turned over everything to his creditors. One of his assets was an 80-acre tract in Iron county that, before his failure, he acquired in a settlement with a creditor. The 80 was all he got from this creditor. It was a rocky tract without timber and unsuited for agriculture. The committee of his own creditors after his own failure decided that they could not realize anything from the 80, so they told him he could keep it. He put the deed in an old iron safe with other papers regarded as of little or no value and went into the insurance business in a small way.

A few years later a stranger called on him at Niles and enquired if he was the owner of a certain 80 acres in Iron county. Mr. Chapin said he believed he was, and, to make sure, he got the deed from the old iron safe and examined it. Yes, he told his caller, the 80 was that described in his deed. Then the stranger mentioned that himself and a few friends would like to buy the 80 to square out a tract they owned. Would you sell it for \$2,500? Mr. Chapin told in after years that had the stranger offered him \$25 he might have accepted, but when he named just 100 times that amount he surmised that there might be an unrevealed reason for the large offer. So he told the stranger that he would give him an answer in a few weeks. Then he made inquiries and learned that prospectors had found rich iron ore near his 80. When the stranger returned he told him he had decided not to sell his 80. It was not long afterwards that he leased the mining rights on his 80 acres on a royalty basis—to receive a specified sum for every ton of ore taken from it. These royalties, without himself investing a dollar to open up and operate the mine, yielded Mr. Chapin a fortune said to be around \$10,000,000 when he died in Chicago, where he lived in his later years. When wealth came to him he paid all of the creditors of his mercantile failure in full. The Presbyterian church and manse at Niles were built with money from the Chapin fortune.

Davis & Co., dealers in groceries at Ypsilanti, renew their subscription to the Tradesman and write, "We cannot do without it."

The sale of ukuleles in Germany has shown a large increase within recent months.

**Business Again May Belie Pessimists.**

In its first-of-the-month statement on business the National City Bank of New York expresses the opinion, now spreading in financial circles, that the country has made a good beginning in the new year. Trade has not started off with a great rush, of course, and George E. Roberts who edits the bank's bulletin would be the last man to make any such claim, but, to quote directly, "there has been a good upturn after the quiet period at the year-end and business is moving steadily in most lines." In almost every year since 1922 sentiment has become cautious with the rise in production, since an excess of output of goods would, everybody has thought, lead inevitably to depression as time elapsed for consumption of the surplus.

So recently as a year ago the prevailing opinion was that a recession in activity must surely follow the unprecedented rate at which business appeared to be moving but that pessimistic attitude was soon to give way for before it closed 1926 proved to have been the most prosperous year of history. In some respects 1927 has started off on a basis different from 1926 but in certain other fundamental aspects conditions have not changed and of these not the least important is the sustained good influence of an easy credit position. More gold flowed into this country during January, \$50,000,000, than in any individual month since 1921, carrying, as the bank points out, 'the volume of Federal reserve credit down to the lowest levels since early in 1925.'

"Low money rates and rising bond prices such as we are now witnessing," says the bank, "and which have carried representative bond averages to the highest levels since pre-war, are not among the usual harbingers of depression. Stimulated by a favorable bond market, new capital issues continue in record breaking proportions, and each one of these issues represents funds definitely earmarked for expenditure in the employment of labor or purchase of materials for construction and equipment of some kind. It signifies tangible support for industrial activity. Easy money, moreover, by facilitating refunding operations is enabling industry to rid itself rapidly of its high yield obligations put out during recent years of high capital costs."

Occasion is taken at this time to call attention to the marked improvement in the textile industry, showing, very properly, that whereas the decline in raw cotton lowered the purchasing power for the time of the cotton planters it has been a boon to an industry that for years found it impossible to rise above the doldrums. One development not so favorable is the coal strike in the bituminous fields that is threatened for April 1 in the event that no agreement is reached meanwhile between the workers and the operators on a policy to follow the termination of the Jacksonville settlement. A large volume of coal is now going into storage in anticipation of troubles ahead which, of course, may or may not finally arrive.

Paul Willard Gerrett.

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**FINANCIAL STATEMENT**

Real valuation, estimated .....	\$50,000,000.
Assessed valuation, 1922 .....	32,038,000.
Total debt .....	2,110,000.

Population, 1920 Census—29,555  
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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.

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### Lincoln the Emancipator.

Grandville, Feb. 8.—The life of Abraham Lincoln is an inspiration to every schoolboy in America to-day.

With no pride of ancestry, with an humble floorless home beneath the roof of an humble log cabin, one of the poorest of the poor families of the South, he rose to the highest peak of fame, the peer of the greatest statesmen the world has ever produced.

No other country on the globe has produced a Lincoln. He stands alone as the greatest, grandest man in the history of the world. Then is it not meet that every American born boy should in a sense worship at his shrine?

We have no royal household in America, no lords and ladies by grant of a crowned head; instead, the humblest child, born to poverty and obscurity, can look forward to a great future such as Lincoln reached, providing he has it in him.

Know thyself, my boy, and go forward with high aims, even as high as those which animated Lincoln before he became President of the greatest republic on earth. No boy is so poor, no boy is so homely, that he may not aspire to greatness under the flag of the United States.

No country under the sun has the opportunities for advancement and a chance for success in life as has the land of Lincoln. To him we owe a debt of everlasting gratitude for the successful manner in which he carried on while wrestling with the greatest rebellion in history.

To the radical Republicans he did not move fast enough; to the ultra conservatives of his own party he was altogether too radical, and, of course, to the members of the Democratic party he was nothing save an "old imbecile."

Nevertheless this honest, tried and true son of the people moved on in his own prescribed way, winning out at the end even better than his best friends could have wished.

In the beginning of the civil war he had an enormous burden to contend with, the burden of reconciling many opinions to the fact that the union of the states was the one grand desideratum to be accomplished and for which he had pledged his life and sacred honor.

The Abolitionists were, of course, dissatisfied. Even the clergymen of the various churches called upon him to at once issue an abolition proclamation which would wipe slavery off the continent. He did not do it at the beginning because he knew the public pulse far better than did his clerical advisers.

To have issued his emancipation proclamation sooner than he did would have precipitated a crisis in the affairs of the Nation that might have proven fatal to the cause of the Union.

As one politician of the time put it, "When Old Abe puts his foot down it is there to stay." And this was true. Immediately after his proclamation there was much comment as to what would happen. The President had issued the manifesto simply to try the temper of the people. When he found that they were not with him he would quickly withdraw that document.

Such was not the caliber of Lincoln, however. He moved slowly, yet with a firm belief in the righteousness of his cause, and also firmly believing the great conservative mass of the people would sustain him, which they did, as history fully demonstrates.

From boyhood up Lincoln had been of the people. He knew their sins and failings as well as their aspirations, and a long life of hardships made him impervious to the trials which afterward came to his lot.

"My son, be an Abraham Lincoln sort of a boy and you will be all right," said a father to his son. The advice was good. Even the story of Washington and the cherry tree has no greater drawing power for the youth of the

land than does the study of the simple life of the boy who came up from the lowest depths of poverty to become the President of the United States.

A study of the life of this Kentucky boy brings much of thought along constructive lines, silvered with hope for the most humble American boy in the land.

The London Punch made a caricature of Lincoln even more shamelessly than some of his own country's publications, yet after the fall of our great President at the hands of an assassin that sheet publicly made confession to its vile treatment of the American President and made an humble public apology.

The world bent in silent sorrow over his bier. He fell a martyr to the holiest aspirations of the human heart. When the great heart of Lincoln ceased to beat the common people lost the best friend they ever had.

Lincoln was not fully appreciated during his lifetime. Perhaps this is usually the case with mankind in general. Even right at home we seldom appreciate the true inwardness of our love for friends until the mantle of death covers them.

Standing now in the shadow of the passing years, looking back over the past, we can see more clearly the beauties and grandeur of a life like Lincoln's. Present day schoolboys have an opportunity to study that life as had not their fathers. The film of prejudice which the intense thought of the time engendered has been washed away and the bright light of the Emancipator's true greatness is entirely unobscured.

With all the advantages of modern education, no man has approached the grandeur and greatness of that Lincoln who carried a great war to a successful conclusion and emancipated a race.

Old Timer.

Kalamazoo—Romaine H. Buckhout, 82, for a long period of years a resident of Kalamazoo, died last Thursday at his home in San Pedro, Calif., following an illness of two weeks. Mr. Buckhout went to California about 18 months ago, believing a change to the mild climate would improve his health. It was said he was benefitted considerably. During his residence in Kalamazoo Mr. Buckhout was one of the city's popular and highly respected citizens. For years he was associated with his brother, Oscar H. Buckhout, in the grocery firm of Buckhout Bros., which was located in the building now occupied by the Hoover-Bond Co. He later purchased the retail grocery business of W. L. Brownell in South Rose street and also was for years a well-known commission merchant. Mr. Buckhout was for years an officer of the St. Luke's Episcopal church and one of its most active and faithful communicants. He is survived by his wife, a daughter, Mrs. Blanche Bautzer, and a grandchild, all residents of California. Howard H. Buckhout, steward of the Kalamazoo State Hospital, is a cousin.

Chauncey & Baldwin, dealers in general merchandise at Bridgman, renew their subscription and say, "We have been subscribers for the paper a quarter of a century. The Tradesman was included in our opening stock—an investment of five hundred dollars and we consider it one of the best items in the stock. It is the one paper we always read, no matter how busy we are. With best wishes for you and the Tradesman Company."

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**Reducing Excessive Losses By Fire and Water.**

The work of the fire department is becoming more of a science every day and therefore necessitates the salvage work in connection with its regular duties.

There was a time when the fire department that could make the most noise throw the most water, chop the most of the building down with its axes, break the most furniture by throwing it out the upstairs window or down the stairway and out the front door was considered the most efficient department, but that day has passed and gone.

With the installation of the modern motor apparatus equipped with all the modern tools and appliances for extinguishing fires comes the more up to date salvage work as well.

Fire departments, which were formerly composed of a rough and rowdy bunch, now consist of gentlemen who are educated and drilled as well as skilled in their duties; therefore salvage work comes as second nature to the present class of firemen.

The fires of to-day are extinguished with care and skill, and the preservation of life and property is foremost in the fireman's mind, which in itself encourages salvage work in all departments throughout the State. This is especially true of the departments that are properly equipped for this branch of the service.

Salvage work brings the greatest returns for the smallest amount of money invested. The motor apparatus in service to-day is very easily equipped with the necessary tools and covers for salvage work.

Probably the shortage of men is the greatest drawback to salvage service at the present time, but as this branch of the service becomes better established and its real value better understood by the merchant, and the general public as well, this will be very easily overcome.

Every fire company should be equipped with tools and covers for salvage work, and become a salvage corps itself by covering stocks of merchandise, furniture and fixtures to their very best ability, instead of leaving water soaked stocks of goods, or a home full of water soaked furniture. We have learned that by carrying one cover large enough to cover a piano much good was done and the money expended was small.

There is an old and true saying that a satisfied customer is the best advertisement. This holds good with the fire department when they have exercised every possible effort to save, instead of destroy a man's property. We find a greater asset in a man who praises the fire department for its splendid work rather than condemns it for failure to do the proper salvage work that should have been done while extinguishing a fire.

After a fire company has been properly equipped with the necessary tools and equipment for salvage work, it is necessary that the firemen should be well trained in this branch of the service in order to make them efficient. It is just as important to reduce the

property loss by water as by fire, and for that reason alone the fire department must accept the salvage branch of the service. No modern fire department can hope to do its full duty without this branch of the service.

Fire departments that have equipped and trained their companies for this branch of the service find it possible to detail companies to do salvage work while others are extinguishing the fire, thus rendering a service that is indeed very valuable, by reducing the loss by water.

The salvage branch of the fire service is no longer an experiment but an established branch of any fire department that accepts and discharges its full duty. W. A. Buel.

**Tanks of Ammonia, Oxygen, Carbonic Acid Gas.**

Ammonia expands very rapidly when subjected to heat. For this reason tanks containing ammonia should be kept cool by directing water lines on the containers when they are exposed to fire. Ammonia fumes are not combustible but are explosive when mixed with air. The fumes are fatal to a person breathing them and care should be exercised to see that no one enters the building where they are present, unless equipped with oxygen helmets.

Oxygen is a great supporter of combustion and if the tanks which contain same are allowed to explode from the heat the fire may be greatly increased.

Oxygen is non-flammable, but increases the energy of fire when coming in contact with same. The danger lies in the tanks exploding due to expanding with the heat.

Carbonic acid gas is non-flammable, and prevents combustion by depriving gases of oxygen in the air, but the danger in a fire where these tanks are stored is the same as for oxygen, the liability of explosion due to the expanding of the gas in the tanks caused by the action of the heat and flames.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Carah Realty Co., Ferndale. Flint Paint & Varnish Corp., Flint. Curtis & Clark, Inc., Grand Rapids. Traverse City, Leelanau & Manistique Railway Co., Detroit. Garden Subdivision Land Co., Detroit. Better Products, Inc., Detroit. Thermos-Tite Construction Co., Detroit. Kirbien Manor, Inc., Detroit. Vitalac Corp., Detroit.

**Rayon Market Is Firm.**

The rayon market continues firm with no present indication of changes in quotations by leading producers. The weaving trades are said to be placing a good volume of business, while that coming from the knitters is about holding its own. The ribbon industry is covering its needs and expects a substantial vogue during the Spring for rayon ribbons for trimming millinery. Makers of pile fabrics have also been placing orders for forward delivery.

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**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.



Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 26. We have to-day received the schedules, order of business and adjudication in the matter of David L. Wing, doing business as Central-Muskegon Garage, Bankrupt No. 3078. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon and his occupation is that of a garage man. The schedules show assets of \$4,222.32 of which \$500 is claimed as exempt, with liabilities of \$6,881.4. 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:

Table listing creditors and amounts for David L. Wing, Bankrupt No. 3078. Includes names like Earl Bucner, Fred Hodge, R. L. Kincart, Herbert Gjestrum, Emory Eckrignat, A. G. Lambert, Fred Hodge, E. L. Hordan, National Discount Co., George Wing, etc.

Jan. 27. We have to-day received the schedules, reference and adjudication in the matter of Henry W. Ogden, Bankrupt No. 3079. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Shelby, and his occupation is that of a hardware merchant. The schedules show assets of \$4,645.97 of which \$500 is claimed as exempt, with liabilities of \$7,086.61. 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:

Table listing creditors and amounts for Henry W. Ogden, Bankrupt No. 3079. Includes names like Village of Shelby, Churchill & Webber, Mrs. Bertha M. Hartman, Auto Parts Distributor Co., Albert Lea Foundry Co., etc.

Table listing creditors and amounts for Tower Hardware Co., Muskegon. Includes names like Votruba Leather Goods Co., Worden Grocer Co., Wolverine Optical Co., White & Hallock Inc., Walter Machine Works, Shelby New-Era Co-op. Association, etc.

Jan. 27. We have to-day received the schedules, reference and adjudication in the matter of Harry H. Davison, Bankrupt No. 3080. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$7,950, of which \$450 is claimed as exempt, with liabilities of \$8,962.52. The bankrupt is a resident of Kalamazoo, and his occupation is that of a restaurant keeper. 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:

Table listing creditors and amounts for Harry H. Davison, Bankrupt No. 3080. Includes names like City of Kalamazoo, Bessie Shields, Albert Ash, Wm. Eddington, Francis Smith, Mrs. A. Felly, Georgia Michaels, Mrs. Chas. Hester, Mrs. Sophia Wester, Mary Derber, J. B. Rhoades, Piper Ice Cream Co., Kal. Loan Co., Honeywell Soap Co., Swift & Co., Bestervelt Bros., A. W. Waino, Snyder Elec. Co., E. & C. Coffee Co., Henderson Amers Co., Hilding Bros., Consumers Power Co., Paper City Press, Albert Pick & Co., Mich. Bread Co., Humphrey Co., Grove Dairy Co., Thordix & Hix, Rockland, Me., Pipers Ice Cream Co., Kal. Glass Co., H. Lewis & Co., J. B. Keyes, J. Schoolmaster, McGruin Bros., Crescent Engraving Co., Verdries Garage, Gumper Co., Daughtery Cider Co., Chas. Campbell, Mich. Bell & Co., Nick Scholten, National Biscuit Co., A. B. Imu, S. Galesburg, American Laundry Co., Sidney S. Raymond, Gaesburg, Ill., Earl Sill, Cassopolis, First National Bank, Kal. Natl. Bank, Kal. City Sav. Bank, Sophie Wester, Carrie Brunck, etc.

