

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 2, 1927

Number 2267



Then Laugh

Build for yourself a strong box,
Fashion each part with care;
When it's strong as your hand can make it,
Put all your troubles there;
Hide there all thoughts of your failures
And each bitter cup that you quaff;
Lock all your heartaches within it,
Then sit on the lid and laugh.

Tell no one else its contents,
Never its secrets share;
When you've dropped in your care and worry
Keep them forever there;
Hide them from sight so completely
That the world will never dream half;
Fasten the strong box securely —
Then sit on the lid and laugh.

Bertha Adams Backus

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



Stanolax Relieves Constipation

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

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

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

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

Standard Oil Company
[Indiana]

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E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Subscription Price.
Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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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.

Interesting Report From Manager Hammond.

Lansing, March 1—As our members will recall, a federation of mercantile organizations of the State, including druggists, hardware, grocers, jewelers and lumber dealers was organized during the Legislative session of 1925 consisting of the President and Secretary and a third member from each of the above named organizations.

This federation of officers was called together several times during 1925 to consider problems which were before the Michigan Legislature. The President of the Michigan Retailers' Council is Hon. C. L. Glasgow, of Nashville; Secretary J. E. Hammond, of Lansing, and Attorney, W. S. Foster, of Lansing.

Recently a meeting was held in Lansing to renew acquaintance and mutual interest in mercantile problems and to consider measures now pending before the Legislature of 1927. A good representation of men was present and a re-organization was effected by the election of the former officers, including First Vice-President J. R. Abbott, of Muskegon, Second Vice-President Paul Gezon, of Grand Rapids.

The Wisconsin Law regulating trading stamps and other gift devices was discussed. The Secretary and attorney were authorized to correspond with Wisconsin officials to determine the present status, legal and otherwise, of the law with the view of introducing a bill in this State on this subject.

A Sunday closing law originating with the State Grocers Association was discussed as was also the Lennon law providing for a State tax on tobacco, cigars and cigarettes. The sentiment of the Council was unfavorable to the Lennon law. It was divided regarding the Sunday closing law, but unanimous regarding the measure to limit the use of trading stamps and other gift devices.

A Legislative Committee was appointed, consisting of the following:

F. L. Willison, Climax.
Paul Gezon, Grand Rapids.
T. E. Vandervoort, Lansing.
F. G. Randall, Lansing.
F. E. Mills, Lansing.

It was voted that Mr. Hammond should act as the representative of the Council to inform the officers of various organizations of bills affect-

ing mercantile interests which are being introduced in the Legislature. We respectfully suggest any of our members who have suggestions to make that they be forwarded either to the Chairman or the Secretary. The same will receive careful consideration.

Probably more than a dozen pattern contracts have been straightened out during the last three months. Some seemed almost hopeless before we undertook to bring contending parties together. Recently one of our members had occasion to return goods which were not satisfactory as to sizes. The goods had been returned and refused and re-returned to the buyer only to be refused. An adjustment was recently had in which your Manager acted as an arbitrator. We were gratified to have our member express thanks for the adjustment and we are quoting from a letter received from the manufacturer, who is equally pleased.

"I want to thank you very kindly for your consideration, and the diplomatic and pleasant manner in which you have handled this matter, has surely pleased us very much. I cannot help but tell you, Mr. Hammond, that it must be an incentive for the retailers in your State to affiliate themselves with your organization, with you as their manager."

Our former director and vice-president of the Association, H. G. Wesener, has retired from active business life. Everyone who knows Mr. Wesener will congratulate him on his successful career as a business man and wish him many years of ease and comfort.

Over one-third of the booths of our Merchandise Fair, May 10, 11 and 12 have already been sold. Mr. Hammond will attend the Merchandise exposition in Detroit, the exposition of the Ohio Retail Dry Goods Association in Cleveland next month. We have no hesitancy in stating that the success of the Merchandise Exposition is already insured.

In making our calls around the State we miss many of the old stand by members that are sojourning in warmer climates. Knapp and Arbaugh are in California; Mulrine, Toeller, Bullen and Jones in Florida. Some of the others must be away, as we do not receive replies to our letters. They will all be back to attend our wonderful Spring convention and Merchandise Exposition May 10, 11 and 12.

For several years it was our pleasure to call upon the veteran dry goods man in Ann Arbor, C. W. Millen. During the last year or two we could observe that his health was declining and we will remember his optimistic manner last September, when we had our last visit with him. The day previous to his death was spent in his store and he passed away suddenly one morning as he was preparing to return to his accustomed place. Last week when making a visit to Ann Arbor we were there at the time when the closing out sale announcements were being posted in the front windows.

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 1—William Fleetham, one of our popular jewelers, had the misfortune to fall and break his hip while playing hockey last Sunday. Bill has the sympathy of his

many friends in his six weeks' sojourn at the hospital. The game was between the butchers and the barbers, so that Bill could have stayed out if he wanted to, but he is like a lot more of us young old timers who forget we are not as young as we used to be and are getting along to be thinking of golf or horse shoeing contests and keeping away from this rough stuff.

Jacob Schopp, the well-known meat dealer at DeTour, was a business visitor here last week. He reports business somewhat better than usual this winter, due largely to the good roads throughout the country, which brings more business into the village. Mr. Schopp has built up a nice business since he started in business for himself about three years ago. He has an up-to-date market, which he keeps stocked with the best of meats and groceries, which attracts trade for many miles throughout the country.

Colwell & Burns will open their fourth store at Marquette on Saturday. With headquarters here, they now conduct and own stores at Newberry, Munising, Marquette and here. The first store was opened here about three years ago. Alfred J. Burns and Geo. Colwell are both young men, but they are hustlers, good financiers and hard workers. They are strictly on the job all the time, which accounts largely for their success.

Two heads are better than one—except on a pin.

William McGuire, one of DeTour's leading grocers, has been selected as a candidate for the office of President of the village again. If elected, it will make his second term in office. He has devoted much of his time in getting electric lights for DeTour and has made a remarkable record during his term of office and his many friends are confident of his re-election.

E. LaRocque, owner of the Rexall store at St. Ignace, was a business visitor here last week, making the trip by motor.

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

In the Feb. 2 issue of the Tradesman we stated that V. M. Hemm, one of the proprietors of the Northern Hotel, at St. Ignace, had bought the interest of his partner, O. P. Welch. This should have read just the reverse, as it was O. P. Welch who bought the interest of V. M. Hemm. We are pleased to make the correction. Mr. Welch will manage the New Ste. Marie Hotel here next season, which will be conducted in connection with the Northern Hotel at St. Ignace.

"There's a reason for the affinity between a colored man and a chicken. One is descended from Ham and the other from eggs."

The Kinney shoe store is having a closing out sale of their entire stock and will move to Escanaba. They have been doing business here for the past few years, but the shoe business seems to be somewhat overdone here. Besides the exclusive shoe stores, we have numerous small places dealing in shoes.

William G. Tapert.

C. B. Cady Co., dealers in dry goods and men's furnishings at Pigeon writes the Tradesman: "We enjoy the Tradesman very much."

Burnham-Stoepel Bought By Edson, Moore & Co.

Detroit, March 1—Purchase of all of the general dry goods departments of Burnham, Stoepel & Co., one of the oldest wholesale dry goods houses in the city, by Edson Moore & Co., pioneers in the same field, will be announced in the Tradesman to-morrow by Frederick Stockwell, President of the latter corporation.

The sale, which becomes effective to-day, does not involve the floor covering departments, in which Burnham, Stoepel & Co. has specialized for a number of years. They will continue in this business exclusively at their present location, 441 Jefferson avenue.

Edson, Moore & Co. took over the dry goods departments to-day and they will be closed for selling until March 7 at which time the stock will be offered in general sale for quick liquidation. The entire dry goods organization of Burnham, Stoepel & Co. will be taken over temporarily and officials of the purchasing house declared it likely that many of the salesmen and other members of the organization will be incorporated in the Edson, Moore & Co. organization permanently.

Officials of the two companies declined to make public the consideration involved in the deal, but said that the purchase was made for cash.

Both firms have been identified with the growth of Detroit for more than fifty years and each has built up a large dry goods business over the State and adjacent territory. Both originated from the pioneer house of Allan Sheldon & Co., which was the successor to Zachariah Chandler, dry goods merchant. All of the founders of the two companies previously had been associated with the Allan Sheldon business.

Edson, Moore & Co. opened for business Feb. 12, 1872, on Jefferson avenue. The founders were James L. Edson, George F. Moore, Ransom Gillis and Stephen Baldwin, the latter being a special partner. All of the original members of the firm are dead. The company was incorporated eighteen years ago. The present officers are: Gaylord W. Gillis, son of one of the founders, chairman of the board; Frederick Stockwell, President, and Fred D. Keller, secretary and treasurer. The company has been at its present location, 1702-1722 West Fort street, for thirteen years.

J. K. Burnham, A. H. Munger and F. C. Stoepel organized J. K. Burnham & Co. in 1875, and opened for business at the corner of Woodward and Jefferson avenues. They were successful from the start and a few years later organized a large wholesale dry goods house in Kansas City, which is still functioning as the Burnham, Munger, Root Dry Goods Co. Mr. Burnham and Mr. Munger became active in Kansas City, while Mr. Stoepel remained at the head of the Detroit house. About twenty years ago the company was re-organized and incorporated under its present name, with Ralph Stoepel as president.

All of the business of the enlarged Edson, Moore & Co. will be transacted at its present address, except the sale, which it will open in the Burnham Stoepel & Co. salesrooms on March 7.



WHAT THE DUB THINKS

Frozen Assets.

What is a frozen asset? Sounds like one of those foolish questions, "Why does a hen cross the road?" "Why is a tomalia?," etc. Generally my old friend Noah, of the unabridged fame, puts me hep to the most conundrums; but, as in case of sex appeal, he is mum on this double-cross assertion of mystery. Just between dubs, I don't believe the old man ever heard of it. Like many such phrases, it was just invented to fit the occasion, same as the solar plexus to fit Jim Corbett; and it is just about as effective as a knockout. Anyway, it is to-day about the most popular alibi in the banking business—profession or game, which—already having been adopted by 1389 banks, to be exact, in our great democracy, which closed their doors and hung this slogan in the window during 1924-25, "right in the midst of the greatest prosperity we have ever experienced," as Charlie Schwab would say at a banquet.

To hear the Dub-and-don't know-it banker tell it, your money is all tied up in real estate loans, which cannot be liquidated owing to various conditions, and if it ever is liquidated, it won't be damp enough to wet a whistle. Its cut, like other bootleg products. Always it is outside, not inside conditions—never the fault of the banker. Naturally were this the case, they would all go broke. As a matter of fact, there is no excuse for any bank failing to pay its depositors in time, unless the men in charge are either fools or knaves—perhaps both. Of course you can sometimes get back at a knave, but a fool—oh well, what can you do about it? Isn't there an old saw about "Fools busting in where angels fear to tread?"

But this "frigidaire" asset. How come 1389 banks got away with it in two years?—returns not yet in for 1926. Even a dub knows that real estate is not to be compared with farm products, up one day and down the next. It has a fairly stable value over many years. Say a farm has been considered worth \$75 an acre for twenty years. The owner borrows \$30 on it, but for various reasons he can't pay up, and the bank gets the farm—a frozen asset, but a sound investment, and it has stood the test of a hundred years. But, that isn't the case with these 1389 "frigadaire" plants.