Jan. 27. We have to-day received the schedules, order of reference and adjudication in the matter of Harry A. Filkins, Bankrupt No. 3081. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Shelby, and his occupation is that of a plumber. The schedules show assets of \$3,121.97, of which \$500 is claimed as exempt, with liabilities of \$4,381.17. 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:

Table listing creditors and amounts for Harry A. Filkins, Bankrupt No. 3081. Includes names like Anna Wilhelm, U. S. Provision Co., Nicholson Machine Co., Greenwood Mfg. Co., Detroit Lead Pipe Works, Huron Plumbing Co., Vaile Kines Co., Sturgis Supply Co., Weil McLan Co., Platt Water Heating Co., Bond Supply Co., National Water Lift Co., Galloup Pipe & Supply Co., Moorency-VanBuren Co., P. & H. Supply Co., Raymond Lead Co., A. Crinkwrigat, Woodward Wanger Co., Johnston & Hills, Classen Hardware Co., Mich. Fuel & Light Co., Leo E. Beal Co., Fred Huber, Henry Maddux, Sturgis Lumber & Supply Co., Richards Mfg. Co., National Mill Sup. Co., etc.

Table listing creditors and amounts for Sturgis National Bank, Sturgis. Includes names like Frank Griffith, LaGrange, Ind., Geo. R. Turner, Sturgis, Sturgis Grain Co., A. Dietz Dye Works, H. W. Hagerman, Chas. Hoopingarner, E. Stevens, Sturgis News Agency, etc.

In the matter of Fred Miller, Bankrupt No. 3074, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

In the matter of May Thompson, Bankrupt No. 3075, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

In the matter of Isaac Warsaw, Bankrupt No. 3072, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

In the matter of Frank A. Manning, Bankrupt No. 3070, the funds for the first meeting have been received and such meeting has been called for Feb. 11.

In the matter of Homel Shirt Manufacturing Co., Bankrupt No. 2921, the trustee has filed in said court his petition for leave to conduct an auction sale for the sale of the real estate and personal property located at Ludington, and for the sale of the personal property located at Hart. The real estate, including the building at Ludington is appraised at \$10,000; the personal property is appraised at \$5,939.25. The personal property at Hart is appraised at \$3,185.25. In each case the personal property consists of sewing machines and other equipment, as well as furniture and fixtures for the conduct of a shirt manufacturing plant. The sale will be held on Feb. 10 at 1225 G. R. National Bank building. Sales are for cash and subject to confirmation of the court in bankruptcy. An inventory may be seen at the referee's office above set out and in the hands of Edward L. Smith, trustee, Houseman building. All interested should be present at the date and time of sale.

Jan. 28. We have to-day received the schedules, order of reference and adjudication in the matter of George E. Hawk, as Hawk Dairy, Bankrupt No. 3083. 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 dairyman. The schedules show assets of \$644.71 of which \$250 is claimed as exempt, with liabilities of \$1,175.49. 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:

Table listing creditors and amounts for George E. Hawk, Bankrupt No. 3083. Includes names like Commonwealth Loan Co., Grand Rapids, M. J. Sheehan, Grand Rapids, Perkins & Waters Tire Co., Philip Motor Co., L. A. Powell, L. Kinney, Alpine, Alpine Ave. Garage, L. J. Holland, Keiffer Garage, City Coal & Coke Co., John Bunker, Eaton Rapids, Flixit Shop, Gast Motor Co., Mrs. Ada Jones, Dor, Ed. Hummerich, Dor, F. Averill, Dor, A. Zuldema, Dor, A. Vanderugt, Dor, Ben Grondyke, Dor, A. Lenhart, Dor, F. Becher, Dor, A. DeGroot, Dor, A. Stuit, Dor, A. Post, Byron Center, A. Ringnolda, Dor, A. Goodfellow, Sparta, L. Bradford, Sparta, A. Spansbury, Sparta, Herbert Carlson, Sparta, Wil Anderson, Kent City, M. C. Anderson, Sparta, W. Gillan, Sparta, C. Ford, Sparta, F. C. Wylie, Sparta, A. Fick, Kent City, O. Anderson, Sparta, A. Phillips, Sparta, N. Sour, Sparta, Dairy Chocolate Co., New York, A. A. Arnold & Co., Chicago, Soears & Co., New York, Ackerman Elec. Co., Grand Rapids, W. J. Warren, Lowell, Mark Kyser, McCords, Clark & Sons, McCords, Emery Storey, Lowell, L. D. Miller, Lowell, M. W. Gee, Lowell, Pinnis Oil Co., Lowell, Harold Wekks, Lowell, P. Krunn, Lowell, J. Bargon, Lowell, O. J. Yeiter, Lowell, Lynn Perry, Ionia, Associates Investment Co., South Bend, Tropical Paint & Oil Co., Grand Rapids, Barber Goodhue Co., Chicago, Sam Harmon, Byron Center, A. Frary, Grand Rapids, W. S. & J. E. Graham, Grand Rap.

Table listing creditors and amounts for J. Soet, Grand Rapids. Includes names like Franklin Berg Mach. Co., Milwaukee, Universal Mach. Co., Grand Rap., Atlantic Bottle Co., Industrial Bank, Grand Rapids, Toney Patenberg, Grand Rapids, John Trick, Grand Rapids, Geo. Kober, Alpine, Victor Swanson, Sparta, C. H. Rice, Sparta, Henry Hitz, Alpine, Fred Klink, Alpine, Phil Klink, Alpine, Frank Gould, Lowell, Seth Nebbelink, Grand Rapids, etc.

Jan. 29. We have to-day received the schedules, order of reference and adjudication in the matter of Ben H. Cramer, Bankrupt No. 3084. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,637.99. 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:

Table listing creditors and amounts for Ben H. Cramer, Bankrupt No. 3084. Includes names like Forbes A. Conklin, Kalamazoo, Costlow's Clothing Co., Kal. News Agency, Wm. Bell, Kalamazoo, Goodrich Candy Co., Liberal Clothing Co., Star Clothing Co., C. F. Skinner & Son Candy Co., Johnson & Ely Candy Co., Imperial Beverage Co., Bousen Furn. Co., Bowhouse Rice Candy Co., Arthur Mullen, Star Paper Co., Jewel Clothing Co., Kal. Creamery Co., Kal. Garbage Co., Modern Beverage Co., Kal. Blow Pipe Co., P. Harrison Grocery, Philips Hatteria, Titus & Titus, Dr. C. L. Bennett, Five Pines Dairy, Trio Laundry, F. A. Conklin, R. Ralston Grocery, Peoples Outfitting Co., McGuire Bros., A. R. Walker Candy Co., Richards & Co., Robert Jonson, etc.

Jan. 31. We have to-day received the schedules, order of reference and adjudication in the matter of Nick Vandervele, Bankrupt No. 3085. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$867.21. 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:

Table listing creditors and amounts for Nick Vandervele, Bankrupt No. 3085. Includes names like Boyd Tire House, Muskegon Hts., Fred W. Stebbings, Hastings, Benjamin V. Baldus, Holland, etc.

On this day also was held the first meeting of creditors in the matter of Frank McGee, Bankrupt No. 3064. The bankrupt was present in person and represented by Hilding & Hilding, attorneys. 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.

Jan. 31. On this day was held the first meeting of creditors in the matter of Abraham Haddad, Bankrupt No. 3065. The bankrupt was present in person and represented by attorney Clare J. Hall. Claims were proved and allowed. Creditors were present in person. The bankrupt was sworn and examined, without a reporter. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$250. Appraisers were appointed. The first meeting then adjourned without date.

(Continued on page 30)

The pen and sword are both mighty, but the hen is the real producer.



**THE CITY BEAUTIFUL.**

**Orlando, Where Sunshine Spends the Winter.**

Orlando, Florida, Feb. 5—Orlando is the county seat of Orange county and is located in the very heart of the ridge section of the State, which extends from Lake City on the North to Frost Proof on the South, the heart of the citrus belt, the heart of the Lake region, and from every angle most progressive and promising. This region, on account of its elevation and many lakes, was but little affected by the frost which did so much damage in some parts of the State a few weeks ago, which was the worst freeze since 1917.

Almost without exception, the first impression a visitor to Orlando obtains is the city's rare beauty—the avenues of live oaks, her palm trees, her winter flowers, green lawns and, above all, her beautiful little sand-bottom, spring-fed lakes. There are thirty-one of them within the city limits and 1,500 in the county. Her charms are so varied, and her beauties so general that, no matter what one's inclinations, there are entertainments and amusements for every taste—golf, tennis, horse shoe pitching, bowling on the green, croquet, roque, fishing, hunting, boating, swimming, band concerts, all out of doors in the sunshine. Orlando has a five acre tourist recreation ground fittingly called "Sunshine Park."

Orlando has grown in the past ten years from a village to a city of 35,000 and the spirit of push and progress is scarcely equalled by any city of twice its size. The business section is famed for its up-to-date appearance and its ever growing sky scrapers, ranging from nine to twelve stories in height. The city has over 150 miles of brick paved streets, including the boulevard white way park system, the boulevard encircling in a most striking and beautiful manner the sparkling clearwater lakes.

Orlando has twenty-eight beautiful churches and more under construction, an up-to-date school system, library, an up-to-the-minute chamber of commerce housed in its own building, and just last week dedicated a new million dollar depot, the finest on the coast line from Jacksonville to Tampa.

It is an important transportation center with two steam railroads, and another being built, six transtate motor bus lines and ten State or National highways intersecting it.

Orlando is admirably situated as a convention city. They have just completed and opened a great coliseum, the finest in the South and the 15th of this month the city opens and dedicates its great new auditorium. It has six strong banks and a strong building and loan association. It is a city of beautiful homes, most of the newer being of Spanish and Italian architecture and 60 per cent. of its families own their own homes. It is also the hotel center of Central Florida. It has six first-class hotels, twelve second-class and many first-class apartment houses.

It is truly an American city and guards its youth with its Y. M. C. A., Boy Scout and Girls Recreational Center, besides Kiwanis and Rotary programs. Its business men are men of vision and plan the city's future with broad common sense.

We are located for the winter in a pretty bungalow situated midway between the two prettiest lakes and parks, Lake Lucern being two blocks South and Eola two blocks North, and only three blocks from Orange avenue, the principle business street. We are also the same distance from the post-office library, Masonic Temple and leading churches, a convenient and ideal place to spend the winter.

Orlando, the "City Beautiful" where "Sunshine spends the winter," is the

town we boost and like the best, for it is the place we call home until we get back to dear old Petoskey, whose beauties and summer climate are not equalled the world over.

Lewis A. Smith.

**Lincoln and Paul Apostles of Charity.**

A reader writes us that, having "a fancy for knowing the day of the week upon which people are born, and having a file of old almanacs including one of the year 1809, I looked up the 12th of February and found that in that year Quinquagesima Sunday fell on that date. So when Prayer-Book folk everywhere were repeating the collect for the day and praying for 'that most excellent gift of charity,' and the wonderful thirteenth chapter of St. Paul's first epistle to the Corinthians was being read, Abraham Lincoln was born. I think it is a beautiful thing to know, and wish many might know it."

It is certainly at least a happy coincidence that Lincoln, the great modern apostle of charity, should have been born on a Sunday which is forever associated in the literature and worship of a great church with the name of Paul, the foremost primitive apostle of charity. Paul says in the letter to which our correspondent refers:

"Though I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal. . . Charity suffereth long, and is kind; charity envieth not; charity vaunteth not itself, is not puffed up, doth not behave itself unseemly, seeketh not her own, is not easily provoked, thinketh no evil; rejoiceth not in iniquity, but rejoiceth in truth; beareth all things, believeth all things, hopeth all things, endureth all things."

And Lincoln in his second inaugural address uttered the memorable words:

"With malice towards none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in, and to do all which may achieve a just and lasting peace among all nations."

Good words these are, from both apostles, for encouragement and inspiration in the present crisis of world affairs.

**Van Dusen Succeeded by Van Antwerp**

Lansing, Feb. 8—At the last regular meeting of the Lansing Retail Grocers and Meat Dealers Association, the following officers were elected for the ensuing year:

President—Elmer E. Van Antwerp.  
First Vice-President—Benjamin G. Sheets.

Second Vice-President—Eno R. Ayers.

Treasurer—Charles E. Foster.  
Secretary—W. B. Kirby.

J. P. Schafer, chairman of the nominating committee, spoke highly of the faithful service given the organization by L. W. Van Dusen, who has held that office two years and was therefore not eligible for re-election.

The annual banquet will be held at the Hotel Kerns the first Tuesday in April. Strong effort will be made to increase the membership at least 50 per cent. by that time.

We have planned to go to Battle Creek Feb. 17 to visit the Retail Grocers Association of that city. We have chartered a bus and expect to make up a party of twenty-five or more.

M. C. Goossen.

**A sugar for every need—  
a service for every occasion**

On buying any product, these four points must always be considered. How can I make sure it is the *best* for my purpose? Can I get that *one best* product once I have made my choice? Can I *rely* on it after I have it? Can I have it *when I want it*?

The American Sugar Refining Company brings you experience—the result of years of study and effort. The benefit of this experience is ever at the disposal of every one of our customers.

It brings you the most complete line of sugars in the world. From our scores of sugars you can choose the one that exactly suits your needs.

It brings you the certainty of uniformity. An article that is not uniform is unreliable. Our sugars are always standard!

It brings you *service*. No matter where you may be located we can serve you quickly and efficiently.

**American Sugar Refining Company**

"Sweeten it with Domino"

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

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**A Big Winner**

**QUAKER COFFEE**  
**SATISFIES**

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

**Makes customers repeat**

**WORDEN GROCER COMPANY**

**Wholesalers for Fifty-seven Years**

**OTTAWA at WESTON**

**GRAND RAPIDS**

THE MICHIGAN TRUST COMPANY, Receiver

## 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.

### Showing Fall Fabrics.

Fall lines of dress, suit and coat fabrics for next season are now in market here. Featured in the line are fine velvetlike suede coatings, novelty weaves in sports coatings replacing plaids, and very light weight dress goods in both plain and highly varied fancy effects. Blues and the warm beige to brown tones are emphasized in the color range, with green also well regarded. Prices average about the same as at the opening of the Spring line.

Two qualities are offered in the suede coatings, which are shown in a separate color assortment of soft Fall shades. Popular priced velours again form a portion of the coating line. The concern is continuing the juiipoint and estrella pile fabrics and is adding a new one of needlepoint weave. Broadcloths for both women's and children's wear are repeated. In the latter several new soft pastel shades have been added for the infants' wear trade.

Odd but not extreme designs replace plaids in the firm's Biarritz sports coatings. Nubbed tweeds in plain and fancy patterns also form part of the sports offerings. For tailored suits mannish check patterns are featured. Lightweight woolen tweeds are shown for dresses.

The extensive worsted dress goods collection comprises staples and many new fancies in lightweight cloths. Sheens are again stressed in the staple merchandise. Twills and poplins, as well as fine tricot weaves, are presented for strictly tailored dresses. Silver rep and silk empress are repeated in Fall colors. Crepe Julia is also available in new colors, while two other crepes have been added, one of lighter weight than crepe Julia. Flannels 54425 and 54685 are continued.

New numbers of a semi-novelty nature are fine piece dyed worsteds in tiny herringbone weaves, pebble effects, soliel patterns and various small self-colored figures. Knit effects have been produced in certain numbers of dress weight.—N. Y. Times.

### "Athletic" Underwear Active.

Probably never before in the history of the trade has the demand for the so-called athletic type of men's underwear been so strong as at present. This is particularly true of the semi-fancy and fancy lines. Production of some of the better-grade varieties of the latter, including novelty madras lines that retail from \$1.50 to \$2.50 a garment, is so well covered with orders that deliveries on new business much under two months are said to be out of the question. Much of this delay is charged to weavers of the goods in question, mills making these fabrics being so sold ahead themselves that they cannot make deliveries to the underwear manufacturer under five or six weeks. Balbriggan underwear appears to be getting scarce as a result

of the call for it for prompt shipment, and advances have been made in some lines. Lightweight ribbed goods also are moving better, reports from certain quarters telling of duplicate orders calling for 25 to 50 cases.

### Men's Jewelry Selling Well.

A nice business in men's jewelry is reported at present, one of the features of it being the steady increase in the sale of betrothal rings for men. These are offered by the manufacturers in wide variety, but the most popular types are those set either with the birthstone of the month in which the engagement took place, or with the stone appropriate to the month in which the fiance was born. Another feature is the tendency away from single mother-of-pearls buttons on soft shirt cuffs, which is producing greater demand for the standard types of link fasteners. Still another interesting feature is the larger call for studs, cuff links and other jewelry for formal wear that is growing out of the steady increase on the part of American men in the adoption of the proper apparel for dress occasions.

### Men's Oxfords Moving Well.

Efforts of makers of the better-grade footwear for men to awaken "shoe consciousness on the part of the average American man are likely to bear fruit if Spring purchases of this merchandise to date by retailers can be taken as an indication. Particularly good of late has been the demand for sport shoes from the Southern half of the country, medium toe and brogue effects showing up well in it. Reports do not agree wholly on the volume of business being done in rubber-soled oxfords for sports use, but the indications are that it is larger than heretofore. Combinations of leather are one of the season's style features in these lines, as well as the use of novelty leathers for trimming. The whole trade is placing emphasis on lightness of weight.

### Mannish Effects Are Wanted.

The demand for mannish fabrics continues a feature of the orders which women's ready-to-wear manufacturers are now placing with the mills. The call for these goods came quite suddenly and, in order to take care of it, the mills have been showing cloths usually featured for the men's wear trade, particularly those having hair-line stripes and herringbone patterns. The goods are used for tailored suits and topcoats. Suit manufacturers here feel quite confident that the mannish effect will have a strong vogue during the Spring. A number of them, in fact, are counting on the sales appeal of this style to remove the doubts which many retailers have concerning the possibilities of suits during the season directly ahead.

### New Type of Barbed Wire.

A new type of single-strand barbed wire has recently been brought out by some German manufacturers. Because of the elimination of one strand, the new wire is considerably lighter, 100 meters of it only weighing 6.5 kilos as against 13.4 kilos for the same length of ordinary, two-strand wire.

Other alleged advantages, according to the report of Trade Commissioner Theodore Pilger, Berlin, are that the new style offers less opportunity for moisture to collect; that it is easier to stretch and string than other types and that it will stand a load of about 400 pounds without breaking. Although the price per pound is higher than for the usual two-strand wire, the price per foot is considerably lower.

### Retailers' Orders For Silks.

Retailers are finding a good con-

sumer turnover for flat crepes priced up to \$3 a yard, and silk manufacturers are accordingly receiving reorders on these weaves. Monkey skin, French beige, hydrangea and mosaic blue are favored colors. Georgette is also moving well in these shades as well as in black and white. Higher grade crepes to retail up to \$4 a yard are sought in the more expensive silks. In their buying of printed goods retailers continue to favor the small English print effects.

## Diversification



AN IMPORTANT MATTER FOR INVESTORS to consider is that of diversification of securities.

While all the bonds we offer for sale have been purchased for our own investment after careful scrutiny, we realize that among the assortment of securities which we offer, there are some bonds which will fill the particular needs of one investor, while others may be more desirable for another.

In the list of securities which we offer are included bonds of—

United States and Foreign Governments  
 Municipal Bonds of States, Counties and Cities  
 Public Utility, and Corporation Bonds  
 First Mortgage Real Estate Bonds  
 Miscellaneous Odd Lots of various kinds

THE  
**MICHIGAN TRUST**  
 COMPANY

The first Trust Company in Michigan



**America Cannot Afford To Be Unjust.**

Grandville, Feb. 1—What is the matter with China?

After long years of missionary work there she is still unconvinced that the Christian religion is better for her people than that of Confucius.

It seems to the ordinary citizen that missionary work done in China has been strangely barren of results. Why this is so we leave to the all wise men and women who have devoted their lives in an effort to Christianize this yellow empire.

"Recompense injury with justice and kindness with kindness," was a saying of Confucius which is worthy of all praise. The Chinese are a jealous people and have learned even from their heathen gods many useful things. For thousands of years the Chinese secluded themselves from the remainder of the world. They did not deem the Christian nations fit to associate with.

We forced ourselves upon them. We called not with cards but with cannon. The English battered down the door in the name of Opium and Christ.

Is it any wonder that the Chinese distrust even the best intentions of the white race? Missionaries have made little progress among these people, so that even now, after so many years of effort, the yellow men of the East are still ensnared in the meshes of their own religion and will have none of the Christians.

Under such conditions, what is the duty of America and Britain?

Shall we insult their intelligence by preaching religious toleration while at the same time we are secretly plotting to get the start of the heathen in some matter of trade?

To an American freeman the position held by advanced and intelligent Chinamen is not for from being justified. There is no denying the fact that England's Bible in one hand the rifle in the other has not been calculated to enlarge the faith of the heathen Chinese in the good intentions of his long-time exploiter.

It is pleasing to note that the American is gradually falling away from his English brother in his methods of exploiting the yellow heathen. Even the most primitive people understand when they are being robbed, and there has been so much of this done in the name of Christianity it is about time to call a halt and begin all over again.

Conversion by rifle and dynamite isn't the safest and the surest way to find the hearts of an alien people.

The time is coming when China will become cognizant of her power, and when that time comes let the white exploiters of the heathen Chinese take warning. The yellow men of the East have been fed an abundance of apple-sauce. The taste has begun to pall and a day of reaction and of retribution is at hand.

Once China comes to know her rights she will dare maintain them, and this is as it should be. British trickery cannot forever win victories in that land. With the strength of a colossus China has begun to uncoil from her sleep in the toils of British traders, and the uprising of a mighty nation is within the possibilities of the near future. The equities of the case are these.

Treat China as you would any white nation. Keep a treaty while it is in force. Change it if you will according to the laws of nations, but on no account excuse a breach of National faith by pretending that we are dishonest for God's sake.

The East is waking up. There can be no doubt about this. Even sullen, decrepit Russia sees the light and is said to be making overtures to China. Thinks of it for a moment. Russia with a hundred and fifty millions of people, China with her four hundred

millions. What a power for good or evil in the world.

America is evidently striving to save her face in this Chinese muddle, and it is to be hoped that she has not started on the road to righteousness too late in the day.

As for Britain, she is really deserving of little sympathy should she find herself engaged in an Eastern war the end of which no man dare prophesy.

Granted that China is heathen that does not excuse improper acts on our part in dealing with them along business and social lines.

No doubt our exclusion of the Chinese from this country was justifiable as a matter of self protection, and under the same reasoning that country has an equal right to exclude every person with a white skin and no questions asked.

The Chinese nation, although at present divided between various factions, has certain inalienable rights which she is becoming convinced must be respected, and it will be well for America to heed these conditions and retain the friendship of our yellow friends in the Orient.

Our treatment of the Chinese after the boxer outbreak was generous and in every way worthy of a Christian nation toward another. Even these yellow idol-worshippers haven't forgotten and it is an opportune time for America to get in solid with the greatest nation in point of population in the world.

There is sure to be a readjustment of peoples in this world within a short time. Coming events cast their shadows before, and one gigantic coming event is the amalgamation of the yellow races against the white. Religion will cut no important figure in the readjustment of ethics to be entered into when the great upheaval takes place.

Even should China demand no more than her rights as between man and man there would necessarily be much squirming among some white nations which have failed to live up to their obligations in the matter of a square deal. America cannot afford to be unjust when the matter of settlement comes. Old Timer.

**Long Forgotten Lincoln Speech Is Resurrected.**

The University of Chicago Press has issued a brochure containing the unpublished speech of Abraham Lincoln delivered at Springfield Oct. 30, 1858, at the close of his unsuccessful campaign against Stephen A. Douglas for the Illinois senatorship.

Oliver R. Barrett of Chicago supplied the material for the booklet as he is the owner of the original manuscript of the speech. A facsimile of a portion of the address in the great emancipator's own penmanship is contained in the brochure.

The speech is brief and clearly indicates Mr. Lincoln's depression over the outcome of the campaign. He evidently expected his defeat and his weariness from his exertions in the joint debate with Mr. Douglas is clearly indicated.

There is also a description from the Springfield Journal of the tremendous demonstration accorded Lincoln at the Illinois capital on the occasion of the delivery of the speech.

Mr. Lincoln has a gloomy outlook as to his political future and indicated his belief that his political career was drawing to an end. The speech follows:

"My friends, to-day closes the discussions of this canvass. The planting and the culture are over and there re-

mains but the preparation and the harvest.

"I stand here surrounded by friends—some political, all personal friends, I trust. May I be indulged in this closing scene, to say a few words of myself? I have borne a laborious and, in some respects to myself, a painful part in the contest. Through all I have neither assailed nor wrestled with any part of the constitution.

"The legal right of the Southern people to reclaim their fugitives I have constantly admitted. The legal right of congress to interfere with their institution in the states I constantly denied.

"In resisting the spread of slavery to new territory and with that, what appears to me to be tendency to subvert the first principle of free government itself, my whole effort has consisted. To the best of my judgment I have labored for and not against the union. As I have not felt, so I have not expressed any harsh sentiment toward our Southern brethren. I have constantly declared, as I really believed, the only difference between them and us is the difference of circumstances.

"I have said that in some respects the contest has been painful to me. Myself and those with whom I act have been constantly accused of a purpose to destroy the union; and bespattered with every imaginable odious epithet; and some who were friends, as it were but yesterday, have made themselves most active in this. I have cultivated patience and made no attempt at a retort.

"Ambition has been ascribed to me. God knows how sincerely I prayed from the first that this field of ambition might not be opened. I claim no insensibility to political honors; but to-day could the Missouri restriction be restored and the whole slavery question replaced on the old ground of toleration by necessity where it exists, with unyielding hostility to the spread of it, on principle, I would in consideration, gladly agree that Judge Douglas should never be out and I never in, an office so long as we both or either live."

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## RETAIL GROCER

Mail Grocers and General Merchants Association.  
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 Secretary—Paul Gezon, Wyoming Park.  
 Treasurer—F. H. Albrecht, Detroit.

### Do It Now—or Wait For Pressure.

Written for the Tradesman.

It is a meeting of jobbers salesmen. Discussion has been centered on some real, present day facts of business. These facts are such as salesmen face every day in every town, almost in every store. Then questions are asked for and one salesman comes forward with:

"Just what is the individual grocer to do when he comes against a chain price on five pounds of sugar of 62c when his price is, say 73c?"

Some day I hope all men whose work touches the grocery business will get the rudiments of grocery fundamentals so that, before they ask such a question, they will dispose of the kindergarten steps themselves. There surely is need for a little third grade work as a preliminary anyway. And this might as well be faced now, by salesmen, grocers and all others who are sure to have pricing and margin problems to handle: That there is just no way to sidestep the task of thinking a bit.

Look first at the figures 62 and 73. What is the difference between them? That spread of eleven cents is over 15 per cent.

Next step: We know that the margin on sugar can range from eight to ten per cent. So at once we find a difference of from fifty per cent. excess to nearly twice the total allowable margin on sugar.

Sugar cost that grocer \$6.15 to \$6.20. The right price, figuring ten per cent., would then be 69c for 10c and \$1.37 for 20s—or for two tens. If we take eight per cent., the prices will be 68c and \$1.35 respectively.

No questions need be asked by anybody until he has thought thus far himself. His first care must be to price sugar in line with economics, good business and the facts of the market. And let him not fool himself into thinking that "a cent or two" does not matter.

Probably he thinks: "If I price sugar that way I will simply give service free for my sugar sales are as big as I want them to be now." But he's wrong. If it pays the chain to handle sugar for the cash discount, it will pay any grocer to handle it on eight per cent. or five per cent. Why?

For almost endless reasons. One is that he will sell more sugar. He will sell so much more that his sugar profit will exceed what it is now. And the customers who buy more sugar from him will buy more other goods from him. There will be less to be gained from going to the chain. And remember that every customer who goes to the chain for sugar will pick up many other items there at the same time.

Let any man use his common sense. Assume that I go to a self-serve store for an item like sliced bacon. I mention that because I do that very thing often. I do it not because I care for any difference in price, but because I find better bacon there than in my own

regular grocer's. But unless I am in a great hurry, I see many other things. I am reminded of items by seeing them. I see canned hominy, a good label, and I think that we have not had hominy for some time, so I pick up a can. I find some preserved figs, and I do likewise. I go out with six or eight items where I went for one.

Notice, too, that I have not been especially attracted by price. I do not in fact, know my own grocer's prices on those same items. But because I went into the chain unit for one thing I take away many. Let some of these thoughts occupy your mind in such connection. Remember human nature and what it is apt to do in given circumstances. That will help you appreciate that five cents on a bag of sugar may be offset by a thousand considerations.

Then remember that no effort of yours will make water run up hill. Reflect that what I write about is present day facts. I had nothing whatever to do with making these facts. I simply point them out to you. You may take my say so for this or may wait until competition forces you to fall in line. The choice is yours.

My occasional correspondent Alan Gordon, in England, writes: "I wish that we were able to talk as frankly to our readers as you evidently do in America." That reminds me of the postman: He is welcomed for what he brings not for himself. And I wonder whether resentment over "conditions," "unfair competition" and sundry other bugaboos is not sometimes transferred to me, who only report such things.

But I never have been able to see the utility of soft-pedaling facts just because they may pinch somebody. It always has seemed that if my reporting is to be useful and helpful, I must indicate things clearly. If a man suffers from his own unperceived weakness—like the grocer who prices sugar on too long a margin—I think I do him good service when I tell him wherein he may strengthen his practice.

My friend further writes: "Our British grocers, as a whole, are an inarticulate crowd." That is like the secretary in Birmingham who said to me impressively that "the trouble in this town is to get the grocers out to meetings." I told him Birmingham could not claim distinction on that count. I had precisely similar reports and experiences in every state I visited.

Writers to the trade must be gifted with a sort of second sight or they could not sense what readers thought of their stuff. For example, I talked with a grocer a few days ago and discovered that he had studied my articles against future buying so diligently that he had changed his methods on that account. He is a grocer with a Scottish apprenticeship behind him, plus long and successful American experience. Yet these stories convinced him that his practice was erroneous. They must have been immensely important and serviceable to him. But I learned of this only by chance.

Any reasoning on such problems applies and can apply only to general

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Ask the Fleischmann man.

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## MEAT DEALER

conditions, to the average requirements of the trade. Nothing short of a lengthy treatise could be made to cover all men, business and varying circumstances.

For example, one grocer who has plenty of money in the bank and owns ample storage space, says that he feels he can make money faster on his extra capital by buying quantities and taking on full supplies of futures than by lending his surplus on any basis of interest. But more important is the fact that sales are stimulated by his quantity purchase plan.

"If I go down to the basement," he says, "and see fifty cases, say, of jams, I come right up here and plan with my partner for a sale. 'We've got to get busy and sell those goods' is our attitude. In fact, that just happened.

"We had about that quantity of Moonlight jams. We made a striking display of them—filled our windows—boosted them at every opportunity—mentioned them over the phone. Our price was not changed; they were offered at three for a dollar. The only difference from the usual was that we did not name the single jar price—35c.

"The drive lasted two weeks—we are now cleaning up on it—and we sold about fifty cases. Now, if we had not had that surplus stock we should not have had the sale. Our business would not have had the benefit of that particular stimulus. Probably many who bought jam from us would either not have bought any or picked it up elsewhere."

This incident serves to emphasize what I have always contended—that sales are always useful, helpful, business building, provided they are real sales. By that I mean sales at regular or practically regular prices. The man who finds a surplus stock and cuts the price to get rid of it is not selling goods. He is simply unloading without profit—maybe with a loss. Such an alleged sale does not stimulate business. It builds nothing, for everybody who buys feels the inducement of a price-reduction and is not apt to buy again except on another similar occasion.

Quantities and futures would be much less harmful if all merchants were real sellers of goods.

But note that this is exceptional. Few merchants have that sort of git-up-and-git. Further, this merchant indicated that his jam assortment was not complete. He filled in fifty more cases. Except for earnings on his sale—an important exception, of course—he is now where he was at the beginning. And whether excess purchases pay even him I shall discuss next week. Paul Findlay.

### Fat Meat and Meat of Quality.

Those who have studied the meat business know that it is impossible to produce meat of high quality without having considerable fat. This applies to lamb, mutton, pork and beef in more or less equal measure, and to veal to a less extent. In order that meat will possess the full extent of flavor and tenderness the animal from which the meat came must have been

well bred and well fed. The animal must have been fed grain of some kind and in generous portions for a considerable length of time. Corn is a very satisfactory kind of grain to give livestock and the result of full corn feeding is the best meat possible to obtain, or at least as good as any. The last place that fat is deposited during the feeding period is through the muscles of the meat, and by the time the muscles are well marbled there is quite a deposit on the outside of the carcass and on the kidney and other internal sections. Some animals deposit more external fat than others in proportion to that deposited in the muscles, and the trend of the times is to breed the kind that give the highest quality in the meat with the least waste but generally speaking the consumer-buyer who wants the kind of meat that melts in the mouth, figuratively speaking, must take some fat along with it, unless the fat is trimmed off by the retailer. A great many housewives may look upon this fat as waste and some of them will buy meat admittedly lower in quality to avoid the excess fat. Suppose we consider a first cut of rib roast from a choice steer carcass. The cut will normally carry considerable fat, but the meat will be delicious if properly prepared. Now is this fat waste? Fat is conceded to be a food very high in energy value and the average body needs considerable of it, especially during the colder months. The question is, how can it be consumed in a digestible form and give satisfaction to the consumer? If the roast is properly cooked the fat will melt away during the cooking period like butter almost, and may be eaten so that it will be nearly as appetizing. It can be used as shortening material in baking and is delicious for pie crusts, biscuits and other things, but most of it can be consumed as gravy with the meat. This is not waste, by any means and it is doubtful if as good food could be bought more cheaply in any other way, considering the flavor it takes during the roasting process. If housewives look at the fat in this light there will be less objection to it, unless the amount is so excessive that it exceeds the family needs. The suggestion we make here is in accord with opinions of many of our best housewife cooks who know the difference between real economy and what is simply apparent. Lean meat does not always mean real economy, by any means, when the food value is considered.