During the war, when the Government put the "Haugen sign" on farm products, the farmer imagined his farm was also "Haugenized," even convinced a lot of dub bankers to the extent of getting another loan of from \$30 to \$40 per, practically disposing of the farm at face value, and there is the whole "tout ensemble" of this modern frozen assets—frozen so hard that it generally evaporates in thin air during the thawing process.

Coming down to banks in general, to us dubs, a bank is a bank. One appears about as good as another. We always think of a bank as a place to put money for safe keeping, same as

the old sock, the bedtick and grandfather's clock. It is the money you squeeze out of the already flat envelope; the money you are going to want some day when it rains, or the hospital or the undertaker may want it; or it's for the time when your eyes, your appendix or some other interior decoration lays down on you; or, again, when you are so old all you will need is a little sunshine, a bed and a roof. That's the way a bank appeals to you. Naturally, you think about the time you will take it out. Well, think again. Has it ever occurred to you that some of these "Dubs-and-don't know-it" are just borrowing your hard earned savings, at 3 or 4 per cent. to take a chance on getting 8 or 10 for themselves, without a lick of security? That a bank is about the only institution in the world that takes your money and gives you absolutely nothing in return, but an I. O. U.—no bond or mortgage or anything tangible whatever? The cashier just makes a note of the amount in a little book, showing you left the money there. When you call for it you get it, if the bank is still doing business. If you call and there is a note in the window saying: "This bank in the hands of the State Bank Examiner," what are you going to do about it? In China, they behead the banker, but not here.

An "Intelligenza" banker would give you an "It-talian" stare at such a libelous statement. He would say: "My dear sir this bank is organized under the laws of the State; and he might mention the Nation. We are regularly examined by a State Bank Examiner. Our stockholders are all prominent influential citizens (they always are until you find them out) liable for twice the value of their stock: (They are if you can get it, the examiner doesn't examine them). And, again, we have been in business for forty years—all the worse, we will say—much can happen in forty years—in fact, we have known it to happen—for real safety, give us a new bank which hasn't had time to get rotten.

But let's see how it works. In many states any old dub with the insignificant sum of ten thousand dollars can start a bank and accept all the deposits other dubs see fit to throw in—no limit—and they are liable only, mind you, for double the amount of their stock or \$20,000. With a million deposits, who is taking a chance, you or the banker? What a temptation to hang out the old slogan: "Frozen Assets" and let the world go "bye bye."

The system is all wrong and it is a compliment to some men that as many survive as do. But the temptation will always be there until there is a leveling process between the deposits allowed and the liability of the stockholders. When the day comes that they are liable to the extent of everything they own, the same as a private banker, they will sit up and scrutinize their loans, even at the loss of a game or two of golf.

How can we tell a good bank? Well, I wouldn't dare to answer that question until I consult Mr. Mellon—he has all the inside dope. However, a bank is just as good as the men who

run it and no better, if you get me. Always with us dubs there is a sense of security, because—well, just because nothing has happened and with some of them there is that misleading little word, "National" that sounds like a Government guarantee but not any—neither the Government, the State or the stockholders guarantee anything in any bank—you just take a chance. In the meantime, if you happen to have \$200 in a bank you expect to need put half of it in another bank and split the risk.

If you imagine this just idle talk, let me lead you to where 6,000 dubs have been waiting three years on two banks, one a National and the other a Savings, for something to happen. None of the stockholders are confined or inconvenienced, nor have they been obliged to hock their cars or golf clubs. They are still eating, which is more than can be said of some of the dubs.

Even as I place this before you, I doubt if you grasp the significance, the meaning of the closing of 1,389 banks, with an average of \$281,000 deposits each, and 2,000 depositors to a bank. It means over three hundred and ninety million dollars, the property of 2,778,000 dubs, strewn to the winds. Shut your eyes and visualize a procession of victims, 550 miles long, many of them widows and children, trying to exist on the little insurance money they had placed in this cold storage; crippled old men and women—some perhaps blind, but all good thrifty citizens, doling out a dollar or two at a time over a period of years, that they might eat and keep warm: in a home of their own, rather than be supported by the community in their declining years. Of course these plain trusting people don't understand the intricacies of high finance, and the awful brainstorms these "Intelligenza" endure; the close application and long and grinding hours they spend at golf, and they just stand helpless, perhaps, staring at the beautiful refrigerator where they put their money.

Is it any wonder some people lose sight of prohibition? With half the army employed to hunt bootleggers, turned on inside bank robbers, we might get better returns.

Now don't get the idea that I am condemning all banks—it's the system I am kicking on—for I still believe there are a lot of good ones if I knew how to tell them. And from now on there is going to be a lot more better ones; for while this dub is not a socialist, nor does he believe in Government ownership of anything, or the Government dabbling in all manner of private affairs, including drinks, bathing suits and religion, he does think that a great Democracy, "including the best and the wisest who seek only the greatest good for the greatest number" as one writer puts it, big enough to enact laws which will convict an old woman because her cider and dandelion juice sours on her, can make some arrangements, whereby the poor dub with pride and ambition enough to plant something for his declining years, rather than be a public charge, in a bank duly authorized by his Government, will be able to get it out again when he needs it.

The Dub.

70 YEARS Young!

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

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

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

1. Eagle Brand for infant feeding and Borden brands of condensed milk for coffee and cooking.

2. Evaporated Milk for general household use.

3. A tremendous campaign on Malted Milk in Liberty Magazine.

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

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

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion.

The war is on against houses which send out unordered goods and then send out threatening letters in the effort to enforce payment for unwanted and unwelcome shipments. The only way to put an end to this nefarious business is to refuse to return the goods unless \$1 is sent to repay the victim of the shipment for the trouble he is put to in the transaction. In some cases shyster houses send out \$1 checks and then dishonor them when they are presented for payment. As a matter of precaution, the Realm advises all persons who receive such checks to deposit them promptly and then wait a week before returning the goods to be sure the check is honored by the maker. In case it is dishonored, the only thing to do is to demand a bank draft, express order or postal note. If the architect of the Realm ever meets this experience, he will double the penalty on the shipper for attempting so cheap a swindle.

The Realm has always thought well of the Credit Clearing House and recent experience leads to the belief that the good opinion so long held will not have to be revised. One of the blanks this organization has been supplying its customers uses language not justified by law, equity or decency. It threatens prosecution, legal costs and imprisonment if indebtedness covered by the blank is not paid promptly. As a matter of fact, imprisonment for debt (unless fraud is connected therewith) is not permitted anywhere in the United States, so that the wording of this blank comes under the prohibition of Government against attempted extortion and blackmail. Believing that the Credit Clearing House would be glad to have this illegal feature of its blank brought to its attention, the writer recently wrote that organization as follows:

Grand Rapids, Feb. 17—I have submitted your blank S P 265 to three Government officers and related the circumstances connected with the mailing—that it was mailed by a house which masquerades under an assumed name and had sent goods to a Michigan merchant without his giving order therefor.

All three pronounced the blank unmailable under such conditions and assured me that they would prosecute the case if I indicated a desire to take such action.

Because I aim to be constructive, instead of destructive, I hesitate to take such action without first communicating with you to ascertain if you will not agree to withdraw the use of such threatening blanks from cheap Kuykes who send out goods to distant merchants without order and then use your blanks as a club to attempt to extort payment. This practice is prohibited by the laws of Michigan and it would seem to me that New York ought to have a similar prohibition.

I take this action because I have always had great respect for the C. C. H. and do not wish to invoke trouble for you if it can possibly be avoided.

E. A. Stowe.

Within about a week the following reply was received, conceding that the contention of the Tradesman that the

blank was illegal and actionable was well founded:

New York, Feb. 25—Your February 17 letter has been referred to the writer and I am pleased to advise you that the particular form was withdrawn from use quite some time ago. We had a large supply on hand and our stenographers were instructed to use up this supply as second sheets only. However it is quite evident that we cannot safely permit this stationery to be used, even in this manner, and we are therefore destroying all such forms.
Frederick K. Epp,
Vice-President Credit Clearing House.

The following letter was recently received by Moore's Cash Store, Kingsley:

Chicago, Feb. 23—Enclosed find remittance of \$1 for return of bel's sent you some time ago. We cannot say that we agree with your method of procedure on merchandise shipped you for inspection. In our case the belts were shipped you approximately a week after mailing you a letter stating they would arrive in a short time. If you did not wish to open the package or inspect the merchandise, why did you receive it? Was it merely to receive this one dollar? Perhaps, if you turn this letter over to the Michigan Tradesman, they will have same printed.
Globe Products, Inc.

The writer of the above letter informs the Realm that we have created so much opposition to the shipment of unwanted goods into its territory that it has concluded to abandon the practice. Tally another victory for the Realm.

Who Got the Boodle?

Jackson, Feb. 28—Your editorial with the caption, Who Got the Boodle? involves some very interesting questions, as follows:

Who was Secretary of State? Charles J. DeLand.

Who was made Chairman of Republican Central Committee, Kennedy L. Potter.

What connection was between Potter and DeLand? They were law partners before either took office under Groesbeck.

Who owned the Chelsea cement plant? Kennedy L. Potter.

Who probably used his former connection to help sell it to Michigan? Charles J. DeLand.

Who is now building a fourteen story bank building in Jackson? The Potter Bank.

Does two plus two equal four? This is merely a surmise, not based on facts, talk or guesswork.

The writer merely visions a possibility.

It may be gross injustice. It may be unbalanced. But think it over.

One who Hates To See His State Gyped.

The Little Boy Knew.

A five-year-old city boy was visiting a relative in the country. The young farmer and his middle aged, heavy set hired man were building a concrete wall. The boy watched them placing stones and pouring concrete into the form. After a while he looked up and said: "The big man is working. He ought to be sitting still. He-ought-to-be-the-boss."

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc.
LOUIS LEVINSOHN, Saginaw Mich.

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

A Court Clerk's Experience



A Clerk of a Superior Court states:

"My experience as clerk of the Court has demonstrated to me the folly of appointing the average individual to perform Estate services. In cases coming under my discretion, I favor and recommend the appointment of a Trust company."

It is the exception rather than the rule for an individual to be informed about an executor's duties and the management of estates. Yet a thorough understanding of these duties is necessary for proper administration.

An executor should, furthermore, have ample time and equipment to perform his duties. He should be financially responsible and prepared to carry out the terms of a Will without delays or interruptions.

We will be glad to send our booklet "Descent and Distribution of property" explaining the responsibilities and duties of an Executor.

THE MICHIGAN TRUST COMPANY

JOHN DUFFY, Chairman of Board NOYES L. AVERY, President

The first Trust Company in Michigan

REYNOLDS
- Slate-Clad -
SHINGLES
"BUILT FIRST TO LAST"

MOVEMENTS OF MERCHANTS.

Bach—Paul Woldt succeeds Woldt Bros. in the general merchandise and farm implement business.

Ludington—Mrs. Thomas Kosma, will open a cigar, confectionery and ice cream parlor about April 1.

Kalamazoo—Bos & Sagers, dealers in groceries and meats, 915 South Burdick street, have dissolved partnership.

Constantine—The Constantine Co-Operative Creamery Co. has increased its capital stock from \$18,000 to \$30,000.

Detroit—The Detroit Celery & Produce Co., 1837 West Jefferson avenue, has changed its name to the Becker & Hourigan Co.

Sebewaing—The Detroit Creamery Co. will erect a condensary on Union street which it expects to have in operation within three months.

Ewen—McCormick & Wilcox, hardware dealers, have leased one side of their store building to B. J. Thomas, who will occupy it with a stock of groceries.

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

Marquette—Cowell & Burns have opened their fourth clothing and men's furnishings goods store at Washington and Third street. J. A. Burns will act as manager.