### Beauty.

Beautiful hands are those that weave  
Bright threads of joy in lives that grieve;  
Beautiful feet are those that run  
On errands of mercy from sun to sun;  
Beautiful lips are those that speak  
To comfort the mourner and hearten the weak;

Beautiful eyes are those that glow  
With the light of a spirit pure as snow;  
Beautiful faces are those that seem  
With a love like God's own love to beam;  
Beautiful forms are those that grace  
With gentle service the lowliest place;  
Beautiful lives are those that bear  
For other lives their burden of care;  
Beautiful souls are those that show  
The spirit of Christ where'er they go.  
Dudley Chase Abbott.

Ray Binkley, cashier of State Bank at Crystal, renews the subscription to the Tradesman and says, "We cannot get along without it."

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## HARDWARE

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

### Suggestions in Regard To Builders Hardware Trade.

Written for the Tradesman.

Every hardware dealer handles at least some of the simpler articles in builders' hardware, such as some kinds of bolts, butts, catches, etc. To extend his assortment to cover a full line requires no break in policy nor does it involve forcing into a hardware stock articles which could more appropriately be carried elsewhere. The line is purely hardware, and an integral part of the hardware stock. In this respect it differs from many other lines which in recent years have been taken up and successfully handled by hardware dealers.

The merchant who sells builders' hardware is placed in a better position to sell other goods to builders. This line naturally falls in with heavy hardware, and other builders' materials, such as joist hangers, foundation grates, paints, varnish, glass, nails and screws and all of the other articles which go to make up a building and some at least of which every hardware dealer carries. Sale of heavy hardware for this purpose naturally leads to consideration of the finishing hardware, and a contract for the locks, knobs, escutcheons, etc., very often paves the way to the sale of other material.

The line yields a good profit. Although in recent years more attention has been paid to styles, the line is not too greatly subject to changes in assortments or patterns. Thus there is little liability of accumulating dead stock. It does not require a large investment in proportion to the business done; and dollar for dollar of the investment and foot for foot of the space occupied, there is hardly a line in the entire stock which pays the dealer much better.

It is easy for the hardware dealer to so assort his stock as to make it meet just the needs of his own locality. In other words, in any of the principal lines, the assortment, both in variety and in price, is so comprehensive that a dealer in a small town can get just as satisfactory a line as a dealer in a large town. The dealer who knows his town can carry a stock which will enable him to trim its buildings without carrying the line which would be required by either a much larger or a much smaller business. In other words, his stock can be readily adapted to the individual requirements of his community.

Furthermore, if the dealer makes a specialty of contract work—that is, selling the hardware for the good jobs in his town—he can largely increase his sales with a very small expenditure for stock. Since the goods so sold are shipped from the factory packed ready for delivery to the customers, there is no investment required for stock, and the dealer is saved the labor of handling and of making up the sets for the different openings; while the business he can gain in this way will

often double and treble his over-the-counter sales.

A feature of recent years has been the increased demand for high grade builders' hardware. The trade began with commonplace equipment at a comparatively low price; and even after quality goods made their appearance, most dealers were apt to push the cheaper lines in the belief that they were more readily saleable.

Now customers are demanding better lines—better materials and a more artistic product. And this fact increases the profit-possibilities for the hardware dealer who handles the line intelligently.

The journals devoted to good furnishing and attractive building have done a great deal to educate the public in this regard. They may reach directly only a limited constituency; but the people who make up this constituency set the fashions for the great mass of the population, and their example is widely copied. Then, too, wide-awake hardware dealers have, through good advertising and intelligent salesmanship, educated the public in regard to better builders' hardware.

Not so long ago the average hardware dealer carried a stock of inside and front door sets in the majority of cases equipped with steel or cast iron escutcheons and knobs and plated in various finishes. The locks supplied with these sets were usually very cheap and were made with cast iron bolts. Some dealers still find it necessary to carry these lines, but a large number of dealers are pushing the sale of wrought or cast bronze or brass. They are also advocating the use of high-grade locks and are trying to educate their public to the economy of purchasing high grade builders' hardware.

There is still, however, room for a great deal of missionary work. It is not unusual, even to-day for a man to build a very fine residence and insist on the very best of interior finishes, who when it comes down to the purchasing of the finishing hardware insists on finding out just how cheaply the job can be done. Such individuals overlook the fact that even the highest grade hardware is an exceedingly small item in the cost of a well-built house. It is for the dealer to educate such people to the economy of good hardware.

No other line of goods carried in the hardware store affords the dealer such wide scope for comparison. He can demonstrate in his store the working of good locks and cheap locks; he can set the low priced and the quality goods side by side and call attention to the difference in quality and style. There are many points in connection with locksets which even the most experienced house owner can instantly grasp if the dealer points them out to him. So easy is it to demonstrate and explain the differences that it is a grave error for a hardware dealer to sell a man a bill of cheap builders' hardware without first trying to show him that the quality line will be a better and more satisfactory purchase.

A resident in a small town built a

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dwelling for his own use. According to the contract he was to supply the builders' hardware. He had no particular knowledge of builders' hardware so left the selection entirely to the local dealer. The price the dealer quoted seemed reasonable, and he was told to send up the goods. After the customer had been living in the house for about a year, he found that the knobs and escutcheons where they were exposed to the weather were spotted with rust; and when he tried to polish them, he merely made them worse. He went to the dealer, and discovered to his surprise that he had purchased lock sets with steel knobs and escutcheons.

The dealer told the man that he could get sets that would not rust, but that he did not carry them in stock, and he had sold the other kind for a long time and had very few complaints. The outcome was that the customer went to a store in a neighboring city for new and more expensive lock sets.

Selling quality goods in builders' hardware is merely a matter of good salesmanship plus knowledge of the goods. There is, of course, a certain element of trade to which price rather than quality makes the first appeal. But a large proportion of customers are prepared nowadays to buy on a quality basis.

A first essential in pushing the sale of builders' hardware is to know your community and be able to gauge its possibilities. In the actual selling, while newspaper advertising and window display are both helpful the most effective method of getting business is to go out and canvass your prospects.

It pays to keep an eye on all new building in your community. If a new house is to be built, you should aim to know the fact, the name of the architect, the owner and the contractor and try to land the business. If the house is half up before you know it, or is almost finished before you know it, it is still worth while to try for the business; but don't wait until then if you know about it before then. The earlier you get after the business, the better.

In such canvassing, you can push other lines besides builders' hardware proper. If you handle cement, that can sometimes be sold. You can sell nails and screws, glass and putty, exterior paints and interior finishes. And finally, you can sell the hardware for finishing the home. All these lines work in together.

In addition to new buildings, there are always some houses being renovated. Watch for such opportunities; your chances of getting business from old places are even better than from new buildings since with the old house the owner, who is the most approachable on the subject of builders' hardware, has the most to say. The architect and the contractor may have their established connections so that no amount of salesmanship can swing them to your store; but the house owner can be influenced by good salesmanship in at least nine cases out of ten.

With the owners of old buildings, it may be good policy to initiate the idea

of renovation. This can be most effectively done by circularizing and by personal canvass. That the old house is needlessly uncomfortable, inconvenient and unattractive as a home; or that discomfort, inconvenience and unattractiveness make the old house difficult to rent—these are the arguments to press in a direct-by-mail campaign and in a personal canvass. Skill and tact will usually enable a dealer, working along these lines, to develop quite a bit of business he might otherwise fail to get.

Intelligent service is helpful in business building in this department. The dealer who knows something about styles in houses, about styles in furnishings, about the class of hardware to use in a room finished in a certain style, and who knows where to get the goods quickly if they are not in stock, has the advantage of the dealer to whom one lock set is pretty much the same as another. If you can give your customer something approaching expert advice, he will appreciate it, and his appreciation will help you to secure other business. "If you want builders' hardware, go to Brown—he knows all about it," is the finest sort of word-of-mouth advertising a dealer can receive. Victor Lauriston.

**Tribute To Lincoln By Carl Schurz.**

To the younger generation Abraham Lincoln has already become a half-mythical figure, which, in the haze of historical distance, grows to more and more heroic proportions, but also loses in distinctness of outline and feature. This is indeed the common lot of popular heroes; but the Lincoln legend will be more than ordinarily apt to become fanciful, as his individuality, assembling seemingly incongruous qualities and forces in a character at the same time grand and most lovable, was so unique, and his career so abounding in startling contrasts. As the state of society in which Abraham Lincoln grew up passes away, the world will read with increasing wonder of the man who, not only of the humblest origin, but remaining the simplest and most unpretending of citizens, was raised to a position of power unprecedented in our history; who was the gentlest and most peace-loving of mortals unable to see any creature suffer without a pang in his own breast, and suddenly found himself called to conduct the greatest of our wars; who wielded the power of government when stern resolution and relentless force were the order of the day and then won and ruled the popular mind and heart by the tender sympathies of his nature; who was a cautious conservative by temperament and mental habit, and led the most sudden and sweeping social revolution of our time; who, preserving his homely speech and rustic manner even in the most conspicuous position of that period, drew upon himself the scoffs of polite society, and then thrilled the soul of mankind with utterances of wonderful beauty and grandeur.

C. R. Carlson, grocer at 1041 Peck street, Muskegon Heights, renews his subscription and says, "I enjoy every issue of your valuable trade paper."

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INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN



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

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The Food of the Future  
CHEESE of All Kinds  
ALPHA BUTTER  
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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



**Sidewall Protection**  
(REG. U. S. PAT. OFFICE)  
Added Reinforcement. An original Patented and Visible Plus Feature

A COMPLETE LINE OF

**Good  
Brooms**

AT ATTRACTIVE PRICES

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



## COMMERCIAL TRAVELER

### Interesting Incidents of a Trip To Honolulu.

Honolulu Jan. 25—Recently a friend asked me if I approved of his auto driving. I was not particularly enthusiastic over his demonstrations in that line, but told him I had "seen everything" anyway, and it would make but little difference to me.

But I was mistaken. I had not seen everything by a long shot. I had not had an inkling of the brand of hospitality dispensed by the Los Angeles Steamship Co.

When you embark on a seven day voyage you are in about the same boat that a regular guest experiences when he tries to satisfy himself with the daily routine of the ordinary hotel, only that in the former case you cannot "check out." You are necessarily in more or less cramped quarters, the rocking billows have a tendency to upset your digestive tract and food is about the last thing you think of.

Nothing like this on the Steamship Calawaii. I have traveled some, but never in all my experience on "land, sea or foam" have I found such satisfactory service as is offered by this popular transportation company.

It will be interesting to my hotel friends to know that of the score of meals served during this passage there was an absolute absence of sameness, and yet the menus were very comprehensive.

I am going to give you the routine for one single day, that you may understand the completeness of these meals, and realize, with an entire absence of markets, just the amount of responsibility assumed by the steward:

#### Breakfast

Sliced Oranges, Grape Fruit, Prunes,  
Preserved Figs  
Cream of Wheat Rolled Oats  
Smoked Alaska Cod, Drawn Butter  
Corned Beef Hash Poached Egg  
French Toast, Sugar Jelly  
Breakfast Bacon, Cured Ham  
Eggs as ordered  
German and French Fried Potatoes  
To order  
Sirloin Steak, Veal Chops  
Hot Cakes, Maple Syrup, Muffins  
Assorted Rolls, Toast  
Preserves Honey Marmalade

#### Luncheon

Green Onions Garden Radishes  
Spiced Beets Dill Pickles  
Puree of Tomato Consomme en Tasse  
Fried Filet of Halibut Tartar Sauce  
Irish Stew with Dumplings  
Braised Short Ribs of Beef, Jardiniere  
Welsh Rarebit with Poached Egg  
Brown Potatoes Boiled Potatoes  
Lima Beans in Butter  
Broiled Sirloin Steak  
Cold Meats  
Roast Ribs of Beef Sugar Cured Ham  
Liver and Bologna Sausage,  
with Potato Salad  
Sliced Cucumber Salad  
Apple Pie Pumpkin Pie  
Rice Custard Pudding, Cream Sauce  
Currant Cup Cake  
American and Swiss Cheese  
Coffee

Now wouldn't this dinner be reminiscent of some that were served in the good old days of the Cadillac, Russell, Bancroft and Morton House:

Shrimp Cocktail  
Ripe Olives, Sardine Canape, Green Olives  
Salted Nuts Stuffed Celery  
Cream of Capon, Marie Louise  
Consomme Royal  
Broiled Filet of Salmon, Mirabeau  
Salmi of Duckling and Olives, Brigadiere  
Calves Sweetbreads in Patties  
a la Newbourg  
Baked Sugar Cured Ham, Candied Yams  
Grilled French Lamb Chops  
Peaches with Rice, a la Conde  
Larded Tenderloin of Beef, Richelieu  
Imperial Valley Turkey,  
Chestnut Dressing  
Cranberry Sauce  
Corn on Cob New Garden Peas  
Mashed, Boiled and Sweet Potatoes  
Waldorf Salad  
English Plum Pudding, Spice Sauce  
Peach and Apple Pie  
Charlotte Russe, Macaroons, Tutti Frutti  
Jam Turnovers, Margipian Cookies  
Golden West Fruit Cake,  
Neapolitan Ice Cream, Wafers  
Roquefort, Swiss and Edam Cheese  
Table Figs, Dates, Raisins, Glace Fruits

Bon Bons Assorted Nuts  
After Dinner Mints  
Coffee

The S. S. Calawaii is 465 feet long, with a breadth of 45 feet and a displacement of 13,500 tons, and supplies what is known in nautical parlance "cabin" service of the greatest degree of comfort. Every stateroom is on the outside, is exceptionally roomy, and has modern plumbing, as well as electric fans, settees and many conveniences one could hardly expect. It burns oil for fuel, which entirely eliminates all semblance of smoke. Its promenade deck is roomy and the same may be said of its social hall.

But it is not of the physical condition of the Calawaii I am desirous of speaking of particularly, but of the democracy of its officers, who spend every moment of the vessel activities looking after the comfort of passengers.

Captain A. A. Sawyer, Commander, while preserving the degree of dignity becoming one of his station, threw off all semblance of reserve while joining in the social offerings which are always prominent features on board a passenger carrier. When we left the boat here every passenger was his friend and the Captain was on hand enthusiastically speeding the parting guest, as it were. Long live this energetic and hospitable individual. In his work he was most able assisted by Chief Officer A. J. Black and Purser A. G. Bell.

More nearly in touch personally with the passengers was Chief Steward P. Rosling. It was he who formulated all the social programs, and let me say that when you are on a seven day voyage, even if the weather is ideal, there is a chance for the trip to become monotonous if there is not an occasional "stirring up of the animals."

For example every morning the passengers were all "piped" (if you know what that means) on deck, for a parade, headed by the orchestra. Thence to the social hall for a period of singing, after which games of every variety, including bridge, quoits, shuffle board, billiards, etc., were in full swing.

Chief Clerk Cudworth provided the passengers with their daily newspaper, looked after the ship's wireless and radio equipment, and at meal time did his best work in the dining room in competition with the writer. The Amalgamated Association of Food Destroyers had many well equipped delegates on the trip.

When it comes down to versatility, however, commend me to Doctor Wm. D. Moore, the ship's physician. On Sunday he preached a sermon; on Franklin's birthday, he delivered an address well worthy of more than passing mention, gave every passenger personal attention, and in the few cases of sea sickness played the part of the Good Samaritan. Here is a personality which appeals to you. You just can't help but love him. He plays bridge like Hoyle would try to play it and occasionally hurls a lance at cribbage.

I would like to say a pleasant word for Chief Engineer J. C. Sheehan, but how can I, in view of the fact that he unhorsed me at the almost classic game of cribbage, and then asked me what other forms of amusement I carried in my "locker." But "let bygones, etc." On a vessel carrying human freight, while not actually at the throttle, the chief engineer has his burden of responsibilities, one of which is to maintain the confidence of its patrons. He is that individual and well cast for his part. At least I have forgiven him and gone into practice for the return trip.