Mt. Morris—The General Mercantile Co. has been incorporated with an authorized capital stock of \$20,000, \$8,000 of which has been subscribed and \$4,000 paid in in cash.

Belding—Wm. F. Sandell, 66, died Tuesday, of pneumonia, after a residence here of thirty years. He was formerly owner of the Sandell banks here and in New Baltimore.

Carlisle—Dick Andringa succeeds Andringa Bros. in general trade. Sierd Andringa, the retiring partner, will continue the fuel, feed and building material business at the same location.

Martin—J. F. Edgett, dealer in groceries and general merchandise at Orangeville, has sold his store building and stock to J. W. Sheffield, recently of Battle Creek, who has taken possession.

Nashville—W. D. Feighner has sold his furniture stock and leased his store building to D. D. Hess, who took possession March 1. Mr. Feighner will retire from active business after a period of 30 years.

Detroit—The Detroit Elevator Erection & Maintenance Co., 811 Donovan building, has been incorporated with an authorized capital stock of \$25,000, \$2,500 of which has been subscribed and paid in in cash.

Ludington—P. C. Hansen has leased the store building formerly occupied by S. LeRoy Hannan and will occupy it with his furniture stock about March 25, when the alterations to the building will be completed.

Charlevoix—Block & Simmons, 113 Antrim street, has been incorporated to deal in farm machinery and autos, with an authorized capital stock of \$7,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Kalamazoo Maytag

Sales Co., 458 Burdick Bldg., has been incorporated to sell washing machines, etc., with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Saginaw—The Saginaw Dry Cleaning Co., Genesee and Ruckle streets, has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in, \$500 in cash and \$2,000 in property.

Tecumseh—The Tecumseh Supply Co. has been incorporated to deal in general merchandise and agricultural supplies, with an authorized capital stock of \$12,500, all of which has been subscribed and \$3,000 paid in in cash.

Grand Rapids—The Tire Sales Co., Inc., 209 Ottawa street, N. W., has been incorporated to deal in auto tires and accessories with an authorized capital stock of \$15,000, \$1,000 of which has been subscribed and paid in in cash.

Pontiac—Leroy D. Holser, Pontiac plumbing and heating contractor, died Sunday night in City hospital where he was taken after police found him unconscious, in his car in front of his office. He suffered a stroke a apoplexy.

Marquette—Dan Carroll, recently of Port Huron, has engaged in business at 321 South Front street under the style of the Dan Carroll Motor Supplies Store. Standard replacement parts for every make of car will be carried.

Detroit—The Richelieu Grocery Co., 10351 Woodward avenue, has been incorporated to conduct a retail grocery store with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Bay Port—The R. L. Gillinham Fish Co. has merged its business into a stock company under the style of the R. L. Gillinham Fishing Co. with an authorized capital stock of \$13,200, all of which has been subscribed and paid in in property.

Manistique—Lied's, Inc., 144 River street, has been incorporated to deal in milk and its derivatives, with an authorized capital stock of \$25,000 and 750 shares at \$20 per share, all of which has been subscribed and \$40,000 paid in in property.

Saginaw—Bank & Walkling, Inc., 717 Federal avenue, has been incorporated to deal in automobiles, auto accessories, etc., with an authorized capital stock of \$50,000, of which amount \$19,500 has been subscribed and \$5,000 paid in in cash.

Morenci—Cline & Awkerman have merged their lumber, building material, etc., into a stock company under the style of the Cline-Awkerman Lumber Co., with an authorized capital stock of \$18,000, all of which has been subscribed and paid in in cash.

Detroit—Pressure Oils, Inc., 1716 Lafayette boulevard, has been incorporated to deal in gasoline, oils and auto accessories at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Kalamazoo—The Koestner-Rossman Corporation, 150 Blaine street, has been incorporated to deal in automo-

biles, parts, etc., with an authorized capital stock of \$10,000, of which amount \$2,600 has been subscribed and paid in, \$975.89 in cash and \$1,624.11 in property.

Holland—The Holland Lumber & Supply Co., 406 West 16th street, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which amount \$75,000 has been subscribed and paid in, \$1,460.18 in cash and \$73,539.82 in property.

Grand Rapids — The Wealthy Heights Market, 751 Wealthy street, S. E., groceries and meats, has merged its business into a stock company under the same style, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$300 in cash and \$2,700 in property.

Escanaba—Hansen & Jensen, dealers in oils, gasoline, fish and building material, have merged their business into a stock company under the style of the Hansen & Jensen Oil Co., 225 Ludington street, with an authorized capital stock of \$80,000, all of which has been subscribed and paid in in cash.

Charlevoix — Albert E. Mason, 73, who had conducted a mercantile business in Charlevoix for forty-five years, died here Saturday. One of his last acts was to send \$2 to a woman who had found the money on his store counter two months ago, informing her that as it had not been claimed it was hers.

Marquette—Anderson & Bennett, dealers in clothing and men's furnishings, have dissolved partnership and the business will be continued by John W. Bennett, who has taken over the interest of his partner and will continue the business under the style of J. W. Bennett & Son, having admitted to partnership, his son, Jack.

Manufacturing Matters.

Grand Rapids—J. W. York & Sons, 1600 Division avenue, S. W., has changed its name to the York Band Instrument Co.

Grand Rapids—The Willett Mfg. Co., 1801 Turner avenue, N. W., has increased its capital stock from \$20,000 to \$100,000 and 10,000 shares no par value.

Detroit—The Stratemeyer & Teetzal Co., 1000 East Jefferson avenue, manufacturer of special furniture, has increased its capital stock from \$7,500 to \$100,000.

Greenville—The Montcalm Refrigerator Corporation has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Radiator Dust Cap Co., 8032 Mack avenue, has been incorporated with an authorized capital stock of \$50,000, of which amount \$12,000 has been subscribed and \$6,000 paid in in cash.

Bay City—H. J. Hunt Show Case Co., formerly of Detroit, has sold all its buildings in that city and is now occupying a plant in this city. The Bay City plant gives the company 60,000 square feet of manufacturing space.

Detroit—The Solaray Sales & Man-

ufacturing Corporation, 1323 Lafayette building, has been incorporated with an authorized capital stock of \$100,000 preferred and 50,000 shares at \$1 per share, all of which has been subscribed and paid in.

Jackson—William Jacobson, Inc., 126 West Michigan avenue, has been incorporated to manufacture women's apparel, with an authorized capital stock of \$18,000, \$7,500 of which has been subscribed and paid in, \$2,500 in cash and \$5,000 in property.

Adrian—The Anchor Concrete Machinery Co., has merged its business into a stock company under the style of the Anchor Consolidated Concrete Machinery Corp., with an authorized capital stock of 50,000 shares at \$1 a share, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The B. & G. Candy Co., 110 West Woodbridge street, manufacturer and wholesale dealer in candy, cigars, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, \$50,000 of which has been subscribed and paid in in property.

The World's Richest Man.

It now appears that Henry ford's wealth has reached the stupendous total of \$1,500,000,000—not including his son's interest in the ford Motor Co. This far exceeds any other single man's possessions in either ancient or modern times, and represents what his holdings would bring him in cash. He is a mechanical, manufacturing, distributing and marketing genius such as the world never before produced. With his service in providing cheap and reliable highway transportation to the world, his usefulness ends, so far.

Solomon, the richest man of ancient times, was a versatile man, which Mr. ford is not. Solomon's fortune came from his commercial instinct, which he assiduously cultivated in trade with Tyre, Phoenicia, the shores of the Mediterranean and Red Seas. Arabia and the Nile Valley. But that was one side of his life. He was a Hebrew king, the heir and successor of David; and was the builder of a great temple and palace. He was also a judge and an author whose work is immortal. In his reign the grandeur of war changed to the glories of peace. The justice of his judgments has stood through all the ages since and he has been recognized everywhere as the world's wisest man. He was the first scientist in human history, a collector of trees and birds and animals. He was also the founder of Hebrew architecture and the father of Hebrew philosophy. But withal he lacked moral purity. Following his life as a voluptuary, he wrote Ecclesiastes, after every form of earthly enjoyment had been his. That great book of the Bible was his confession of the limitations which surround every human life. Read it. It is only six pages long. What will ford's conclusions be when he hears his end.

Caterpillars usually have sixteen legs and twelve eyes.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 7c and beet granulated at 6.80c.

Tea—Prices are firm on all grades and growths and buying is more active in the local tea market. The strength at primary sources is reflected in firmer quotations on Indias, Ceylons and all China greens.

Coffee—Orders are light, but the tone is steady and there are no quotable changes in prices.

Canned Fruits—The movement in canned fruits showed some betterment, with California peaches and pears commanding more attention.

Canned Vegetables—The average jobber appears to be carrying only comparatively light stocks of tomatoes. Some buyers, aware of conditions, have laid in somewhat larger stocks, however, as prevailing prices are attractive enough to justify a big consumption, it is believed. Attractive offers have been seen in peas with large blocks reported to be offering by packers at relatively attractive prices.

Dried Fruits—Trade in the run of dried fruits showed fair signs of reviving in the closing days of last week when an undertone towards increased firmness was shown in prunes, raisins, etc. The market for California prunes was about 1/4@1/2c per pound higher while demand for raisins was steady with a continued steady undertone in evidence. The outlook in Persian dates continues to favor a large crop according to leading factors in the trade who said that so far no damage had been reported to the crops, and while prospects appeared to be good so far it was too early to actually determine what the extent of the crops would be. The spring of the year always develops a good demand for figs. Last week witnessed advances in choice and fancies of 1/4c and stocks of layer figs were also greatly reduced.

Canned Fish—With the approach of spring outlets for canned salmon and other canned fish products are expected will be stimulated and while but few buyers have shown any disposition to anticipate requirements more than a couple of months ahead it is pretty generally known that they are more anxious to lay in supplies which will tide them over the requirements of the next few weeks.

Nuts — Enquiries for walnuts and almonds continued to feature the market for nuts and nutmeats. Foreign nuts are well maintained under the light offerings from the European primary markets. Stocks of California walnuts have gotten into smaller compass of late and only a few varieties are now available. The first arrival of new crop 1927 Manaos, Brazil nuts is here.

Review of the Produce Market.

Apples — Wagners and Baldwins command 75c@1.25 per bu.; Northern Spys, \$2@3; Delicious in boxes, \$3.75.

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

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$4.90
Light Red Kidney 7.90

Dark Red Kidney 6.90
Beets—\$1 per bu. for old; \$2 per bu. for new from Texas.

Butter—The market has declined 2c per lb. since last report. Jobbers hold fresh packed at 49c, prints at 50c. June packed cleared up. They pay 24c for packing stock.

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

Carrots—\$1.25 per bu. for old, \$2 per bu. for new from Texas.

Cauliflower—\$2.25 per doz.
Celery—Calif. Jumbo, 65c; Rough Florida, 4 to 6 doz., \$3.25.

Cocoanuts—\$1 per doz.

Cranberries—\$5.10 for Late Howes.
Cucumbers—\$3 per doz. for Southern hot house.

Eggs—The market has dropped off 4c per doz. since a week ago. Jobbers pay 21c for strictly fresh and sell storage eggs as follows:

April Extras 20c
Firsts 18c
Seconds 17c
Cracks and Dirties 16c

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$3.50@4.25 per crate for Floridas.

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

Green Onions—Chalots, 50c 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. --\$3.00
Hot house leaf, per lb. 15c

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

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

80\$6.00
100 6.75
126 6.75
150 6.75
176 6.75
200 6.75
216 6.75
252 6.75
288 6.75
344 6.75

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

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

Parsnips—\$1.75 per bu.
Pears—\$3.50 per crate for California.