It was my good fortune to have for a room mate the Hon. William Waterhouse, of the family by that name who have been associated with the commercial activities of the Islands for



**In Detroit**  
It is the Tuller  
**For Value**  
Facing Grand Circus Park,  
the heart of Detroit. 300  
pleasant rooms, \$2.50 and up.  
Ward B. James, Manager.  
DETROIT, MICH.  
**HOTEL**  
**TULLER**

### 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 Rooms with Bath \$2.50 and \$3

### 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.



### 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. LE LAND, Mgr.

### CUSHMAN HOTEL

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

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### Four Flags Hotel

NILES, MICH.  
80 Rooms—50 Baths  
30 Rooms with Private Toilets  
C. L. HOLDEN, Mgr.

### Occidental Hotel

FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Michigan

### HOTEL DOHERTY

CLARE, MICHIGAN  
Absolutely Fire Proof, Sixty Rooms.  
All Modern Conveniences. RATES from \$1.50, Excellent Coffee Shop.  
"Ask the Boys who Stop Here."

### 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 L. CROCKER,  
Manager.

### Wolverine Hotel

BOYNE CITY, MICHIGAN

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



two centuries, and to him I am indebted for much of the first hand information which I will convey to Tradesman readers during the next few weeks. In parting he had the goodness to say he was very fond of me. The admiration is mutual, consequently.

There was a different program of entertainment every day, particularly evenings. On board we had members of the "Prince of Hawaii" company, which has just completed a season at Los Angeles and who were goodness itself when it came to offering their services to their fellow passengers. On one evening we had a hard time party; on another a masquerade; dancing every night to an inspiring orchestra of California students; bridge and tango parties. At all of these prizes were given by the steamship authorities. There were also beauty contests, marathons, wagers as to the ship's mileage each day, and then the eating carnivals.

Prof. Alonzo Adams, of the University of Honolulu, on one evening gave us a very interesting lecture on the Hawaiian Islands and the habits and customs of their people. Told us what to see and how to find it. Prof. Adams has been associated with the principal institution of learning here for many years.

Not the least interesting feature of the voyage was the special edition of the ship's daily newspaper, conducted on this occasion by the passengers. In it were personal incidents and episodes mentioned, creating a demand for the entire edition, which was disposed of at ten cents per copy, the proceeds to be ultimately transmitted to the Armenians, if there are any.

Making a trip to Honolulu when the moon is at its best has its attractions for those sentimentally disposed. Earth's satellite was never in better form, nor was the tradition ever more conscientiously observed. And were there charming sentimentalists on board? Very many, including a choice coterie of widows from Hollywood, "Moonshine and sentiment! Oh! Well! There were no curfew regulations and the only "Judge" aboard was without legal cognizance (having secured his title from an intimate knowledge of a certain Kentucky product), hence cupid had full sway.

But we are nearing Aloha land. On Friday evening the ship's bulletin tells us that we will be in quarantine at 3 p. m. Saturday. The ship's time is readjusted every twenty-four hours, but standard time is prevalent with the passengers. Five hours difference in time between Honolulu and Grand Rapids. While we are dancing the fox trot our friends back there are listening for the alarm clock.

I forgot to mention the sunsets, which surpass anything I ever saw in the states, and as a special diversion a display of water spouts was supplied for our entertainment on Thursday evening.

As near as I could ascertain volcanic action at the bottom of the sea was responsible for this phenomenon which, in connection with the sunset, was most certainly exciting.

Sea gulls parted with us five hundred miles out of Los Angeles, but met us about the same distance from Honolulu. Porpoises played around our vessel at frequent intervals, and flying fish were frequently to be seen close at hand.

On occasion of one early appearance on deck Saturday morning, a sight of terra firma greeted our vision, the Island of Maui, followed a few hours later by Molokai. At noon Oahu was sighted and we passed Koko Head, Diamond Head, with its light house, Government barracks and fortifications. Then Waikiki (Wae-ke-ke) Beach, the Elk's Club, Moana and Royal Hawaiian Hotels, and entered

the wonderful harbor which we had been looking for.

The quarantine officer now comes aboard the vessel while we are drifting in the harbor. The inspection really amounts to a counting of noses, for every passenger who embarked at Los Angeles must be accounted for on arrival here. Also aliens are subjected to a physical examination and an inspection of passports by port officers.

And then there is your welcome to Hawaii. The magnificently uniformed band plays "Aloha," the wharf is lined with humanity of all shades and colors in complexion and clothing, wreaths of flowers bedeck you, and you feel that Honolulu was especially created for your enjoyment and edification.

You are whisked away to a hotel, which is in my case, the Brookland, situated in a bower of palms and flowers, and feel that life is worth while.

Yesterday the maximum temperature was 80; minimum 76. Mosquitoes, yes! Frank S. Verbeck.

#### Proper Way To Deal With Necktie Bootleggers.

Galesburg, Feb. 8.—For over twenty years I have been reading the Tradesman with ever increasing respect. My hat is off to Old Timer for his protests at the slaughter of the innocents and I hail with joy the Editor's fearless utterances in the Realm of Rascality column.

Among the Nation's bootleggers of neckties, etc., I must be rated as a No. 1 "come-on" for I believe my store room holds one of the finest collections of unsolicited packages extant.

This accumulation has arrived since I rebelled against becoming a party to this nefarious business, either by sending them money or making a free pack horse of myself by toting the stuff back to the postoffice. I have duplicated a number of not very pretty forms and if the senders do not call for their package (which they are very welcome to do) and if they become too nasty in their correspondence I send them one of these forms, a copy of which I respectfully enclose.

Appropriate to this subject, I take the liberty of also sending along a sample of the intimidation which a couple of these concerns have recently mailed. The one from New York is interesting from the number of the things they threatened to do and the one from Chicago is especially interesting as you will note that on Jan. 13 they are turning the account over to R. G. Dun & Co. for collection, while the fact that a few weeks later they are going to advertise the account through some credit assurance company, leads one to wonder if the universally respected firm of R. G. Dun, is aware that this concern is using its name for the purpose noted.

I am very anxious to learn if any of these concerns ever do collect one of these accounts by due process of law, as I believe this precedent would solve the second-hand automobile problem. All that would be necessary would be for the dealer to drag his old wrecked lizzie over into his prospect's front yard on any dark night and thus, having given possession, demand his own price or inflict all the penalties noted in one of these enclosed letters.

It is partly for this information that I have written this, but mostly to request that in case these parties do accomplish their object and cast me into durance vile, that the editor will seek out the spot of my confinement and kindly see that I do not miss a copy of the Tradesman. Long may it thrive. M. A. Douglass.

Referring to your notice of—date, this is, no doubt, in regard to one of a considerable number of packages, said to contain merchandise, which have come to us at various times unsolicited and unwanted and which lie

in our store room unopened and unpaid for, waiting for the owner to call and claim.

As the concerns attempting this method of merchandising have reached such numbers as to constitute a nuisance and as the methods of many of them in attempting to force collection for unauthorized shipments borders so closely upon extortion and blackmail, we have adopted a minimum charge of \$1 to cover our trouble in sending back such merchandise.

If you or your client have sent us such a package on your own responsibility and without suggestion on our part and you or your client will send us directions as to where you wish this package forwarded and include the necessary amount of postage, together with \$1 to remunerate us for the trouble you have made, we will return or forward the package at once if in our possession.

If you or your client have sent us such a package and after the receipt of this advice do not send us \$1 for return of same, we will conclude that you or your client do not consider the said package worth even this nominal amount and we will, therefore, after a reasonable delay, take the liberty of throwing the said package out, unopened, into the waste basket.

M. A. Douglass.

#### Items of Interest to Grand Rapids Council.

The weakness of boasting is not a prevalent weakness among United Commercial Travelers, neither do we consider it boasting when we tell you something about the "Silver Jubilee" banquet we will hold at Pantlind Hotel, March 5, in every issue of the Tradesman. One of the fine things which will be done at that banquet is using twelve boy scouts in uniform to act as ushers. There are several reasons for this. Primarily it is a recognition of the order of boy scouts and for all it represents and assure them of our co-operation in developing America's finest manhood. Furthermore, when we see a boy scout doing anything, we think of efficiency, and from all indications the attendance will be so large that for the comfort and pleasure of all, it will need to be handled efficiently.

The last dance of the series given by the Council will be held in Pantlind Hotel ballroom next Saturday evening, Feb. 12. The dances have been highly successful this season and it is the desire of the committee that we have the usual large attendance as the closing number will be a real party.

Some one of our good brothers was unfortunate in losing the tickets which had been assigned to him to sell for the banquet. The loss has been reported to the secret service department of the city police and we have been informed that a private detective agency is also trying to recover the tickets. We hope they will be successful, as the loss would be rather heavy if borne by the unfortunate brother alone. He should not bear the loss, as he was manifesting a fine spirit of co-operation with the committee when he cheerfully accepted the tickets to sell them. We feel confident that this column can report next week that the above tickets have been recovered and will be used wisely and well.

Grand Rapids Council was further

strengthened at the last meeting by the addition of the following members:

Joseph W. DeBoer, living at 352 College avenue, Grand Rapids, and representing Van Leeuwen Dry Goods Co., by transfer from Jackson Council.

Dale L. Palm, living at 128 Buckley avenue, representing Metal Stamping Corporation of Streator, Ill., and the Lentz Table Co., of Nashville, Mich., by initiation.

Leo Krauss, living at 704 Griggs street, representing Koven Hat Co., of Chicago.

In the card games indulged in by the ladies, the first prize in five hundred was won by Mrs. Roy H. Randall and second prize by Mrs. Travis Daniels.

Homer R. Bradfield was called to Detroit last week by the sudden illness and death of his brother. The Council extend their heartfelt sympathy to Brother Bradfield in his bereavement.

L. V. Pilkington is making fine progress in the sale of Detroit real estate. He recently provided the scribe with a chart showing the increase in real estate values and the fortunes which have been made by wisely selecting real estate in the rapidly growing city of Detroit. This chart showed a natural growth of one square mile per month and an additional population of 10,000 people.

The Salesmen's Club of Grand Rapids, at their weekly luncheon next Saturday at Pantlind Hotel, Rotary room, will be addressed by Hon. Carl Mapes, Congressman from this District.

The Scribe.

Speaking of twentieth century efficiency, every married man knows that the automobile has made it possible for women to do three times as much shopping as was humanly possible in the old days.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

**PANTLIND HOTEL**

"An entire city block of Hospitality"

**GRAND RAPIDS, MICH.**  
Rooms \$2.25 and up.  
Cafeteria -:- Sandwich Shop

**MORTON HOTEL**

*Grand Rapids' Newest Hotel*

400 Rooms -:- 400 Baths

**RATES**  
\$1.50, \$2, \$2.50 and up per day.

**CODY HOTEL**

GRAND RAPIDS  
RATES—\$1.50 up without bath.  
\$2.50 up with bath.

CAFETERIA IN CONNECTION



## OLD TIME NEIGHBORLINESS.

### Great Influence in Development of Man and Womanhood.

Written for the Tradesman.

My father and mother between 1830 and 1840 were neighboring children in Genesee county, New York. They were brought up to be kind and thoughtful. They were members of large families and the give and take were important things in connection with the family life. Being one of many children in a family well brought up with fair opportunities is in itself a liberal education. These young people had good common school advantages and both of them taught country schools. They did not see the opportunities in life there which they desired and the temptation to go into the Western country where land was cheap and to gradually grow into competency was their vision. Immediately after marriage, with very few belongings, they took the trip from Buffalo around the lakes to Milwaukee. They took up a parcel of heavily wooded land because this indicated a good soil and began living in a new world. Neighbors were far apart and my father's diary, to which I turn occasionally with joy, reveals something of the life of the community.

A good sprinkling of Germans were in the community and quite a number of young married people had settled in this vicinity from Western New York. Exchanging work was one of the ideas of neighborliness which interested me. They had a common object in view and found that by working together in the clearing of land they could accomplish more than by working separately, so even though they were miles from each other this neighborly function brought them together and in a delightful way it added to the good times while they were working out their salvation.

When one of the neighbors went to the city of Milwaukee, eight miles away, he had errands to do for the entire neighborhood. When a baby came to any family it was a matter of great solicitude, kindly attention and thoughtful consideration. When sickness came into any family all the neighborly qualities were brought into action and the diary reveals that nearly every week some neighborly attention of this kind is recorded as a natural accompaniment of the New World life. A wandering section of the tribe of Winnebago Indians came into the neighborhood and camped a few days and while there an Indian baby was born and very soon its life ebbed away and the Indians moved on to some other locality. The babe had been buried there. My mother was always very kind to the Indians and this mother requested her, with the shedding of many tears, to place upon the baby's grave a saucer of milk for one full moon and mother followed her instructions religiously and for thirty days fresh milk was placed upon the little grave. This was a simple thing to do and might have been treated as a foolish request, but mother felt that it was a mingling of heart-beats and took keen satisfaction in this blessed remembrance, a knowledge of

which was passed around among the Indians and returned to her in many kindnesses.

Deer, turkeys and prairie chickens were not killed for sport then. It was simply a part of getting a living and when a deer was killed it was divided around among the neighbors and this method was followed in later years whenever a beef was killed or a calf or sheep was slaughtered. If a barrel of apples came from the East, it was divided among the neighbors. If a log house was to be built, all joined in the erection and the record of the social good times in connection with this method of working together was a salient feature in this new world life. After a few years the doctor's visits were recorded. He traveled over a large area of country on horseback with saddle bags. I remember him distinctly in my childhood days and I always welcomed his coming, for he called on all the neighbors, whether there was sickness or health. He looked after the community and every family welcomed him to bed and board. Wild fruits were the only fruits to be had, except an occasional barrel of apples, which came from the old folks at home. If an accident occurred in any of the households, assistance and sympathy were always in evidence and it was the knowledge of each other and the condition of life in each family and the willingness to lend a hand in every emergency which bound the people of the locality into a most interesting band of citizens. The church life, as the records go, was attached to the educational plans of the neighborhood. When the school was organized and the log building arranged to house the children it became the meeting place and the social center of the locality and all sorts of gatherings were convened at this center. The itinerant clergyman, no matter what denomination he represented, was welcomed into the families and his counsel and encouragement and prayers were reckoned as important factors in the development of neighborhood life.

It seems to me in the record of this early community there is an ideal of neighborliness that is lost to city life or highly developed life in the country side and what seems to me now as great sacrifices were not considered as such in the expressions of neighborly qualities in the pioneer days. A mother passed away at the birth of her child and without any hesitancy my mother took the babe and cared for it in a motherly way for years. This occurred a second time in my childhood, when mother had the care of a large household and boarded the hands engaged at the mill where father was manager. These babies entailed a very serious responsibility and mother was equal to it and to-day these two children, who have homes of their own and have for two generations been away from this early experience, think of my mother as a saint and of myself as their elder brother. When I think of this wonderful expression of neighborly quality and what seems to me almost an extreme sacrifice in connection with pioneer life, I am proud of a knowledge of its expression and of its wonderful influence through a long

period of years upon lives which have become valuable in their communities. As the years went on elderly people came into the community from the East and were members of the younger families. The tender solicitude expressed for these people in the decline of life by all of the neighboring element made a very pronounced impression upon my boyhood days.

Later on my people moved from the scene of this early undertaking into Michigan and while there was another type of life, still, as I recall it, the neighborly element was the most important factor in this new community which impressed my young life. We knew all of our neighbors and they were scattered everywhere over the whole township; and our people visited with other families many miles apart and thoughtful courtesies were extended over a considerable range of territory. The neighbors were all interested in education and the school life which fostered opportunities for the development of the child, and as I think of it to-day, it seems to me that the influence of the expression of neighborly qualities in this community was the greatest influence in the development of manhood and womanhood of the best type among the children growing up in the community. As the school districts were multiplied, the kindly relationship as between neighbors was carried into the educational life of the community and exchanges between districts in spelling schools and exhibitions, reading circles, etc., for special functions were strongly in evidence and added to the well rounded development for life's responsibilities.

In comparing to-day the social relationships in life, it seems to me that we have lost some of the most delightful experiences which can accompany community life. We know very little of the people who live next door. Our social relationships are connected with church and club life and we become forgetful of the neighborly obligations which ought to be continued between people who live near each other in a community. I was quite shocked the other day to find that one of my neighbors had been sick for a fortnight and I had known nothing of it. This could never have occurred in the early community life of which I have been speaking and it carried home to me a lesson which I hope will be of value—that I must not be so devoted to all sorts of complexities in life that I will be neglectful of the needs of my neighbors for assistance and sympathy and the expression of the beautiful amenities of life. We plead so often that we have so many things to do that we cannot give attention to the many obligations and neighborly instincts and so they actually become atrophied. The work of welfare unions and the social workers attached to large fraternities and clubs, no matter how valuable their purpose may be, can never take the place of the old time beautiful neighborliness expressed in the pioneer communities and it is a serious loss to any growing family to have the fact that we are just neighbors hidden under the pile of rubbish which we denominate wide community interest. My plea is for the continu-

ance of the relationship which makes us just neighbors and which develops within us the sweet qualities of serviceable life. Charles W. Garfield.