Peppers—Green, 90c per doz.
Pineapples—\$6.50 for 24s, 30s and 36s.

Potatoes—\$1.10@1.25 per 100 lbs.
Poultry—Wilson & Company pay as follows this week:

Heavy fowls 23c
Light fowls 17c
Springers 4 lbs. and up 24c

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

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

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

Tomatoes—Southern stock, \$1.50 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

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

Ribbons Are in Demand.

Conditions in the ribbon industry are showing constant improvement and it looks as if they will continue so until after the Easter trade. Milliners are demanding ribbons of every width and all the varieties, with a preference for the grosgrains. Compose effects are novel and are finding favor as dress trimming as well as millinery adjuncts. Quaint Colonial patterns are being shown for interior decoration items, in the line of lamps, dolls, pillows and sewing bags. Gay plaids, strips and prints make attractive belts, especially when made up with metal buckles. In the belts the widths vary from the very narrow to the very wide. Taffeta and satin ribbons are gaining favor as part of the embellishment on the tailored afternoon dress or coat. Colors in all follow those accepted for Spring wear, with a good sprinkling of navy and black.

Colored Cottons Freely Bought.

Colored cottons are being bought freely by jobbers, according to market reports. Manufacturers expect that the present spurt of buying will be sustained during the Spring. They point out that the buying is not of a speculative nature, but consists rather of the filling in of actual needs of jobbers. These are so great, however, after the jobbers' abstinence from buying over so long a period, that the orders reach considerable volume. The better turn in affairs dates from Jan. 1, some manufacturers believe, when buying began with a snap, in contrast to the usual dullness during the first week of the year. Denims especially have been freely bought, and a general advance in prices is looked for to follow the lead of the largest producer, who announced an increase a few days ago.

Retailers Buying Wash Fabrics.

Retailers are placing daily orders of fair volume for wash fabrics for quick delivery. Converters' stocks of celanese voiles, both plain and printed, have become depleted and orders are now being placed for April and May delivery. There is a steady demand for English prints in small, neat patterns in silk and cotton crepes de chine, printed silks and cotton cantons, and also printed and woven rayon cloths. Flat crepes of popular price which are washable are meeting with a good reception.

Youthful Effects in Dresses.

A demand for youthful effects in women's dresses for the Spring, in which such details as the tight-fitting waistline is emphasized, is reported

by some manufacturers of afternoon frocks and evening dresses. The Basque effect waistline is favored by some who insist that the straight-line silhouette is losing favor. Silk materials are preferred to cloth, taffetas especially being liked. To take the place of cloth in tailored dresses, faille, flat crepes and other light silks, it is said, will be used.

Monument Is Tribute To Famous Iowa Apple Tree.

Peru, Ia., Feb. 25—An apple tree, so famous that a monument has been built in tribute to it, stands in the orchard of W. B. Landis, and continues to produce apples at the age of 63. It is the parent of all apple trees of a famous variety. Last year it produced more than five bushels of sound, red five pointed apples. Developed by accident, the tree has been kept thriving by the painstaking efforts of tree surgeons. The decayed wood of its trunk is periodically removed and replaced with a special concrete filling. The trunk has been rebuilt with stone vertebrae, and the roots are watched for symptoms of old age like a dentist searches for cavities. When a pioneer orchardist named Hiatt set out a Belleflower tree in the garden in 1864, the young plant dwindled. But the seedling root remained and was grafted to another branch. The hybrid flourished. After Hiatt died orchardists sponsored a boulder monument in the park at Winterset, nearby county seat, to perpetuate his name and the tree developed.

Training Hens To Lay Eggs Right in Cases.

San Francisco, Feb. 25—Convinced that as the bee combs its honey ready for shipment, so might the barnyard chicken crate her own eggs for delivery, Frank Arnold, Petaluma poultryman, announced steps on Thursday looking toward the education of his fowl along these lines. Mr. Arnold has installed a series of egg case nests and is testing his theory "with some good results," he announced. "The present system is primitive," he declared. "The nest was originally built as a hatchery. Since the incubator took its place it merely survives as a sentimental tradition. Give a hen a case containing two dozen squares. All that is required is that she fill the squares, the eggs are counted and ready for market."

Neckwear Orders Increasing.

Orders for men's neckwear for Spring are developing nicely, with further stimulation expected as the time before Easter grows shorter. The general trend in the new merchandise is strongly toward novelty effects in both color and pattern. Jacquard effects and English foulards are particularly well thought of and are being actively purchased now, together with moires, crepes and mogadores. Stripes and all-over effects of neat design are outstanding.

New Trends in Millinery.

Among the new items in millinery are the peak hairline "helmet" and the so-called earlap felt turban, which are being shown in straw and felt effects. Some are self trimmed, while others show feathered pads in high shade combinations. Some manufacturers report a growing call for large and medium shaped hats with felt crowns and Milan brims in black and white and navy and beige. Flowers are being shown on dressy hats to a limited extent and as yet are very popular.

AROUND CAPE OF GOOD HOPE

Second Lap of a 22,000 Mile Ocean Trip.

Rio de Janeiro, Jan. 30.—We had a pleasant day at Trinidad, arriving at their port and capital, Port of Spain, at 7 a. m. Port of Spain is located on the Gulf of Paria. This gulf is almost surrounded by Trinidad on the East and South America on the West, with a narrow entrance between the two points of land. On the North this entrance is called the Dragon's Mouth and on the South entrance, also between two narrow points of land, is called the Serpent's Mouth.

The island of Trinidad is almost square, being twenty-five miles long and twenty-four miles wide. It has an area of 1863 square miles and a population of 391,000. Port of Spain has a population of 70,000. Their trade is heaviest with the United States in both imports and exports. Their imports from the States in 1925 was \$3,935,178 and exports to the States, \$5,370,219.

It is an English island and has a governor appointed by England, who is also governor of the adjacent small island of Tobago. The great asphalt lake, 110 acres in extent, on the island is immensely valuable and seems inexhaustible, from which last year the island derived a revenue of \$300,000. They have a few oil wells and have great hopes of finding oil in large quantities. They raise all the tropical crops, bananas, cocoa, sugar cane, copra, nutmeg, etc. They have docks, but only for small steamers. We landed by tender in three divisions. We had received our automobile number and luncheon ticket before leaving the ship. On the dock our automobiles were lined up and we were taken on a ten mile drive. All of these Southern islands are hilly and we were taken out over Saddle Mountain, a drive somewhat like John Ball Park drive, except we were driven through plantations where they raise the above mentioned products. They have good roads and the natives almost lined the sides of the road, selling branches of coffee, vanilla beans, etc. The children, mostly in their birthday suits, scrambled for pennies.

On this elevated land, two or three hundred feet above the city, there are numerous homes of the well-to-do. The most beautiful spot on the drive was the water works, fixed up much like our fish hatchery at home, only a little more elaborate and formal in its design. The streets of the city are clean, of good width and the business houses are of cement construction solidly built for warm weather. They have a fine park and the governor's residence is a fine building located in a ten acre garden with all kinds of flowers and shrubs. They have a fine court house in red concrete which they call the Red House.

We were taken to the Queen's Park Hotel for lunch, which was a good one, the hotel having been built for the climate, high ceilings and open rooms, covering about an acre of ground. In the afternoon we strolled around the city or rode around if we preferred, and embarked for the ship at 4:30 and left the harbor at 5 for our seven day trip to Rio de Janeiro.

One of our evening diversions on ship was a horse race. They had a space on "E" deck about 200 feet long and sixteen feet wide. This space was marked out with a circular track about three feet wide. The horses, six of them, were cut out of pasteboard. Both horse and rider were painted on them, with small wooden disks to hold them. They were named after prominent race horses. Three of the small elevator boys were dressed up as jockeys with different colored caps and suits. Each horse had a number and two ladies sitting at the end of the track threw dice, the number show-

ing upon the left being the number of the horse and the number on the right the space the jockey was to move that horse forward. It was quite interesting to see how the numbers showed up.

Before leaving home some friends of ours said, "How can you put in the time on such a long water cruise?" Well, here is a sample day for some of us: Into the plunge at 8, breakfast at 9, shuffle board at 10, bridge at 11, lunch at 12:30, read or loaf until 3 or 4, then bridge or shuffle board or walking until 6:30, when the gong rings and some of us put on our tuxedos for 7 o'clock dinner. At 8:30 most of the nights we have a lantern slide lecture on the countries we are to visit or a movie and every night dancing on deck. The entertainment committee have been at work and have posted up notices for passengers to enter for a tournament in bull board, deck quoits, shuffle board and bridge and passengers are all busy looking up the parties with whom they are to play.

The steady trade wind continually blowing from the East is delightful. On the 26th we passed the equator and Neptune and his retinue dressed as sea dragons hailed the Captain from bow of ship and read a proclamation to the passengers, welcoming them to his domain. After a march around the deck they stopped at the deck swimming pool where the names of some of the passengers who were already in their bathing suits were called off. They came forward, were formally welcomed by Neptune, were then examined by Neptune's doctor, given a lather of paste all over their heads and shoulders and were then shaved by Neptune's barber with a big wooden razor and then ducked into the pool, making a lot of fun for everybody.

We passed within 500 feet of a sister ship of the Royal Mail Line, Arlanza, out from Rio bound North. The average speed of the ship is 360 miles per day. The fastest twenty-four hour run so far 391 miles, the slowest 334. Until noon of the 27th our course from Trinidad was very little South of East to get around the hump of South America, which is about 2280 miles East of New York City. We could see the shore of Brazil and were opposite their Port of Pernambuco. We look at Brazil on the map and do not realize how large it is. It has an area of 3,276,358 square miles. The United States has an area of 3,743,529 square miles, but if you exclude from the United States its outside possessions it has only 3,026,789 square miles, so Brazil is larger in area. The United States has a population of one hundred and thirteen million and Brazil thirty million. Its trade with the United States in 1925 imports \$80,590,000; its exports, \$198,546,000; in other words, they sell us two and two-fifths times as much as they buy from us. Brazil provides in one of its states, Sao Paulo, four-fifths of the world's coffee supply, ranks fourth among cane sugar producing countries, produced in 1925 three millions in gold and is a large producer of rubber. But a small part of the rich agricultural land has been brought under cultivation and her mineral has but little development.

I do not like to repeat things I wrote about in my Laconia letters, but as tips are one of the important things I am going to repeat. On a long trip like this the proper thing to do is to settle weekly and a ratio which seems fair to the stewards from the conductors of these cruises is as follows:

- \$2.50 for table steward
- \$1.50 for stateroom steward.
- \$1 for bath room steward.
- \$1 for deck steward.

The different lounges and smoking rooms where coffee is served after lunch and dinner, 50c per week. My sympathy is with the stewards for they feel that when people take a trip like this they can afford it or they

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 sa'es 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
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WORDEN GROCER COMPANY

The Prompt Shippers

Don't hesitate to recommend

QUAKER
SALAD DRESSING

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FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It makes friends for the dealer

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

would not come. Travelers know that tipping is a custom as old as the hills and yet I heard two or three stewards complaining that some of the people they waited on at the table were so cranky that nothing suited them, yet they had not given a cent to them and there is no way a steward can get even, for the boat line insist that the service be maintained. Anyone who tries to economize by taking it from the poor steward must have an awfully small soul.

Last night everybody was interested in picking out the Southern Cross in the heavens. To-day, as usual, we had issued to us a printed program of all we were to see in Rio, together with an automobile ticket and a hotel luncheon ticket. We also had the American Express Co., which has some six or eight men on board, exchange some of our American money for Brazilian, their unit of value being milries, worth 15 cents in our money. Their small coins are reis and we get 1,000 of them for 15 cents.

The news received by wireless from all over the world is posted up every day. Yesterday when it was 8 above in New York and the remainder of the North we were sitting on deck with the thermometer at 75. I remember as a young man when Dom Pedro was at the head of the Brazilian government he sent to the United States for some one to organize their school system and a cousin of mine, a Miss Chamberlain, was selected. She went to Brazil, organized the school system on American lines and spent the remainder of her life there. For her life's work she received a pension, but had to live in Brazil to receive it.

In my reading I found that the Brazilian law prohibits capital punishment, except in military trials, but persons convicted are imprisoned from twelve to thirty years. Brazil was discovered by Cabral, a Portuguese navigator, in 1500. He immediately claimed possession for the King of Portugal. The constitution of Brazil forbids annexation of foreign territory. Brazil is one of the twenty-six countries in which the Health Board of Rockefeller Foundation is co-operating with the government. Their city tax is calculated by the amount of revenue the property brings in. Their code of laws allows a divorce, but neither party can remarry as long as the other lives. Police are not allowed to handcuff prisoners, no matter how dangerous they are. I can see no sense in such a law. Brazilian people were originally Portuguese, but now have a large mixture of Indian blood. The offspring of the marriage of the early settlers with Indian women are what is known as Namelucos.

C. C. Follmer.

First Official Letter To Michigan Hardware Dealers.

Nashville, March 1—Here's a new one; that is, a letter from your NEW President who like all presidents who have preceded him, appreciates the honor you have conferred, recognizes the responsibility, and is anxious to know what he can do to make 1927 the most successful year in our Association's history.

Those who were present know, and to those who were not, I can truthfully state that the convention recently held was the most successful we have ever had, and that speaks volumes for the service rendered by your officers and the loyalty shown by the membership. The addresses were the most practical, illuminating and helpful, I believe, as a whole, that we have ever listened to and sets a new high mark for the future.

We have now completed our inventory, brought slow sellers to the front, arranged our stock and are getting in new goods ready for Spring business. Let us not be pessimistic and buy too sparingly, nor too optimistic and buy too freely, but with true courage, believe we are to have

good business this year and then hustle to prove it.

I call attention briefly to recent reports showing the disturbed financial condition relative to the handling of installment selling paper and ask that you govern yourselves accordingly for your own good.

Make free to ask for advice or information from the Secretary's office and do not hesitate to take advantage of the wonderful assistance that is being rendered by our Field Secretary, Mr. Nelson; in fact, use the Association; that is what it is for.

Get your insurance through the Association and save 50 per cent. Mail in your accounts; it may be the Association can collect some which you cannot.

Remember the meeting of the National Association, which we entertain the last week in June at Mackinac Island. Make this your vacation and show what the Michigan Association can do. Lastly, if you have any troubles you would like to tell me, I shall be more than glad to hear from you.

C. L. Glasgow Pres.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Home Properties Co., Detroit. John A. Spencer Lumber Co., Detroit. Congress Investment Co., Detroit. Allen & Folger, Grand Rapids. C. L. Monger Co., Marshall. Standard Lumber Corp., Detroit. Service & Engineering Co., Port Huron. Monarch Home Building Co., Detroit. Koppers Co., Detroit. Gwinn Lumber Co., Ishpeming. Chesaning Milling Co., Chesaning. Professional Operating Co., Grand Rapids. Chambers Painting & Decorating Co., Detroit. Muer Land Co., Detroit. Home Builders Catalog Co., Detroit. Presto Chemical Co., Detroit. Furniture City Wood Finishing Co., Grand Rapids.

HART BRAND CHOICE OF THE LAND



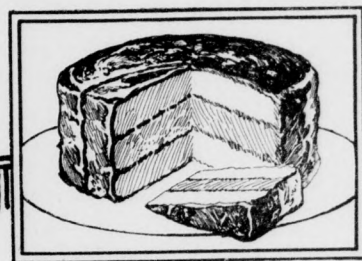
Look for the Red Heart on the Can

LEE & CADY Distributor

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.



Three generations of housewives have found Royal economical

THEY say no other baking powder insures complete success. By using the best they run no risk of spoiling other good ingredients.

Royal contains no alum, leaves no bitter taste



Royal is not the cheapest—it can't be—but 2c covers the cost in a big layer cake.

DIAMOND BRAND CARTON CLOTHES PINS

Made of New England White Birch

Selected-Polished



CARTONS OF 24 PERFECT PINS—

TRADE MARKED QUALITY OF

THE DIAMOND MATCH CO.

Sold and Recommended by

ALL LEADING DEALERS

PLIGHT OF EASTERN MILLS.

This week at Fall River, Mass., there is to be an auction sale of the complete equipment of a cotton goods mill having over 72,000 spindles. The concern is in liquidation. A few days ago Governor Fuller, of that State, sent an enquiry to the Mayors of twenty-seven cities and to the boards of selectmen of forty-three towns, asking whether they would consider it desirable for him to call a conference for a free discussion of the problems of the textile industry in the Commonwealth. He added that he did not think Massachusetts was "nearly as bad off as some people seemed to think," but he believed that "there is much that could and should be done." In New Hampshire the Legislature is struggling with several propositions looking to the relief of big textile mills from what is declared to be excessive taxation, while the Massachusetts lawmakers are being urged to modify the women's working hours. All of these happenings are correlated. They indicate that the textile industry in several, if not all, of the New England states is under a handicap as compared with conditions in the Southern states. Additional testimony to the same effect is furnished by the annual reports of many of the mills, especially those turning out cotton goods. As significant also is the establishment of cotton mills in Southern states, which has been going on for some years. In most instances these are put up by New England concerns and in a number of cases plants have been dismantled up North and the machinery shipped down South, there to be set up. Already the amount of cotton consumed in Southern mills exceeds that used in the New England ones.

At first it was only the coarser and heavier constructions that were manufactured down South. Recently, however, a much greater variety of fabrics has been turned out, many of them competing actively for favor with similar ones made in New England. The South has some natural advantages. Its mills are nearer the sources of supply of the raw material, most of the machinery used is newer and more modern than quite a lot of that still unscrapped in New England, and the industry has been singularly free from the labor troubles of the last-named section. Its wage scale is lower than the one in operation in Eastern mills, the hours of work are longer and, in some notable instances, there is not the check on the employment of women and child labor which there is in Northern states. Neither is there the disposition on the part of the State governments down South to overtax the industries that may be established there. In fact, the inclination is to offer all kinds of inducements to bring industries in. If the South were a foreign country there would be the strongest of efforts by New England mills to put a tariff on its cotton goods, which really offer more competition than do many of the imported ones. But this, of course, is impossible under the circumstances. In the fine and fancy cottons New England still has the supremacy, owing, perhaps, to bet-

ter craftsmanship. But its burdens are becoming more evident in other directions and they are a great handicap to continued operation.

COTTON AND COTTON GOODS.

As the time approaches for the issuance of the final ginning figures of last year's crop there continues a marked degree of firmness in the quotations of cotton. Familiarity with the notion of a record crop seems to have deprived it of the earlier apprehensions concerning it. The efforts, too, for increasing the uses of cotton are inspiring holders with more confidence than they had when the size of the crop was first apparent. In this country each month since last July has shown a larger consumption of the raw material than in the corresponding periods, a year before, and the same is true of most of the foreign countries in which cotton manufacturing is an important industry. The indications here all point to an exceptionally large use of cotton in dresses this year. Sales of prints and colored cottons continue large and deliveries asked for at times tax the facilities of mills and converters. Rayon mixtures have been taking very well. Gray goods were rather inactive during the week just closed, but prices were well maintained and the belief is general that the dullness is merely temporary. In the heavier cotton goods there is a possibility of some price advances if the demand keeps up. The situation in hosiery is improving with orders for spring goods calling for immediate delivery. Sweaters are also moving fairly well. In knit underwear there has been lately more call for light-weights, while orders for fall goods have been rather intermittent because of the hope of buyers that they can get better terms by waiting. They may, however, be deceived in this.

WOOLS AND WOOLENS.

In Melbourne, Australia and Auckland, New Zealand, among other places, sales of wool at auction have been taking place during the past week. For the Australian wools the demand came mostly from Continental and Japanese buyers. This country was represented at the Auckland sales. No material change in prices was reported, but firmness in existing levels was demonstrated. In this country a fair amount of wool has been contracted for in advance of shearing, which has started in some places. Probably one-fifth of the clip has been put under contract. Prices of wool in this country are said to be under the parity of those abroad, but the actual amount of trading still is limited. It will probably remain so until the exigencies of the mills call for the purchase of more supplies. On Monday last the American Woolen Company opened up its fancy wools and worsteds, completing its offerings of men's wear fabrics for fall. The changes in price were not material. Other factors in the trade have been making their showings until practically all of them are now before the trade. Thus far the responses have not been very pronounced, although some mills producing specialties report a fair amount of

business. A quickening of activity is expected in the course of the coming fortnight. A certain amount of dress goods for fall is already available, but the remaining offerings of women's wear fabrics will not be shown for some time. Certain of them are not likely to be offered until near the end of March.

WHEN IS A MAN DRUNK?

After a thorough investigation, the British Medical Association has published its answer to the important question, "When is a man drunk?"

The question was raised over a year ago, when certain eminent citizens, charged with being drunk, protested that the police methods of determining inebriety were fallacious. They contended that walking a chalk line, picking up a pin from the floor or repeating a sentence loaded with consonants did not offer infallible evidence of drunkenness, since an entirely sober man, suffering from a nervous affection, would fail in these tests if called upon to undergo them in the presence of skeptical policemen in a station house. In the official opinion of the British medical men drunkenness cannot be measured by any definite standard, since "the word drunk should be taken to mean that the person accused is so much under the influence of alcohol as to have lost control of his faculties to such an extent as to render him unable to execute safely the occupation in which he is engaged at a material time."

This definition is bound to puzzle policemen all the more. It was much more succinctly expressed by the commander of an American man-of-war back in the eighties. When his executive officer was charged with being drunk because he talked incoherently, waved his hand about his head and hurrahed for himself, the indignant captain decided that "no man would be considered as drunk aboard a ship he commanded so long as that man could raise his hand to his mouth." British policemen will find this definition much more easy to understand than that of the British Medical Association.

A NATIONAL SHRINE.

The design of the New York City organization of the Sons of the American Revolution to make Fraunces's Tavern a National shrine should command the good offices of all New Yorkers. In its day it was the most noted gathering place in the city, and of all such places in the past it is the best remembered. There Washington had his final headquarters, and there, in the famous long room, he delivered his farewell address to the officers of the Continental Army in 1783. While there are a number of Revolutionary relics in the building now, there is plenty of room for still more, and the building should be set aside for the purpose of housing them forever. New York has been altogether too careless about preserving its historic sites and memories. Philadelphia and Boston have been far more wise than New York City has been.

When ignorance is bliss it is folly to ask questions.

PIECEMEAL BUYING.