### Buying of Low End Dresses.

Buying of lower priced dresses continues very active. Merchandise wholesaling at \$16.50 is being particularly well bought, according to manufacturers, who say that for the present at least, the volume at this price is somewhat greater than for the \$10.50 variety. Knitted sports dresses in two and three piece effects have been favored in recent orders placed. The skirts of these combinations are either of knitted fabric or pleated silk. Costume effects with coat to match are well regarded by buyers.

### Too True.

An elderly man was persuaded by one of his sons to go with him to a boxing exhibition.

The son paid for two \$2 seats.

"Now, dad," said the son joyfully, "you'll see more excitement for your \$2 than you've seen in your life before."

The old man grunted.

"I've got my doubts about that," he said gloomily. "Two dollars was all I paid for my marriage license."

**\$225,000**

**Avon  
Investment  
Company**

*Avon Park, Florida*

**First (Closed) Mortgage  
6% Serial Gold Bonds**

Due Serially, 1928-1941 inclusive Secured by First Mortgage on property recently appraised by Wm. H. Gilbert, Grand Rapids, Michigan, as having a fair cash value of \$425,000. Constitutes approximately a 53% loan.

**GUARANTEED principal and interest by the Industrial Company of Grand Rapids, Michigan, by indorsement upon each bond as follows:**

"For value received the undersigned company hereby guarantees the payment of the principal and interest of this bond upon the condition that at the option of the undersigned it is to be allowed eighteen (18) months from the maturity of this bond within which to pay the principal amount, but with interest in the meantime semi-annually at the rate named in this bond.

**"THE INDUSTRIAL CO."  
PRICE 100 AND  
ACCRUED INTEREST  
YIELDING 6%**

Complete descriptive circular available upon request.

**HOWE, SNOW  
& BERTLES INC.**

**Investment Securities**

**GRAND RAPIDS**

New York Chicago Detroit  
San Francisco







# 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

Coffee  
Split Green Peas

### 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 50  
Beef, 5 oz., Qua. sli. 2 75  
Beef, No. 1, B'nut, sli. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4s ----- 2 20  
Deviled Ham, 1/2s ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby 5 1/2  
Potted Meat, 1/2 Libby 9 1/2  
Potted Ham, Gen. 1/4 1 35  
Vienna Saus., No. 1/2 1 45  
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  
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  
Pineapple, 1 sl. ----- 1 75  
Pineapple, 2 sl. ----- 2 80  
P'apple, 2 br. sl. ----- 2 40  
P'apple, 2 1/2, sil. ----- 3 00  
P'apple, 2, cru. ----- 2 60  
Pineapple, 10 cru. ----- 9 00  
Pears, No. 2 ----- 3 15  
Pears, No. 2 1/2 ----- 3 50  
Plums, No. 2 ----- 2 40@2 60  
Plums, No. 2 1/2 ----- 2 90  
Raspberries, No. 2 blk 3 25  
Raspb's, Red, No. 10 13 50  
Raspb's Black, No. 10 ----- 12 00  
Rhubarb, No. 10 4 75@5 50  
Strawberries, No. 10 12 00

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ----- 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minc'd, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small ----- 1 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 3 80  
Salmon, Red Alaska 2 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, 1/4s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CATSUP

B-nut, small ----- 1 90  
Lily of Valley, 1 1/2 oz. 2 60  
Lily of Valley, 1/4 pint 1 75  
Paramount, 24, 8s ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, Cal. ----- 14 00  
Sniders, 8 oz. ----- 1 75  
Sniders, 16 oz. ----- 2 55  
Quaker, 3 1/2 oz. ----- 1 25  
Quaker, 10 1/2 oz. ----- 1 45  
Quaker, 14 oz. ----- 1 90  
Quaker, Gallon Glass 13 00  
Quaker, Gallon Tin ----- 9 00

### CHILI SAUCE

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

### OYSTER COCKTAIL

Sniders, 16 oz. ----- 3 30  
Sniders, 8 oz. ----- 2 30

### CHEESE

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

### MILK COMPOUND

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

### EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 75  
Quaker, Baby, 8 doz. 4 65  
Quaker, Gallon, 1/2 dz. 4 60  
Carnation, Tall, 4 doz. 5 00  
Carnation, Baby, 8 doz. 4 90  
Oatman's Dundee, Tall 5 00  
Oatman's D'gee, 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

### 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  
Thompson's seedless, 15 oz. ----- 10 1/2  
Seeded, 15 oz. ----- 12 1/2

### California Prunes

90@100, 25 lb. boxes...@08  
60@70, 25 lb. boxes...@10  
50@60, 25 lb. boxes...@11  
40@50, 25 lb. boxes...@12  
30@40, 25 lb. boxes...@15  
20@30, 25 lb. boxes...@22

### Webster Cadillac

Webster Knickbocker 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges 125 00  
Bering Apples ----- 95 00  
Bering Palmitas ----- 115 00  
Bering Delosos ----- 120 00  
Bering Favorita ----- 135 00  
Bering Albas ----- 150 00

### CONFECTIONERY

Stick Candy Pails  
Standard ----- 16  
Jumbo Wrapped ----- 19  
Pure Sugar Sticks 600s 4 20  
Big Stick, 20 lb. case 18  
Mixed Candy  
Kindergarten ----- 17  
Leader ----- 14  
X. L. O. ----- 12  
French Creams ----- 16  
Paris Creams ----- 16  
Grocers ----- 11  
Fancy Chocolates  
5 lb. Boxes  
Bittersweets, Ass'ted 1 70  
Choc. Marshmallow Dp 1 70  
Milk Chocolate A A 1 70  
Nibble Sticks ----- 1 85  
No. 12, Choc., Light ----- 1 65  
Chocolate Nut Rolls ----- 1 80  
Magnolia Choc ----- 1 15  
Gum Drops Pails  
Anise ----- 16  
Champion Gums ----- 16  
Challenge Gums ----- 16  
Favorite ----- 19  
Superior, Boxes ----- 23  
Lozenges Pails  
A. A. Pep. Lozenges 18  
A. A. Pink Lozenges 16  
A. A. Choc. Lozenges 16  
Motto Hearts ----- 19  
Malted Milk Lozenges 21  
Hard Goods Pails  
Lemon Drops ----- 18  
O. F. Horehound dps. ----- 18  
Anise Squares ----- 13  
Peanut Squares ----- 17  
Horehound Tablets ----- 18  
Cough Drops Bxs  
Putnam's ----- 1 25  
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  
Barret Cream Mints ----- 28  
Silver King M. Mallovs 1 50  
Walnut Sundae, 24, 5c 80  
Neapolitan, 24, 5c ----- 80  
Milk Sugar Ca., 24, 5c 80  
Pal O Mine, 24, 5c ----- 80  
Malty Milkies, 24, 5c ----- 80  
Bo-Ka-To-Ka, 24, 5c ----- 80  
Coupon Books  
50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50  
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.  
Cream of Tartar  
6 lb. boxes ----- 38

### PARFUMS

Med. Hand Picked ----- 06  
Cal. Limas ----- 10  
Brown, Swedish ----- 08  
Red Kidney ----- 11  
Farina  
24 packages ----- 2 50  
Bk., 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 ----- 08  
Sage  
East India ----- 10  
Tapioca  
Pearl, 100 lb. sacks ----- 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant ----- 3 50

### FLAVORING EXTRACTS

Doz. Vanilla PURE Doz. Lemon  
1 35 ----- 1 35  
180 ----- 1 1/4 ounce ----- 1 80  
3 20 ----- 2 1/2 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

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

### BREAKFAST FOODS

#### Kellogg's Brands.

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



### COFFEE ROASTED

1 lb. Package  
Melrose ----- 35  
Liberty ----- 25  
Quaker ----- 42  
Nedrow ----- 40  
Morton House ----- 46  
Reno ----- 37  
Royal Club ----- 41

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



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

### UNITED FLAVOR

Imitation Vanilla  
1 ounce, 10 cent, doz. 96  
2 ounce, 15 cent, doz. 1 25  
3 ounce, 25 cent, doz. 2 00  
4 ounce, 30 cent, doz. 2 25  
Jiffy Punch  
3 doz. Carton ----- 2 25  
Assorted flavors,  
FLOUR  
V. C. Milling Co. Brands  
Lily White ----- 9 90  
Harvest Queen ----- 9 80  
Yes Ma'am Graham, 50s ----- 2 40  
FRUIT CANS  
F. O. B. Grand Rapids  
Mason  
Half pint ----- 8 40  
One pint ----- 8 50  
One quart ----- 9 60  
Half gallon ----- 12 60  
Ideal Glass Top Rubbers.  
Half pint ----- 9 50  
One pint ----- 9 80  
One quart ----- 11 75  
Half gallon ----- 15 76



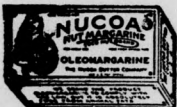
GELATINE



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

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

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb. ----- 21
Nucoa, 2 and 5 lb. ----- 20 1/2
Wilson & Co.'s Brands
Oleo ----- 25 1/2

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

SAFETY MATCHES
Quaker, 5 gro. case ----- 4 25

MOLASSES
Gold Brer Rabbit
No. 10, 6 cans to case 6 20

Green Brer Rabbit
No. 10, 6 cans to case 4 95
No. 5, 12 cans to case 5 20

Aunt Dinah Brand
No. 10, 6 cans to case 3 25
No. 5, 12 cans to case 3 50

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

Molasses in Cans
Dove, 36, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20

NUTS Whole
Almonds, Tarragona ----- 27
Brazil, New ----- 18

Shelled
Almonds ----- 70
Peanuts, Spanish, ----- 12 1/2
Peanuts, 125 lb. bags ----- 32

Filberts ----- 105
Walnuts ----- 90

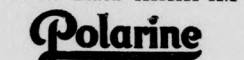
OLIVES
Bulk, 5 gal. keg ----- 9 00
Quart Jars, dozen ----- 6 00

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



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

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine ----- 14.6



Iron Barrels
Light ----- 62.2
Medium ----- 64.2
Heavy ----- 66.2



PICKLES
Medium Sour
Barrel, 1600 count ----- 17 00
Half bbls., 800 count ----- 9 00

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

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

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

FRESH MEATS
Beef
Top Steers & Heif. ----- 17

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

Pork
Light hogs ----- 16
Medium hogs ----- 16
Heavy hogs ----- 15

PROVISIONS
Barreled Pork
Clear Back ----- 30 00 @ 32 00

Dry Salt Meats
D S Bellies ----- 18-20 @ 22-22

Lard
Pure in tierces ----- 14
60 lb. tubs ----- advance 1/4

Sausages
Bologna ----- 15
Liver ----- 14
Frankfort ----- 18 @ 20

Smoked Meats
Hams, Cer., 14-16 lb. @ 30
Hams, Cert., Skinned ----- @ 31

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

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

Pig's Feet
Cooked in Vinegar
1/4 bbls., 35 lbs. ----- 4 50

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

RICE
Fancy Blue Rose ----- 06 1/2
Fancy Head ----- 08
Broken ----- 03 1/2

ROLLED OATS
Silver Flake, 12 Fam. ----- 2 25
Quaker, 18 Regular ----- 1 80

RUSKS
Holland Rusk Co.
18 roll packages ----- 2 30

SALERATUS
Arm and Hammer ----- 3 75

SAL SODA
Granulated, bbls. ----- 1 80
Granulated, 60 lbs. cs. ----- 1 60

COD FISH
Middles ----- 15 1/2
Tablets, 1/2 lb. Pure ----- 19 1/2

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

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

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

Mackerel
Tubs, 100 lb. fancy fat 24 50
Tubs, 50 count ----- 9 00

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

SHOE BLACKENING
2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, doz. ----- 1 35

STOVE POLISH
Blackine, per doz. ----- 1 35
Black Silk Liquid, dz. ----- 1 40

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

Butter Salt, 280 lb. bbl. ----- 4 24
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. ----- 4 10

MORTON'S IODIZED SALT
Per case, 24, 2 lbs. ----- 2 40
Five case lots ----- 2 30

SOAP
Am. Family, 100 box ----- 6 30
Export, 120 box ----- 4 80

CORN
Kingsford, 40 lbs. ----- 11 1/4
Powdered, bags ----- 4 00

STARCH
Corn
Kingsford, 40 lbs. ----- 11 1/4

SOAP
Am. Family, 100 box ----- 6 30
Export, 120 box ----- 4 80

CORN SYRUP
Corn
Blue Karo, No. 1 1/2 ----- 2 36

CLEANSERS
Kitchen Klenzer
80 can cases, \$4.30 per case

TABLE SAUCES
Lea & Perrin, large ----- 6 00
Lea & Perrin, small ----- 3 35

Maple
Green Label Karo ----- 5 19

Maple and Cane
Mayflower, per gal. ----- 1 55

Maple
Michigan, per gal. ----- 2 50
Welchs, per gal. ----- 2 80

Maple
Michigan, per gal. ----- 2 50
Welchs, per gal. ----- 2 80

WASHING POWDERS
Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. ----- 3 25

TEA
Japan
Medium ----- 27 @ 33
Choice ----- 37 @ 46

Ceylon
Pekoe, medium ----- 57

English Breakfast
Congou, Medium ----- 28
Congou, Choice ----- 35 @ 36

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

WICKING
No. 0, per gross ----- 75
No. 1, per gross ----- 1 25

WOODENWARE
Baskets
Bushels, narrow band, wire handles ----- 1 75

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

Pails
10 qt. Galvanized ----- 2 40
12 qt. Galvanized ----- 2 60

Traps
Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70

Tubs
Large Galvanized ----- 8 50
Medium Galvanized ----- 7 25

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

WRAPPING PAPER
Fibre, Manila, white ----- 05 1/4
No. 1 Fibre ----- 08

YEAST CAKE
Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70

Yeast Foam, 1 1/2 doz. ----- 1 35
Yeast Foam, 1 1/2 doz. ----- 1 35

YEAST-COMPRESSED
Fleischmann, per doz. ----- 30

Zion Fig Bars
Unequalled for Stimulating and Speeding Up Cooky Sales
Obtainable from Your Wholesale Grocer
Zion Institutions & Industries Baking Industry



## THIRD OF A CENTURY.

(Continued from page 3)

form of merchandising, upon our whole social structure. So changed is the social outlook that the consumer's buying focus of to-day has little relationship to that of a quarter century ago.

Not only has the automobile taken unto itself vast millions of dollars which might otherwise have been spent through other channels; it has brought new business to almost every other industry. It has created a great variety of new wants, and in the effort to supply these wants every industry, every commercial endeavor, must keep pace with all others, if it is to progress, or even maintain its present status.

And the future of the hardware retailer depends very largely upon his thorough understanding of his present problems and the efficient manner in which he handles his job.

And this efficiency depends primarily upon his ability to adapt himself to the new conditions and keep pace with the changes yet to come in our commercial structure.

Most certainly will that method of distribution survive which gives the best social service at the lowest cost.

With their larger incomes and increased buying power, consumers have been better able to satisfy expending desires. Living standards were never so high as they are to-day.

With the shortening of the hours of labor and better means of transportation, people have more leisure; more time in which to seek recreation and entertainment.

Labor saving devices are in unprecedented demand, not only as a means of eliminating old time drudgery, but that more leisure may be provided for more recreation and more entertainment.

Desires no longer parallel needs. Pleasure, appetite and vanity appeals greatly outweigh the appeals of so-called necessities.

Not so long ago a husband and wife went into a Kentucky hardware store. While the lady was looking at cooking utensils, the man bought six dollars worth of tubes for his radio, and then argued for half an hour before permitting his wife to pay a dollar for an aluminum kettle.

In another section a woman visited a hardware store and remarked that though she needed a new range very badly she was not able to purchase it. A few days later she parked a new Packard car in front of the same store.

In a recent trip of visitation to hardware merchants I had occasion to patronize the restaurants of many small towns, and was impressed with the great number of school girls and boys who lunched at these eating places. In former days, we either carried our "snacks" or went home at noon; but to-day's school children are living in a new era.

Which brings vividly to mind the great changes which have come in home life, so-called. There was a time, not so long ago, when home was a place to go and stay, and where the comforts and pleasures of family life abode. But now, in the words of the flapper, "Home is a filling station between movies."

In the past matrimony usually contemplated home-making; now it is considered in terms of a furnished room or kitchenette apartment, with both principals continuing at work.

Once upon a time a restaurant was a place to buy and eat food at reasonable cost. But to-day's restaurant is a place to dance and suffer from jazz music; where we not only pay for the food, but also for the elaborate furnishings, the brilliant lighting, the fine napery, the expensive silver, the orchestra and the dancing, which most of us do not want, and then must tip the waiter for mediocre services and

re-buy our hats from the horse leech's daughter.

But even the restaurants have their problem in the growing patronage of the cafeteria, barbecue stands, filling station lunches and road houses.

Such trends must of necessity have had far-reaching effect upon the selling of hardware.

One dealer tells me that his poultry netting sales have fallen tremendously in the last few years; because since nearly every family has a car, there is little or no time to take care of the back lot poultry yard.

Another dealer used to sell a hundred gross of fruit jars each year. But sales have dwindled to almost nothing. Again the automobile. Families cannot get full use of a car and still engage in activities formerly considered essential to efficient housekeeping.

Also we must not overlook the tremendous expansion of the canning and packing industry, which has made it easy for the housewife to relieve herself from the burden of family canning and preserving.

Even bread pans and pie pans are now sold in much smaller numbers than formerly, since modern bakeries have so well merchandised their products that home baking is rapidly becoming a lost art.

In former years the carpenter going from one job to another required a dray to haul his chest of tools suitable to many uses. Now his tools are so few in number that he easily carries them in a box of suitcase size.

Millwork finish, steel and concrete constructions, and other changes in the work carpenters are required to do have made the old assortment of tools wholly unnecessary in this new day.

The ever increasing use of flash lights has had a marked effect upon the sale of lanterns, and the popularity of the modern adjustable pencil and the rise of the manicurist have reduced the demand for pen knives.

The time was when the average buyer was perfectly willing to pay for quality in a tool or other necessity; now there are so many demands on his income that he is prone to think in terms of price rather than quality.

Everything seems topsy turvy. Old buying habits are in the discard. Even seasonal demand has changed; women now buy spring hats in January and fur coats in August.

When all these things are considered, it is easily understood why the hardware dealer must get a vivid picture of present conditions; why he must study and analyze his problems and do business as it must be done in 1927 in contrast with 1917 or 1907.

Instead of bemoaning his sad state resulting from changed conditions and increased competition, instead of declaiming against other ventures which have taken a portion of his business, his job is to work out his own salvation.

Human tendencies are difficult to curb or change; one must adjust himself to them; more insistence that conditions should be otherwise, accomplish little.

A year or so ago the makers of cloth hats complained about the growing use of felt hats by women; but the women went right on wearing felt hats and because thereof men now pay more for theirs.

More recently the wool interests have tried to increase the demand for wool by creating sentiment against the popular use of silk; but women have not yet cast aside their silken garments.

The Southern wag who posted the highway sign, "Please buy our cotton that we may buy silk," showed a far better sense of values.

Yes, the "good old days" are gone never to return. Nor do we want them back again, for good as they were in their season, they were not good for our period,

We are living to-day, not yesterday. We must think in terms of to-day. Old habits of thought and conduct must be laid aside. And this is especially true in merchandising, which must keep pace with the changing whims and demands of the public.

The consumer is the merchandising boss; business must be done as he wants it done, and only those who best adapt themselves to the changing trends will survive in the present merchandising struggle.

The hardware merchant must keep pace. It is his job to adjust himself to the new and radically different conditions and maintain his place as an efficient distributor.

By reason of their size, and great variety of merchandise, department stores, have perhaps had problems far more difficult than those of the hardware trade, yet they have been able to adjust themselves to every new situation.

The clothing stores have had their problems a plenty, with style and other factors not affecting the hardware trade, but they have kept pace with changing trends in a reasonably successful way.

The catalog houses, convinced that mail buying has probably reached its maximum, have established local stores in low-rent sections of many cities, and one is now experimenting with display stores in small towns.

The chain stores have been ever watchful for new ways in which to hold the interest of buyers, and now stores are continually being opened in fields not previously explored.

With their present diversified lines the modern drug store is almost drugless; and even the cigar store has eliminated its wooden Indian and enlarged its lines.

First of all, the progressive merchant will study his present stocks with a discriminating eye, eliminate goods that are no longer in demand and greatly reduce his stock of slow moving lines and items.

By thorough and continual study of his community and the buying habits of his customers, he will so adjust his stocks as to best supply their requirements.

This may involve either a limitation or enlargement of his lines, to be determined by his observation, studies, experience and the opportunities of his trading area.

One dealer may find his greatest success in concentrating his efforts upon a reduced number of items and promoting their sales with maximum energy.

Another may enlarge and diversify his stock by adding new goods which he can handle to advantage and intensively pushing their sale.

Well kept stock records and careful ordering will speed turnover and make invested dollars work with greater energy and better returns.

The progressive merchant will continually study his competition and be ever watchful for newer and better merchandising methods.

He will dress his store to make it most inviting to customers, and through better arrangement of his stock open displays and plain pricing he will simplify selling and conserve time for both himself and the customer.

He will know his markets so well that he can buy to best advantage; he will seek his customers with energy, and supply their needs with intelligence.

He will study the economic conditions of his community and the psychology of the people; he will look ahead and plan ahead.

Better salesmanship will overcome many of his competitive problems, and thorough control will keep him informed of his business progress.

The successful hardware retailer

will be both a good merchandiser and a good business man.

In the evening the members were given a ticket to Keith's theater, followed by a dancing party in the ball room of the Pantlind from 9:30 to midnight.

### Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 16)

Jan. 31. We have to-day received the schedules, order of reference and adjudication in the matter of John Thornton, Bankrupt No. 3086. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$150 of which the full interest is claimed as exempt, with liabilities of \$884.04. 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:

Conroy Coal Co., Grand Rapids	17.00
VandenBerge Cigar Co., Grand R.	14.00
F. W. Folger, Grand Rapids	5.03
Charles Hogue, Coopersville	2.28
Press, Grand Rapids	5.60
Rose Pine, Grand Rapids	27.83
Holland Cigar Co., Grand Rapids	13.13
Ferris Coffee House, Grand Rapids	18.85
Dr. Harold K. Reynolds, Grand R.	2.00
L. & L. Tobacco & Candy Co.,	
Grand Rapids	10.00
V. C. Ice & Coal Co., Grand Rapids	32.50
Moon Lake Ice Co., Grand Rapids	1.71
Peter D. Mohrhardt, Grand Rapids	10.47
G. R. Gas Co., Grand Rapids	9.71
Bert Amison, Grand Rapids	317.15
Kent State Bank, Grand Rapids	100.00
Mitchel Steketee, Grand Rapids	115.21
Rysdale Candy Co., Grand Rapids	9.91
Bayuk Cigar Co., Grand Rapids	9.91
Richard VanBoehove, Grand Rapids	8.50
Leo J. O'Riley, Grand Rapids	9.75
John Spohn, Grand Rapids	1.85
Dr. LeRoy, Grand Rapids	9.00
Dr. A. J. Patterson, Grand Rapids	35.60
Fulton Drug Co., Grand Rapids	1.25
Bedford Boot Shop, Grand Rapids	10.69
Wila B. Dutcher, Grand Rapids	3.00
Nellis Tabor, Grand Rapids	50.00
Albert Hake, Grand Rapids	16.00
Dr. J. W. Rigtterink, Grand Rapids	3.00
Lou Bertha, Grand Rapids	2.25
G. R. Furn. Co., Grand Rapids	10.00

On this day also was held the first meeting of creditors in the matter of Peter Mickel, Bankrupt No. 3068. The bankrupt was present in person and represented by Frank I. Blake, attorney. Creditors were present in person. Claims were proved and allowed. C. W. Moore was appointed trustee and his bond placed at \$100. The trustee was directed to investigate the value of assets over and above mortgages and exemptions and report. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date.

Jan. 31. In the matter of George E. Buyce, Bankrupt No. 3069, the first meeting of creditors was held this day. The bankrupt was present in person and not represented. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. C. Woolridge was named 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 Purity Pie Shop, Bankrupt No. 3071. The bankrupts were present in person and represented by attorney Robert H. Burns. Creditors were present in person and represented by Corwin, Norcross & Cook. Claims were proved and allowed. The bankrupts were each sworn and examined, without a reporter. C. W. Moore was named trustee and his bond placed at \$500. The first meeting then adjourned without date.

Feb. 1. On this day was held the first meeting of creditors in the matter of Peter James Hamilton, Bankrupt No. 3067. The bankrupt was present in person and represented by attorneys Eldred & Gemund. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Arthur C. Anderson, Bankrupt No. 3060. The bankrupt was present in person and represented by Charles H. Farrell, his attorney. No creditors were present or represented. No trustee was appointed. Claims were proved and allowed. 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.





**WHAT THE DUB THINKS**

**The Peepuls Servants.**

The outstanding difference between a kingdom and a democracy is the hatching. One comes through generation, while the other is by affiliation, if you get me.

In this wonderful democracy of ours, where the peepul are seduced to believe they govern, but don't, we have to have what we call public servants, which ain't, said to be selected by the peepul, but not, to carry out their wishes, for which they substitute their own.

These servants come in two strains—the picked and the pickled. It is only on the advent of some great disaster like a flood or an earthquake that we are permitted to enjoy the services of the picked, as recently experienced with our Governor and the late President—praise the Lord for disasters.

The "pickled," however, are always with us, always have been, and, like the farmer, always will be. They are first cousins to the animal that made "Ioway" famous, which accounts for that old time grab bag known as the pork barrel, into which a new crop dives after each election.

Trailing away back B. C. we find all these "you tellum" boys were appointed by a self starter, to do the dirty work. You will recall where Moses was appointed a law giver for the Jews, and Abraham to lead the chosen people to the land of Canaan. Even old Noah got a belated commission to take charge of the whole works at a time when the dubs didn't know enough to go in out of the rain, and at the same time perpetuating the entire animal kingdom for the benefit of the Izaak Walton League.

But after a time the peepul grew restless, became boisterous, raising such a din that it threatened to jar the appointers off the velvet. Something had to be done, so going into conference, the self starters evolved that bright idea known as the primary, whereat they set up several of their sure thing "yes men," allowing the peepul to take their choice—you now see it on the banners—"The Peepuls Choice."

This arrangement has seemed to satiate the dubs on down to our present day democracy, which, however, does not apply to the President. So far the dubs cannot be depended upon to select the King Bee. They just vote for a bunch of the "dyed in the barrel" to sit in at a place called the Electoral College, which is not a college at all, but merely a hangout where they convene to decide on a drone they can handle the easiest without getting stung.

But, to return to this pickled bunch, you may ask, "How do they get that way?" As soon as one gets the bug, he starts out to blaze the trail, and they get in line similar to vaudeville candidates on amateur night—the one getting the biggest holler wins. Armed with a bunch of cards in each side pocket, showing the various shades in

his horoscope he hies forth. On one bunch you will note a little emblem down in one corner resembling a fried egg, which represents the International Allied Council of Systematic Stallers on all jobs supposed to entail labor. These he hands out diabolically to suspects and expects supposed to control the vote of the peepul.

Permit me to skid long enough right here to state that since the last Presidential election this egg emblem has gone stale, owing to the fact that the Stallers proposed to ignore the picked in favor of a pickle of their own, who must have felt that he was rotten egged after the cows came home.

We can trace the origin of this pickled bunch back to the good old days of the kerosene torch and beer that wasn't near, when all the dubs would shine as shock troops, decorated in oilcloth capes and firemen's hats. That was a thriller which seemed to satisfy them for four years—that is, those who didn't get into the pickle. These latter started up the line anywhere from constable to alderman, many eventually landing among our most prominent servants we have with us to-day, who cannot even bear the smell of kerosene since prohibition. And they are all gluttons for more. In spite of the wail continually going up relative to long hours, poor pay and life devotion, they hang on like barnacles to a ship, crouched behind the slogan of "Civil Service" they are supposed to bear the yoke until their batteries run down, and then retire on a pension in Los Angeles. Nothing short of a stick of dynamite will jar one loose, while thousands are waiting in line for the jobs. Note one recent election where thirteen candidates ran for sheriff. Again when a treasurer retired there were five applicants for the job the next day. In our own city at one time were eighty-six applications for positions in police and fire departments.

Our present Governor has been literally flooded with applications for everything from pot wrestlers to chaplains, including fifty for jobs on the Public Utilities Commission, at \$7,000 per year. "Oh dub, where is thy sting?"

There is no age limit, physical or sanity test for these "come-ons." Those not competent to handle the affairs can turn them over to the deputy, same as a first-class postmaster, who is never expected to do any work. He has already done his bit, if you know what I mean. Every old failure at real estate, insurance or any other calling, for that matter turns to the public nose bag as a last resort, starting in as chronic jurors, janitors, coat hangers, accepting any old thing from poundmaster to Governor. Many of these failures have been supported for a lifetime, and retired, while others have grown opulent on perquisites and pulled out on their own.

Coming down to the present, the universe is cluttered up with office holders, office seekers and general all around pap suckers, thicker than second hand cars, and far more useless, because they cannot even be disassembled for spare parts. They buzz

around civic centers like flies in a sugar barrel. Democracies are not alone in this affliction. Shortly after the war Spain was so glutted with "yes men" that the King himself condoned a military coup as an official physic.

Now, with the disappearance of the torch, hard liquor, the goose yoke and apron strings, this horde of "the peepuls choice" are becoming chesty—even taking themselves seriously. While theoretically hired to carry out the will of the people, they are projecting their own aesthetic and astute dreams into the taxpayers' pockets, widening streets, zoning, boulevarding, civic centering, palisading, and stadiumizing—all for what? To make room for more second-hand cars.

They set their own hours of labor—if they ever labor, and if they can't raise their own salaries, like senators, they arrange to have it done for them and get away with it.

Now all this glorification has developed a new auxiliary adhesion known as city managers, planners, efficiency experts and zone rectifiers, who are called in to do the dirty work, while the public servants sit back and act as cheer leaders, giving us a City Beautiful and a smaller mouthful, while the dub pays on.

If we expect to have "a good place to live" instead of a bankrupt Paradise, there should be a prize hung out that would make Bock's look like thirty cents, for the individual or set of individuals who could devise some scheme to do away with this horde and deliver us from any more self government which aint. The Dub.

**Change of Dates of Flint Convention.**

Wyoming Park, Feb. 8—We have had to make a change in the dates of our Flint convention, owing to the fact that Easter comes on April 17. We had the date as April 12, 13 and 14, but at that time we were under the impression that Easter came on April 4. It has been our experience in the past that Easter week is a busy one in most stores and it would be difficult if not impossible for many to leave their stores for three days during that week. Accordingly, with the advice and consent of the Flint committee, we have changed the date to Tuesday, Wednesday and Thursday, April 26, 27 and 28.

I hope this is agreeable to all. The committee is working on the Sunday closing law and we have had the bill drafted.

I expect to meet with our Legislative Committee soon in Lansing and then we will get the bill introduced before the Legislature.

Plans for the convention are coming fine and I would be especially pleased to have the members write to me suggesting topics which they would like discussed. Paul Gezon.

Sec'y Retail Grocers and General Merchants Association.

**Twill Coats Selling Better.**

Twill coats are now meeting with a much stronger demand than two weeks ago, according to manufacturers. Retailers are placing orders for the garments in both misses and women's sizes, and the indications are favorable for continued activity in the merchandise during the next few weeks. Coat manufacturers are showing comprehensive styles in which there is much use made of pleats,

tuckings, fancy side stitching and embroidery. Many of the coats are fur trimmed, the lighter colored pelts being favored. Tan, light blue, gray and navy are the leading colors.

C. L. Peifer, proprietor of Hotel Shelby, at Shelby, renews his subscription to the Tradesman and writes as follows: "Enclosed please find draft for \$3 for Tradesman for another year. I can assure you that we appreciate the Tradesman in more ways than one and could hardly keep house without it."

**Business Wants Department**

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—After 41 years in business have decided to retire. Well established clothing and men's furnishing business. A clean stock, good fixtures. Centrally located. Store can be leased for term of years. Excellent opportunity for anyone wishing to go into business. Act quickly. Erickson Bros., 241 Monroe Ave., Grand Rapids, Mich. 456

SAW TIMBER ON FORTY ACRES—Most species native to locality. S. F. Bennington, La Rose, Ill. 474

HOTEL—AT WAUSAU JUNCTION. A GOOD paying. Owner selling account of death of husband. Write MRS. FRED KRUSE, SALOON, 1029 Junction St., Wausau, Wisconsin. 475

FIRST CLASS, up-to-date bakery, in the very heart of the retail district, cheap rent. Doing \$5,000 monthly. City of 70,000. Can get almost any amount wholesale business. Ideal climate. W. Scott Brewer, 307 King St., Charleston, South Carolina. 475

FOR SALE—A four-drawer National cash register, No. 1,769,923 and 942(2) R. S.—EL4C, in good condition, for \$525. Redman Brothers, Alma, Michigan. 473

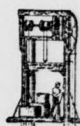
FOR SALE—Dry goods store. Eastern Michigan. Stock, \$12,000; sales \$40,000. Will consider good farm as part payment. Address No. 466, c/o Michigan Tradesman. 466

FOR SALE—Stock of general merchandise, and fixtures, to settle an estate. Wallace Bros., 159 Pipestone street, Benton Harbor, Mich. 463

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

**CASH For Your Merchandise!**

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON. Saginaw, Mich.