In Chicago during the past week retailers had discussions about the present buying methods. They did not like the term "hand-to-mouth" as applied to these and would wish to substitute something more dignified, such as "prudent" buying or buying "for present needs." The trouble about the matter is that the term is the matter of least consequence, the method of buying being the subject of criticism by vendors. There is no doubt whatever but that the habit of cautious buying has become a fixed one. Carried to its extreme, it would force producers or wholesalers to be prepared to meet all demands at a moment's notice, and this implies unstinted production restrained only by the producer's judgment of the probable future demand. He would have to take all the chances of a bad season, while the retailer would be amply protected by not ordering anything until he had a customer for it. But a satisfactory or continuing trade cannot be carried on in this way. It would be bad enough in the case of textile fabrics which are more or less staple, but even as to them the tying up of capital and the carrying charges would be a great drain. Worse still would be the conditions where the goods made are seasonal in character and the style element is a prime factor. Such merchandise would become unsalable after a short period and be virtually a total loss to the producer. There ought to be established some kind of a live-and-let-live policy fairly protective of the interests of seller and buyer.

FULL SPEED AHEAD.

When we wish to make a comparison showing progress we usually choose a date preceding 1900 to place beside our own glorious day. But it is not necessary to go further back than the beginning of the present century in order to obtain an idea of the speed at which the world is traveling in this respect.

In the year that rounded out the nineteenth century, as Dr. Harrison E. Howe said in an address recently, there were no such words as "radio," "movie" or "aviator." Doctors had not heard of insulin or salvarsan. Horse cars were to be seen in many cities. Coal tar dyes were not produced in this country. What will strike most readers as still more strange, it was not known that typhoid fever and cholera came from germs in unclean water or milk. Radium had not been used in the treatment of cancer. Life was being lengthened, but how much more was possible in this direction is indicated by the fact that since 1900 infant mortality has been reduced 60 per cent—more than cut in two.

Placing no small part of this advance to the credit of chemistry, Dr. Howe attributes the steady lengthening of life to the close co-operation which exists between research chemists and practicing physicians. Our insistence upon practicality is sometimes misplaced, but it has its benefits in our eagerness to turn the results of scientific research into longer and better living.

PORCH REVELATIONS.

Striking Impressions Which Appeal To the Senses.

President McKinley, during two presidential campaigns, delivered his utterances to American citizens from his porch and these deliverances gave character to the campaigns. As I sat upon our porch the other morning and read from Mark Sullivan's "Our Times" about the incidents of these political situations in which he portrayed some of the McKinley declarations, my reverie took the form of a study and I said to myself, "I do not want to read any more. I am not sleepy and I will just give myself up to impressions which are made upon me by the things which appeal to my senses while I am comfortably sitting in a rocking chair. Possibly a simple account of this may not be uninteresting to the clientele of the Tradesman.

A redheaded woodpecker dropped suddenly on the ground under the oak tree and, looking up to me to see if I would notice him, he scratched around on the ground and finally picked up an acorn took it in his beak, gave me a glance of recognition, said farewell and flew to a telephone pole not far away. I watched him inserting the acorn in a hole he had previously made in a cedar pole. He tucked it away deftly and then, with a note of satisfaction, flew away. I suppose some time when acorns are not abundant and he is hungry he will return to his morsel so carefully stored away.

Two blue-jays flew into the little camphor tree on the lawn and first one and then another came up on the walk and looked at me and scolded and told each other stories about me and then began to hunt their food in the grass and under the trees, keeping a close eye on me and acknowledging my presence in their foreground by an occasional rasping note and belligerent attitude. I watched them with a keen interest because they were so human in their relationships to each other, and I noted their way of driving away other birds from what they evidently regarded as their own field of investigation and activity. While watching them there came into a locust tree very quickly and with a little note of happiness a pair of mocking birds. They were making love to each other and were perfectly oblivious of my presence. They were not on dress parade. They were just having a good time and exhibiting courtesy and thoughtfulness which commanded my sympathy and admiration. The male bird flew up to a commanding position and began his wonderful range of notes which evidently were intended for his beloved, but fell upon my ears, giving me great delight and at once I became the admiring auditor.

I looked upon the boles of the great oak trees and I could from the lichens make quite wonderful pictures of various things the imagination would call up. These lower forms of life assume very attractive habits of development and growth and even without a micro-

scope give pleasure to the eye which recognizes and admires form and color.

These live oaks are wonderful trees. They are examples of strength, symmetry, beauty, rapid growth and aggressive habits. They give character to the street and awaken an appreciation of majesty in arboreal growth. The camphor trees in the yard are beautiful. The tint of green appeals to the eye and the odor, particularly when there is moisture in the air, gives a keen pleasure to the olfactory nerves. A magnolia stands in the corner of the yard. It does not have a fair chance on account of the uncompromising attitude of the oaks, but it is doing its level best to acquire symmetry of form and through the wonderful luster of its leaves adds its increment to the beauty of the landscape.

A flock of pigeons drop into the highway, looking for something to eat and exhibit very interesting ways in the treatment of each other and in their rapid movements and quick eyes in picking bits of food, the seeking of which is their leading occupation. While watching them I noted a spider weaving its web between the balusters which are a part of the frame work of the porch. His rapidity of movements in the processes of weaving and the perfection of the web attracted my attention for some time and I wondered at his knowledge of architecture and his wisdom in practical construction, having in mind evidently the future entertainment of flies and gnats in his parlor. While absorbed in my observation of this piece of building, a chatter from the ground at the end of the porch demanded my attention and a squirrel evidently desired to enter into conversation with me. He looked up and with quick movements attracted my attention, uttering little jargons of merriment and then scampered away, wondering if I would be naughty to him while he looked at me again and decided that I was a friend and not an enemy. He scampered up the bole of the oak and out upon the limb and jumped from one limb to another and then came back into my presence and said, as plainly as a squirrel could say, "Isn't that a lovely trick? Don't you like to see me? Can't you show your appreciation some way?" And I left my chair and stirred around among the leaves under the tree and found two or three acorns and left them upon the cement walk and assumed my position in the rocker again. Very soon he came back, found the nuts and one by one opened the shell and devoured the kernels expressing his gratitude in no uncertain way for my thoughtful kindness.

The passing of automobiles on the street attracted my attention and I saw exhibitions of human nature which I felt were open to severe criticism. The unnecessary tooting of the horn, the desire to go by another slower moving vehicle, not because of hurry, but just for the satisfaction of getting by; the noisy opening of the throttle—whatever that is—and adding to the

misery of people in way of nuisances of sound as well as of sight and smell. The drivers whip around the corner at a terrible rate, without any consideration for pedestrians only showing their fault-finding ways by uttering ugly sounds with their horns, saying to everybody, "I am cock of the walk, get out of my way or I will run over you."

A bevy of colored children, little boys and girls, because the city furnishes them with no other place for diversion, occupy the highway along the side of our house. They are innocent little people, trying to get happiness out of life and these rapid going automobiles, driven by thoughtless and careless people, infringe upon their rights and I sympathize with them when they shake their fists at the chauffeurs who disturb their joys. I watch with great interest the colored men and women who pass by from their modest homes not far from our neighborhood. My porch revelation came at a time when they were returning to work. They almost always look up hungry for a bit of recognition which I gladly give and which it seemed to me caused them to step more quickly and lose something of the tired feeling which was expressed in their gait and attitude. They are almost always jolly. They have a friendly word for each other and I rarely have witnessed any ugly expression or any neglect of the ordinary amenities of life.

While noting all of these various things, a noise in the air called my attention to an airplane overhead and another following it, and I looked up through the open space of the trees and I saw a manifestation of imitation which attracted me at once, for buzzards were in the air at about the same height as the airplanes and from my viewpoint it seemed that they were imitating the invention of man and possibly objecting to the invasion of what they recognized as their own domain; and I thought back for a moment to an expression of a friend of mine thirty years ago when we sat watching the evolution of two sparrow-hawks and he said to me, "One of these days when I get time, I am going to invent a machine that will be formed upon the architecture of those birds and I am going to fly just as they are doing." This man is now sojourning with me at our house, during this period of rest and I recalled this to him a day or two ago when he said, "I never had time to do it, but somebody else has and you see the results of it. My vision was correct and man is following the method of the birds in traversing the sky."

What fun I had watching the clouds. Billows of clouds passed over the trees and piled up in wondrously beautiful forms and I recalled the expression of that celebrated landscape critic, William Robinson, of England, when he said, "There is nothing more beautiful anywhere than the delicate outlines of cloud bodies and we can find our models there for the expression of the art in landscape models."

The children on their roller skates

passing to and fro upon the sidewalk are attractive features in my landscape and I watch with delight the expression of child nature in their treatment of each other, their pride in attainment and their marvelous exhibition of ease and graceful movement as they pass and repass in front of my porch and vie with each other in their graceful evolutions. I love to watch children at play and while I sat there a bevy of little people occupied the rear of the lot across the street in all sorts of childish plays, exhibiting initiative and activity that commanded my attention and admiration. What examples of happiness and what joy we see in childhood's play and what satisfaction comes to grown-ups in showing their appreciation of a child's love of play by contributing to their enjoyment in giving them open fields for their activities and adding to their enjoyment by furnishing accompaniments that they take great pleasure in; and as I see these children at play I wonder that the town in which I am residing does not give more attention to meeting the desires of childhood, rather than expending their attention upon the entertainment of tourists. I think the values in return will be greater for thoughtful kindness in the interest of childhood than in administration of affability toward the tourist group.

I recalled, while watching a pair of dogs at play across the street, that interesting poem, "The Twa Dogs" and I obtained real pleasure by following the antics of these two little fellows in their relationship to each other. One of them, a curly fellow, was an old dog and had evidently passed the days when he liked to caper about and give vent to his exuberance of expression. The younger one would play and caper about the older canine, striving to attract his attention and seeking his acknowledgement in play without success; then he went out into the street and pawed away and finally unearthed a bone; took it up in front of his companion and gnawed away upon it and tried his level best to attract his sympathy and interest and play with him. It was only after impressing the older dog that he had really found something that was worth while that he slowly raised up and came into the companionship of the younger fellow and tried to share his bone. I was very happy over the success of the younger dog in finally engaging his companion in actual play upon the street.

While watching the dogs and the children and the roller skaters a group of minstrels came by with their advertisement designs and a band. I was attracted by the people coming to the doors all along the line and watching this exhibition of minstrelsy and listening to the playing of the band and this event added excitement, giving a bit of satisfaction to life along the way. What a fortunate attitude of mind it is to be willing to receive edification from little passing events which in themselves are of no great meaning, but which can be made to

contribute in a beautiful way to our satisfactions and all we need is a willingness to accept these suggestions as factors in human happiness. I really had a mighty good time watching the influence of the music upon everybody reached by the sound. The colored maid in the door kept time with the music. The people passing on the sidewalk stepped in accord with the musical pulsations; the children on the street stopped their play and mimicked the action of the drum major; the player of the trombone, the vigorous movements of the manipulator of the big drum and cymbals and everything was activity and expressive of joy while the procession was passing by. It stirred my own blood and I moved in my rocking chair and felt like getting up and becoming a part of the movement expressed by others in some demonstration of my own that would keep time with the pulsations of the music.

There was another thing that attracted my attention which perhaps is not a comely thing to talk about and yet it was a part of this hour of observation. I watched a group of people as they passed on the sidewalk and it was mighty interesting. A slouchy movement on the part of a girl pedestrian was followed by a prim and courtly attitude as expressed by another and I could see in the character of movement an expression of inner nature in almost everyone of the walkers and I at once assumed an attitude of criticism, as girls and women went by and I noted that their gait was modified by the type of foot gear. It is absolutely impossible for a woman to be easy and natural and attractive in her movements while walking, if she is hampered by high heels upon her shoes. Ease of movement and naturalness cannot be assumed with this impediment and if I were a woman, if for no other reason than for desire to assume an attractive gait upon the streets, I would select my foot gear in the interest of poetry in motion, rather than servile subservience to fashion.