**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., Rives Junction.



## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

W. A. Pierson has conducted a grocery store on Houston avenue, Muskegon, for the past six years. In 1924 he added a small line of dry goods. About that time he received a call from a man named O'Brien, who claimed to represent the Excella Pattern Co., of New York. O'Brien said the retirement of the Riordan dry goods establishment, on Western avenue, would leave open the agency for the Pictorial Review patterns and that Mr. Pierson would do well to grab the agency now while he could get it. The promises of the pattern representative were so prolific that Mr. Pierson concluded to take on the new line, but when he came to sign the contract he found that it was made out in the name of the Excella Pattern Co., instead of Pictorial Review Co. He called the attention of the agent to this and the latter insisted that the Pictorial Review Co. had changed its name and that hereafter the patterns would be sold under the name of Excella.

When the original stock came the goods were billed at about \$400, which was about four times what the order called for. On opening up the goods he found the patterns included in this shipment were old, grimy and tattered and adapted to the styles in vogue from seven to fifteen years ago. The inscription on the case in which the patterns were shipped showed they had been to Iowa, Texas and several other states. Evidently they had knocked around the country from six to fifteen years. They were absolutely unsalable and Mr. Pierson wrote the people in New York that he would hold them there subject to their order. They then continued to ship him a consignment once a month and invoice for the year's shipments amounted to \$212.

Within a month after he took the agency he learned that the agent's representation regarding the Excella being the successor to the Pictorial Review was false. Another merchant within three blocks of the Pierson store opened up a line of Pictorial Review patterns.

At the end of the year Mr. Pierson figured up what he owed the pattern company and tendered a check for \$46.76, which was refused. In the meantime he had re-shipped the out-of-date stock to Chicago, where it came from originally. The same check was tendered several attorneys to whom the Excella Co. sent the claim and was repeatedly rejected. He then turned the check over to his attorney, Mr. Cross, who retained it until the conclusion of the suit, which was started in the Muskegon Circuit Court by the Excella Co. The case was well tried, but there are so many evidences of fraud connected with the affair that the presiding judge charged the jury in such a way that it could hardly fail to render a verdict except for the amount Mr. Pierson had conceded he should pay. The jury promptly brought in a verdict for that amount

and the case is probably now at an end. No one appeared for the plaintiff except the attorney. Depositions were read in court from a Mr. Levi and a Mr. Israel. The latter swore that he packed the goods in New York in May, 1924, and that they were all up to date patterns. As Mr. Pierson's shipment reached Muskegon in April and was shipped from Chicago, it was very clear to see that the man who made the deposition was perjuring himself when he stated he superintended the shipment of the goods a month later in New York. The jury evidently took no stock in the depositions and promptly brought in a verdict for \$46.76, the exact amount Mr. Pierson had offered to pay at the conclusion of the yearly contract.

As the pattern company has no rating it is in all probability irresponsible and Realm of Rascality warns its readers to beware of having anything to do with a concern which does business along the lines pursued by the New York house.

The cat is out of the bag. The so-called mystery stock that J. W. Stollin has been ranting about in his fake Financial Criterion in Barnumesque language as the stock market sensation is Alvarez Mining, another addition to the Boston Curb's menagerie of tigers with claws that rend. It is to outdo Aardsley Butte in market performances, that is to say, it will rise higher than the balloon. It may rise under the artificial gas provided by its manipulators, but how long it will stay up is another question. When it decides to come down watch it fall but only as a spectator. In his preying quest for victims, Stollin does not spare even women. We have one of his telegrams addressed to a lady in which he urges her to invest all her available funds before the big rise begins.—Financial World.

St. Louis, Mo., Feb. 8—Ernest Howell, who styles himself "Necktie Tyler, the Blind Tie Salesman," is connected with the Mississippi Valley Knitting Mills, now located at 1718 Washington avenue.

The Mississippi Valley Knitting Mills is owned by one Jacob Karchmer who is mentioned in the enclosed letter referring to Paunee Bill," another blind tie salesman.

Mr. Karchmer is well known in St. Louis where he has an unenviable record as a promoter of questionable schemes. He has been arrested and his place raided in the past. He was born in Vilna, Russia, and is said to hold some radical views. He served in the Marine Corps during the World War but has been expelled from the American Legion because of conduct unbecoming to a gentleman. Mr. Karchmer's past activities have shown a preference for blind "decoys." Mr. Karchmer was formerly vice-president of the St. Louis Knitting Mills, which firm is mentioned in the letter referring to "Paunee Bill."

The Better Business Bureau has just received unconfirmed information that another well-known St. Louis blind man (in addition to "Paunee Bill" and "Necktie Tyler") has just signed a contract with still another promoter to entitle him to 20 per cent. of the profits. Because of "Paunee Bill's" success in securing business through an indirect blind plea, the "tie fever" seems to be inoculating the blind and disabled of St. Louis. No doubt the

spread of the disease is being speeded with "injections" by shrewd promoters.

The Better Business Bureau believes that most people will instantly recognize the risk taken in heeding a plea to purchase unordered merchandise sent by mail. At best it is an annoying and unethical method of merchandising. When it is used by promoters coupled with a disguised plea for charity, or sympathy, it is unusually vicious. Better Business Bureau.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 8—It looks now as if we are to have a bumper crop of snow this winter. We have from three to ten inches and at this writing it is blowing a blizzard, but all this time the road clearing gang have been able to keep the roads throughout the county passable for auto travel, which seems remarkable. Our city manager, Mr. Sherman, also has been successful in keeping the city streets cleared by piling up mountains of snow in the empty lots used for receiving the surplus. It has been an experimental year and many pessimists were sure the roads could not be kept open in this Northern country. It now seems that it is not only possible, but an assurance that hereafter we will have good roads during the entire year.

Elaborate preparations are being made for the automobile show to be held at the armory next week. In addition to the orchestra, vaudeville sketches and other attractions, the following dealers will exhibit: Taylor Sales, Oakland Sales, Rockman Sales, Partridge & Shunk, Sooford and Wynn Auto Sales. Other dealers will show some new models. Dave Hackney, of the Sooford, expects to return from Detroit with the new 1927 Lincoln model. It is expected that there will be between forty and fifty autos on exhibition and those in charge feel that the show this year will be more complete than any held heretofore.

Percy Bennett, traveling salesman for the Tapert Specialty Co., is enjoying a two weeks' vacation, which he will spend visiting Detroit, Chicago and Toledo.

Fred Shaw, of the Gamble-Robinson & Shaw Co., is making an extended business trip to Minneapolis, Grand Rapids and Chicago. En route he will stop over at the Burleson institute in Grand Rapids to get the once over. During his absence the hikers are putting in only half time work on the adjacent hills, holding back for the long hikes until his return, as he is the official pace-setter for the club.

The Canadian Soo is hitting on high again. Not only the anticipation of Canada wet, which expects to swell the population, but the industries there are forging ahead. The Algoma Steel Corporation added about 500 men last month and expects to put on 300 more men before March, so their operations mean much to the prosperity of the merchants.

The Soo Co-Op. Mercantile Association has purchased the Mitchell grocery, on the East end of the city, which makes a chain of eight stores, instead of the seven it has been operating during the past few years. It is also reported that the A. & P. is about to open another store, which will give it four stores, which will relieve the congestion in the retail grocery trade somewhat. The old saying that "Opposition is the life of trade" may be correct, but sometimes hard to figure out.

Looks as if the times are hard at Strongs, as their postoffice was robbed last week and \$32 in small coin taken.

Capt. P. H. Scott and Postmaster William Snell were assigned to the painful task of destroying seventy-five quarts of good Canadian whisky which was confiscated by the customs here.

The corn juice was emptied into the river, but as yet no difference has been discovered in the conduct of the fish. The valuable product could have been used up in our radiators, but as this was but a small percentage of the amount of booze left in this territory, we may get along without any hardship.

Sugar Island may be coming into her own soon, as a ski industry has been started by Frank Aaltonen. An expert from Finland is fitting up the mill at Payment, which, when completed, will finish the best ski on the market. Several skis have been made and the texture of the wood, the workmanship and the finish are on a par with the famed skis of Finland. The wood, yellow and red birch, grown on Sugar Island, is even better than that grown in Finland. With a modest beginning it is expected that the output will be increased as soon as the market warrants. Mr. Aaltonen is an old ski expert and will try to form a ski club in this vicinity, so we may hold some of the contests which are now held at Ishpeming, St. Paul, Duluth and other places, which will be a move in the right direction to help us in making this a winter resort.

Perhaps you can't excel others, but there's a fine, healthy joy in beating your own record.

John Gray, the well-known merchant prince of Nebish Island, paid us a visit last week. John will be remembered as the jolly old retired traveling man who made his pile, then moved to Nebish Island some ten years ago, where he later opened a general supply store, more for the convenience of the tourists than for financial gain. That life on the Island agrees with him is manifested by his youthful appearance. He is still full of pep and gets around as spry as a lad of half his age.

A. H. Eddy, proprietor of the Big Eddy store, is making some changes in the arrangements in his store, also re-decorating throughout, which, when completed, will be one of the largest and finest stores in Cloverland.

We have just learned through one of our esteemed citizens, Charles A. Wheelock, who devoted much of his time to the development of our county, that Cloverland is about the best place in the United States for raising flax. While this is a comparatively new venture here, the farmers are getting from ten to twenty bushels to the acre, while the average yield for the United States is only seven and a half to eight and a half bushels to the acre.

Sam Kirvan, of Brimley, has gone into the shell game, but he is making them into artistic shell signs, somewhat of a novelty but very attractive. He also cracks the various colored shells and sells them to decorators. This he is going to do in addition to his shipping moss and evergreen to the larger cities, which he has developed into a good paying business.

The youth with his eye on a big salary and his heart on short hours usually has a wishbone where his backbone ought to be.

William G. Tapert.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 8—Geo. R. Perry, the merchandise broker, is gradually recovering from his recent illness. As soon as he secures immunity from Old Sciatica, he hopes to resume his calls on the local jobbers.

At the annual meeting of the Michigan Hardware Co., held on Monday, two new directors were added to the board—Stuart Spindler and Edward Kettner.

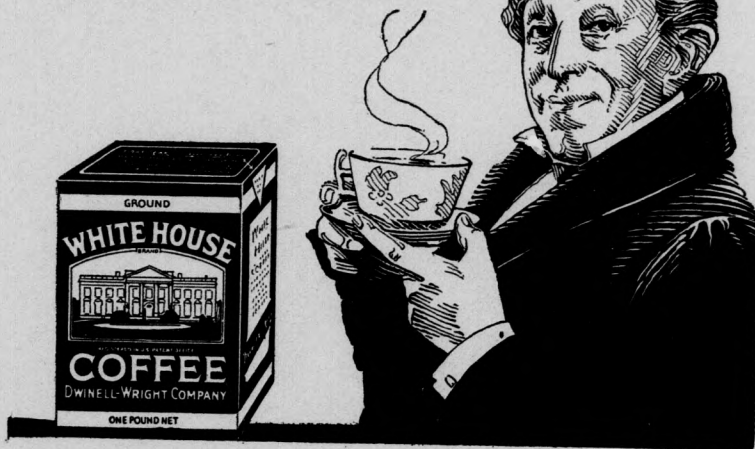
John Cummins (Scotton, Dillon & Co.) recently received serious injuries in an automobile accident at Detroit. Several ribs were cracked and he received a bad gash over one eye. He has been brought to his home in this city where he is rapidly recovering.



# WHITE HOUSE COFFEE

To help you during the new year, the greatest advertising campaign ever run on White House Coffee has begun in national publications. It will run throughout the year and throughout the United States. Beautiful color advertisements in a dozen leading magazines will broadcast the goodness of White House Coffee to 20,000,000 readers. In addition, over 400 newspapers will build White House Coffee sales in local stores. Tie up with White House Coffee. Tie up with this advertising campaign. If you do, you will ring up a mighty fine profit on coffee this year.

*The Flavor Is Roasted In!*



DWINELL-WRIGHT COMPANY

Boston - Chicago  
Portsmouth, Va.

## Suggest Mueller Products

Because they are healthful and easily prepared.

**Mueller's Elbow Macaroni**  
**Mueller's Spaghetti**  
**Mueller's Egg Noodles**

Simply boil 9 minutes then garnish and serve.



**C. F. MUELLER CO.**

JERSEY CITY, N. J.

## Your Customers Know

that the *quality* of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

# K C Baking Powder

*Same Price*  
*for over 35 years*  
*25 Ounces for 25c*

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

*Millions of Pounds Used by the  
Government*

Sell more  
Merchandise  
in 1927

# An Invitation to Retailers Who Want More Business in 1927



7 Keys open  
the Doors to  
More Business  
in 1927.

Here they are:

- 1—Better Windows
- 2—Better Store Arrangement
- 3—Better Turnover and Stock Control
- 4—Better Advertising
- 5—Better Sales People
- 6—Better Buying
- 7—Better Credit and Cost Keeping

Experts from all parts of the country will be present to discuss these "SEVEN KEYS" at this great retailer's conference.

Here is a chance for you to come and get ideas which will help you bring more dollars into your cash drawer and solve many of the problems that you will face in 1927.

\* \* \*

*Endorsed by many  
Michigan Associations*

Retail Merchant's Bureau of  
Battle Creek, Flint, Saginaw,  
Jackson and other cities

Retail Merchants' Association  
of Detroit

Detroit Board of Commerce  
Aircraft Club of Detroit

Here is REAL NEWS for every mid-west retail merchant who is going after MORE BUSINESS in 1927. In Detroit, on March 8, 9 and 10, retailers from all sections of the country, and especially from the middle west, will meet to discuss their common problems, to listen to experts in special fields or to merchants who (because they have made big successes in small towns) have a message for all progressive retailers.

So, make your plans now, to come to the

## Better Merchandising Conference and Exposition

Detroit March 8-9-10  
at the New Masonic Temple

What you may expect in this conference—

1—A brass-tack, down-on-the-ground, business conference dealing with specific problems which retailers in town and city alike are meeting.

2—A series of talks by nationally-known speakers—Read this list!

BOB MOONEY—B. & O. Cash Store, Temple, Okla. Subject: "Why and How We Sell Merchandise for Cash."

FREDERICK J. NICHOLS—Director, Merchants Service Bureau, National Cash Register Company, Dayton, Ohio. Subject: "The Place and Value of Service in Business."

FRED P. MANN—Devils Lake, N. Dak. Subject: "How I Built a Half Million Dollar Business in a Town of Five Thousand People."

JOHN B. GARVER—Garver Bros., Strasburg, Ohio. Subject: "The Future of the Country Store."

R. A. CHANDLER—Chandler Hardware Company, Sylvania, Ohio. Subject: "How Outside Salesmen Develop Business for Our Retail Hardware Store."

ALF W. PAULEY—Nationally known druggist of St. Louis, Mo. Subject: "More Profit Through Quick Turnover."

LEW HAHN—Secretary National Dry Goods Association. Subject: "Organizing the Sales People for More Business in 1927."

E. S. CHARLES—Charles Company, Napoleon, O. Subject: "How We Increased Our Business 42% in Six Months."

HARVEY J. CAMPBELL—Vice-President, Detroit Board of Commerce. Subject: "Meeting Competition."

LOIS B. HUNTER—Advertising Manager, Himeloch Bros. & Co., Detroit. Subject: "Advertising a Specialty Store."

T. K. KELLY—The T. K. Kelly Sales System, Minneapolis. Subject: "Handling Retail Credit."

3—Group sessions led by representatives of different state associations.

4—An exposition cram full of IDEAS—displays of all kinds of merchandise—demonstrations on window-trimming, store arrangement—a special retailer's exposition of best-pulling advertisements, direct mail, window displays, etc. (SEND YOURS IN NOW!)

5—Big entertainment features—a chance to make friends and establish new associations.

6—Registration for the entire program (with exception of the banquet) will be \$2—which will apply as a membership fee in the Better Merchandising Association (non-competing with existing associations).

### Special Round Trip Fare Rates

Fare-and-a-half rates for the round trip will be in effect in Michigan (including the upper Peninsula), Ohio, and Indiana, on the certificate plan (provided 250 or more use this privilege).

BETTER MERCHANDISING CONFERENCE AND EXPOSITION

909 Polk Directory Building, Detroit, Michigan