While meditating thus, I murmured to myself the Burns quotation:

Oh, Wad some power the gifts gie us,
To see ourselves as others see us,
It wad frae many a blunder free us,
and foolish notion,
What airs of dress and gait wad le us,
and e'en devotion.

Just while I was meditating upon this phase of humanity and the expression of beautiful or hampered movements when people were simply acting natural, the mail man came and my reverie and philosophizing immediately gave way to the desire for the kindly words of friends as expressed in their missives which were handed me and that is why I stop right here.

Charles W. Garfield.

The Test of Old Age.

Age is a quality of mind.
If you have left your dreams behind,
If hope is cold,
If you no longer look ahead,
If your ambition's fires are dead,
Then you are old.

But if from life you take the best,
And if in life you keep the jest—
If love you hold—
No matter how the years go by,
No matter how the birthdays fly,
You are not old.

REPRESENTATIVE RETAILERS.

Sierd Andringa, General Merchant at Carlisle.

Sierd Andringa was born in the province of Vriesland, Netherlands, June 19, 1886. His parents came to America when he was five years old and located in Byron township, Kent county. He attended public school until he was fourteen, after which he worked on a farm for two years. He then entered the employ of N. J. Laninga, who was then conducting a store at Carlisle, at a salary of \$2 per week. At the end of four and one-half years he bought out his employer, which happened to be seventeen years ago to-day. Twelve years ago he sold an interest in the business to his brother, Dick, since which time it has been conducted under the name of Andringa Brothers. The firm has now been dissolved by Sierd selling his interest in the general stock to his brother, Dick, and he taking over the fuel, feed and building material business, which he will continue under his own name.

Mr. Andringa was married thirteen years ago to-day to Miss Ida Sherington, of Byron township. They have three children—two boys and one girl—and reside in their own home at Carlisle.

Mr. Andringa is a member of the Carlisle U. B. church; a director of the School Board of his district; President of the Byron Center State Bank and Secretary of the Grand Rapids Wholesale Grocery Co. His hobby is fishing and automobiling. He attributes his success to strict attention to business.

Mr. Andringa prides himself on the fact that he subscribed for the Tradesman while he was a store clerk, over twenty years ago, and that he has never missed reading a single copy of the paper since that time. He very generously attributes much of the success which has attended his career to the advice and assistance he has received from his favorite trade journal, which he proposes to keep as a constant companion as long as he lives.

If anyone is laboring under the impression that Mr. Andringa attained his present position by leaps and bounds or by some stroke of luck, he has another guess coming. Mr. Andringa accomplished his achievement by dint of hard labor, steadily and continuously applied for over twenty years. He put in long hours during the day and devoted his evenings largely to the work of reviewing the events of the day that had passed and planning the things he had to do during the day to come. Such a programme, steadfastly observed for a score of years, could have but one result—a well rounded life and something tangible to show for its existence.

Mr. Andringa stands well among the people who have known him since he was a child and is always welcome to every business house with which he has ever had any relations.

You may as well train yourself to do a thing right as to do it wrong.

MICHIGAN BELL TELEPHONE CO.

Long Distance Brings Buyers to Pre-Inventory Sale



Michigan State Telephone Co.,
Detroit, Michigan.

Gentlemen:

The year 1926 has been a successful one for us and one of the important contributing factors was the consistent use of the long distance telephone service. Our organization was alert throughout the year in keeping in close contact with the retail trade when selling and special information opportunities presented themselves.

We never hesitate to use the long distance service to keep our salesmen informed promptly of new merchandise arrivals and changes in market quotations. We also use the long distance telephone service in getting quick action in our buying operations in the eastern markets.

We take great pride in the service we render our customers and are convinced that the use of the long distance telephone service is most helpful to us in maintaining the high standard of this service.

Recently we held one of the largest and most successful pre-inventory sales in our history. The crowds of merchants who attended exceeded all expectations. While our advertising department used all means of reaching the trade through the medium of direct mail appeals we feel that the direct contact with hundreds of buyers through the use of the long distance telephone service by members of our executive and selling organizations helped in no small measure to swell the list of out of town buyers who were here on the sale days.

The usefulness of the long distance telephone has proven itself over and over again during the year just closed.

Yours very truly,
Day Krolik,
President

A. Krolik & Company uses Long Distance to render additional service to customers.



THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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Always Sell LILY WHITE FLOUR

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Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

SHOE MARKET

Speed Up Men's Business With Summerweight Shoes.

From a number of the important factories producing men's shoes comes the news that orders for the various summerweight styles which they are showing in their lines are beginning to come in a volume that is most encouraging. Retailers, apparently, are recognizing the sales possibilities in summerweights to a greater degree than they have at any time since this important movement was launched in 1925. With the right kind of sales promotion, publicity, advertising and displays, there is every indication that summerweights will definitely "go over the top" this year.

With intelligent and persistent effort all along the line from the manufacturer to the retail salesman, summerweight shoes can unquestionably be made to contribute much toward curing the ills of the men's shoe business, of which so much has been heard in the past few months. Fundamentally there is no doubt that the difficulties confronting many men's shoe manufacturers and men's stores and departments relate back to the change in the habits of the consumer which has resulted in the wearing of low shoes the year around by a large proportion of the male population. Under existing conditions, a man wears one pair of shoes until they are worn out; the change of seasons no longer affords the same stimulus to buying as in the past, and the consumer "gets by" on fewer pairs than formerly.

Summerweight shoes, if properly handled, can, to a large extent, bring back the seasonal stimulus to buying which now is absent.

Do not show too many styles, but make the numbers you show stand out as something new and up-to-the minute, so that all the young men and women who care at all for that which is smart and stylish will wish to have them. Tie up the opening of the summerweight season with "Straw Hat Day" and, if possible, work out a co-operative plan with the other retailers to launch summerweights "with a bang." In these ways sell the men of your town the idea that, to be up-to-date, they must change to summerweight shoes at the same time they don their new straw hats and other summer apparel.—Shoe Retailer.

New Trends in Hosiery.

Business in women's hosiery is very active, with much attention being given by buyers to nude, rose beige and dust tones. The rose beige stockings have gunmetal heels, while those of the dust shade are featured with black heels. Manufacturers are planning to stress stockings with fancy clocks, to be worn with sports dresses. The clocking is about 9½ inches long, extending from the ankle. One leading manufacturer here will shortly bring out a two-thread 57-gauge stocking, which he claims will be the finest-gauge stocking produced in the American market. Practically all of the

hosiery made on machines in this country, he said yesterday, is of 42, 45 or 51 gauge. The hosiery will be priced to retail at \$5.50 a pair.

Rubber Footwear Called For.

Manufacturers report substantial Fall orders for rubber footwear being booked by salesmen who have been offering these goods for over a month. They ascribe this to the bare condition of retailers' stocks which was caused by the snowfalls of December. Low arctics for the Fall are moving especially well in a variety of colors. They are being produced in new materials such as cotton jersey, and silk, wool and cotton mixtures. Some retailers are attempting unsuccessfully to induce the manufacturers to ship the goods now, instead of in the Fall.

After the Flappers.

Flappers of Salem, Ind., are prohibited from flopping their galoshes on the order of the police department, officials of which declare the open footwear a nuisance and order galoshes fastened while wearers are on the streets. Parents and school teachers also have voted that the unbuckled overshoes are unsanitary and unsightly. School children of the high school variety had adopted the open style of wearing with the result that recent heavy snows saw their galoshes filled to the top with snow when the children arrived at school.

Better Grade Shoes Sell Well.

Manufacturers of men's better grade shoes are finding that sales of Spring goods are running ahead of last year, largely because of the reorders caused by the comparatively mild weather recently. Narrow-toed shoes with soles thinner than a year ago are selling well, but the high-heeled models have proved a disappointment. An improved demand is noted for better sport shoes and for more expensive street models, in line with the general tendency of the consumer to spend more on apparel.

Not Much Change in Hosiery.

Business in thread silk hosiery for women is satisfactory, with but little in the way of novelties or radical change in colors or style. The shaded effects introduced last year by some manufacturers are in demand, with French nude or gun-metal tones at the lower part of the stocking shading up to paler tints at the top. They are said to give a more slender effect to ankles and to be generally effective with the prevailing short skirts.

Stripes Featured in Flannels.

Flannels continue in excellent demand for misses' sports apparel. Stripes represent the newest pattern treatment in the fabrics, and one of the largest mills producing them is featuring four distinct types. Bold effects in black and white and navy and white are outstanding. College colors in a complete range are offered, owing to the strong popular demand for these effects. Roman stripes feature many color combinations, while ombre shadings appear in both bold and subdued patterns.

A. E. KUSTERER & Co.
INVESTMENT BANKERS
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303-307 MICHIGAN TRUST BLDG.
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FINANCIAL

Review of Business Conditions in Michigan.

Increasing confidence in the industrial and trading position of the Nation has been noticeable during the past month. Not a few of those who, at the beginning of the year, were somewhat dubious about the business outlook are expressing themselves somewhat more optimistically. The feeling is growing that in view of the many favorable factors in the present situation, business will move along at a comfortable pace for some time to come, although it is not likely to reach the proportions it did in 1926.

Unfortunately, to many minds good times are not possible unless workmen are purchasing expensive silk shirts and everybody is engaged in an orgy of spending such as was witnessed in the hectic days of 1919 and the early part of 1920. Well, of course, prosperity of that type is undesirable from more than one standpoint. That was amply proved during the latter half of 1920 and 1921. For several years now we have been enjoying almost uninterruptedly what can be truly called good times. Excesses have not been indulged in. Inflation has been zealously guarded against. Management and labor, on the whole, have been working together not only more efficiently but also more harmoniously than ever before. The result is that business to-day is well buttressed and is in a position to move steadily and firmly forward. On the whole, we should have a good business year and a year of profits, despite the fact that profit margins are narrowing.

There are head winds blowing—how, ever, which are somewhat retarding business progress or give promise of doing so. These head winds are chiefly new declines in the prices of farm products, further reducing the already weakened purchasing power of our vast rural population; a falling off in building contracts; political troubles in Mexico, China and Nicaragua; and prospects of a strike in the soft coal industry April 1. It was just a year ago that the anthracite strike was settled, after costing the miners and operators a billion dollars. Soft coal stocks will probably total 80,000,000 tons by April 1. It is claimed that these stocks, together with the production of non-union mines will be sufficient to take care of the needs of the country, providing the duration of the strike is not too great.

On the favorable side check payments in the larger cities of the country during February averaged higher than those for the corresponding period in 1926; wholesale prices have moved lower, resulting in further reductions in the cost of living; gold imports in January amounted to \$47,000,000 and added to an already abundant supply of credit, thereby creating a still larger amount of money for investment purposes; railroad car loadings have increased slightly; steel mill operations during February were more active than a month ago and steel prices recently reached the lowest point in several years; employment is

normal and the large purchasing power of the Nation is being sustained by high wages.

Michigan manufacturers generally are enjoying a normal output. There has been some improvement during the past few weeks. Paper mills and furniture factories are the most favored. A few lines are operating above normal. Conservative production schedules are the rule, output being kept closely in line with the actual volume of orders booked. Industrial leaders are optimistic over the outlook for further betterment during the spring months.

Although there has been a very definite upward turn in automobile production and shippings, the situation is spotty. Some companies are having the highest production in their history, others have been obliged to reduce their schedules. Favorable weather during the next two months should quicken the pace of the motor car industry very perceptibly. Highly satisfactory results in attendances and sales have been experienced at the numerous automobile shows in all parts of the country. Price schedules of at least the standard makes of cars have apparently reached a level for the present, standing at the lowest point in the history of the industry.

Employment throughout the State is well sustained. In a number of localities a surplus of unskilled laborers exists. Spring activities in the farming sections and public improvement work will absorb many unskilled workmen. Michigan gas and electric companies plan to expend \$55,000,000 during 1927 on additions to plants and extensions, which will furnish a large amount of employment. Eleven thousand more men are on the payrolls of Detroit factories than there were a month ago. Employment figures for the last week in February showed a gain of approximately 4,500 over those for the preceding week.

There is considerable spottiness in both the wholesale and retail trade, but both, on the whole, are doing a fairly good business. There has been an improvement in many lines since the first of the year. The outlook for trade is very encouraging, but much will depend upon the kind of weather that spring ushers in. Retailers and wholesalers both report collections fair, but expect improvement from now on. Commodity prices continued to weaken during February. The index number based on 100 as an average for 1913, standing at 142.1 on the nineteenth of the month.

Building operations, taking the State as a whole, are on the incline and the general outlook is good. A good volume of spring work is contemplated. The value of building permits in Detroit during February compared very favorably with those for the corresponding period in 1926.

Farmers are beginning to look after their spring requirements. Some damage has been done in certain sections to the winter wheat. Many producers are holding large quantities of potatoes with the expectation of higher prices. Losses sustained by bean and beet growers the past two years have encouraged many, especially in the

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Thumb district, to take up dairying at least on a small scale.

Banks in almost all sections of the State report an unusually heavy demand for money. These demands are being well taken care of in the great majority of instances but loans are being made carefully. Rates are holding firm. Wayne W. Putnam.

Director Public Relations, Union Trust Co., Detroit.

American 1926 Income Casts Light on Prosperity Trend.

A revolutionary rise in American income within the last few years to the record-breaking total of \$89,682,000,000 in 1926, representing a 40 per cent. gain since 1921, is what lies back of the present unprecedented prosperity of the country. The new computation was made by Willford L. King for the National Bureau of Economic Research, in connection with that organization's highly valuable study on income which since 1920 has gone forward under the general direction of Edwin F. Gay and Wesley C. Mitchell. That here is the plant on which prosperity has blown to a full flower and not simply a fictitious structure swollen to its present size by an artificial rise in prices is plain enough. As a matter of fact 1926 values fell below those for 1921 so that the economists might have produced greater than a 40 per cent. jump in income in the last five years if they had been out to stretch the figure to its utmost.

If this vast National income were distributed equally to every man and child in the country, including even the babes in arms, there would have been enough in 1926 to give each person \$770. That is a third more than the per capita income of 1921 figured on the same basis. The significance of such a view lies in what it reveals of the increased sums available for the purchase of the necessities and luxuries of life. It reflects the enormously increased purchasing power of the average individual. That \$770 a year represents the earnings of an average healthy American nobody contends. Indeed, the bureau's own estimate is that the 1926 per capita income of those gainfully occupied was in excess of \$2,000.

Over a period of years the condition of the average person has been improving at the rate of 7 per cent. yearly when expressed in dollars of constant purchasing power, which, it must be admitted, is an impressive rate of advancement. It is basis enough for so conservative an organization as the bureau itself to report that, 'despite the constantly growing population and the relatively inelastic nature of the supply of natural resources new inventions and greater skill and organization are still enabling the average inhabitant to progress steadily upward on the scale of economic welfare.' The reasons for this intensely significant rise in income is a question apart, but that it has speeded up industry everywhere in the country and brought on prosperity there is no doubt.

The creation of nearly \$90,000,000,000 in National income in a year would

have seemed like a wild dream before the war when the yearly aggregate had scarcely reached \$30,000,000,000. Except for the wealth produced here by conditions that grew out of the war, such a total still might be far beyond our reach. Without meaning so to do, this country gained more in wealth from the war than it lost, and in general these gains have been placed where they would multiply themselves over the course of years. So many dollars fairly distributed as those things go represent a country-wide appreciation in purchasing power heretofore unknown to history and their effectiveness in the world markets has been enhanced by the creation of credit instruments vast and powerful. If the Nation's income increases as much in the next five years as it has in the last five the total in 1931 will be \$126,000,000,000, but that would seem to be an unreasonable expectation.

Paul Willard Garrett.

[Copyrighted, 1927.]

Asset Position of Common Stocks Improved.

At no time in the history of the country have common stocks represented such sound investments as today. It is safe to say that the junior issues of many of our leading industrial and railroad corporations are now a better risk than were their first mortgage obligations a quarter of a century ago.

At the beginning of the twentieth century a number of to-day's most firmly established industries were but untried ideas of men of no particular standing in the business world. Since then a definite demand has been created for their products and in addition large properties and surpluses have been built up so that, instead of representing nothing but potentialities, common stocks of such concerns now have substantial tangible assets back of them. Such assets are frequently considerably in excess of their market value.

Moreover, the perfection of the banking system in the United States and the corraling of a goodly portion of the world's gold are certain to act as important business stabilizers. Although it is probable that this Nation will again witness business depressions, the possibilities of a money panic, which had been so disastrous to property values in the past, now appear rather remote.

In view of present conditions, it is possible that there is more than mere theory to the statements made from time to time that common stocks are more satisfactory investments than bonds if held over a period of years.

It is interesting to note in this connection that Edgar Lawrence Smith, one of the foremost champions of common stocks in the country, succeeded in making a very creditable showing last year with the Investment Managers Company, a sort of investment trust confining its investments exclusively to junior securities.

Net earnings of the company for the twelve months ended December 31, 1926, amounted to 9.21 per cent.

\$5,000 Harrison Co., Texas 5% Road Bonds, full county obligation, dated June 10th, 1919, due June 10th, 1950, denomination \$1,000., interest April and October 10th, at New York.

FINANCIAL STATEMENT

Assessed valuation	-----	\$15,947,410
Total debt	-----	1,476,000
Population 1920 Census—43,565		Opinion Chas. E. Wood, Chicago

Price to net 4.50%

These bonds have already been made tax free in Michigan. If interested, please write or wire any of the offices below:

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on the average number of \$100 face value certificates outstanding. Of this amount, which included dividends received on securities held and market appreciation, 3.62 per cent. was retained in the fund as a reserve. In 1925 the company earned 9 per cent. on its certificates and retained 3.46 per cent. as a reserve.

At the close of last year the company's trust fund amounted to \$9,815,341, of which \$2,926,700, or 29.8 per cent., was invested in common stock. The remainder consisted of cash, call loans and receivables.

Of the fifteen different blocks of stock held, six were of railroads, two of light and power, two of petroleum and five of industrials. All but three of these stocks, two industrials and one public utility, showed the company a profit over the cost price.

Ralph Hendershot.

[Copyrighted, 1927.]

World Conditions Are Very Much Unsettled.

Grandville, March 1—The United States is the most prosperous nation on earth and yet it has many conditions that are not of the happiest.

We have been lately celebrating Lincoln and Washington birthdays, proclaiming these two men as the ne plus ultra of Americanism and in every way worthy of being imitated.

Now and then a would-be wise man of literary pretensions has attempted to tear down the fabric of benevolent patriotism which has for more than a century surrounded the beloved father of his country with mystical reverence. Succeeded? Of course not. The story of the cherry tree and hatchet hasn't been phased by the calamitous misrepresentations of a Hughes or any writer of lesser note. Might as well attempt to do away with Santa Claus and the story of Robinson Crusoe.

Our histories are not founded on mere legendary discussions. Washington is of comparatively recent origin. He is not much farther away than Lincoln or Grant and any writer who has no better sense of facts and the proprieties than to spoil the life story of this quiet Virginia gentleman is unworthy of the slightest credence. enough on hand to look after the proper regulation of laws than to sit and grin over the iconoclasts of history.

Suppose an epidemic of disease should break upon the Nation which took 25,000 innocent men and women and children every twelve months to an untimely grave, would not there be a stirring of the dry bones in an effort to counteract such a calamitous condition?

Certainly there would be an eager demand for something to be done at once on the part of the authorities, and yet such is said to be the toll of human lives paid to the Moloch of automobile carelessness. Not only is it carelessness but rank criminality, and yet there is an acquiescence that seems more dangerous than startling.

Laws regulating auto traffic are not sufficiently strong, else what we have are not sufficiently enforced. Either horn of the dilemma is bad enough. Drunken drivers are in evidence more commonly than is supposed. If murder on the road by these irresponsibles was punished by a life term in the penitentiary, and if such punishment was strictly enforced at least ten thousand innocent lives might be saved every twelvemonth. Think of this a moment and then make a motion for reform in our criminal laws.

While we are talking about cutting down naval power in the interest of peace, might it not be well enough to

go out on a strike against the present order of things?

There is trouble in the Far East. Marines are mobilizing, ships of war are being sent to the Orient to watch the doings of the heathen Chinese, while we are neglecting our own internal affairs. It is well enough to look sharply after foreign relations, but not at the expense of much needed reformation nearer home.

There has been intense criticism of our Secretary of State because he has dared to take a hand in an internal eruption in Nicaragua and other Central American powers. It is barely possible that this is just. However, we must regard the same with a grain of suspicion when we consider whence most of this fault finding comes.

That windy and erratic orator Borah, is nothing if not a critic of his superiors. All the fame that attaches to his name comes through that habit of garulous fault finding which has grown upon the Western Senator until we have begun to look with suspicion upon his every utterance.

It will be remembered that Hiram Johnson of California, injured his own prospects for a presidential nomination by his ceaseless and captious digs at the reputations of better statesmen than himself.

So far it has not been proven that Secretary Kellogg has gone away from the path of duty in his doings below the Rio Grande. It is oftentimes necessary in dealing with these small revolutionary powers to give a strict rendition to the rights of even this larger republic of ours. Small nations are as often beyond their rights as are the larger ones. Ought we then to salve over the indignities inflicted by a small nation which would be promptly resented in a larger one?

There is enough on the horizon to attract and perhaps create alarm. China is at present the ulcer which is rapidly eating into the heart and life of modern society. This yellow country has been for many long years the stamping ground of our Christian missionaries, and yet during all these years but small progress has been made toward civilizing the pigtailed.

Japan, once as hopeless a scar on civilization as is now China, has become fairly well civilized and is at present standing by her white neighbors in defense of right treatment in the East.

This Government is ready to sit in council with the United States on the matter of naval armaments, both in air and on the sea, while our white neighbors in Europe find excuses for refusing our kindly suggestions.

Well, what of it?

The world cannot be reformed in a day. There are too many plots and plans stewing in Europe to permit of an agreement with the United States on any question of moment which affects the peace and prosperity of nations.

France cringes in fear of Germany. Italy has ideas of her own about national agrandizement which are filling the brain of Mussolini to bursting. The prospect for a get together meeting for the purpose of limiting either navy or army is not very flattering at the present time.

Europe hates America. There is no doubt about that and there is no way of mollifying that hate except by our bowing in the dust before her, making humble apology for standing strictly for our rights—a thing we will not do while Calvin Coolidge is President. Old Timer.

So many banks have gone broke in South Dakota that merchants are not surprised to receive returned checks marked: "No bank."

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Liability of Merchant For Damage by Fire.

Where a retail merchant conducts his business in rented or leased premises he is bound to use reasonable care in the matter of protecting such premises from damage. It follows, if the premises suffer damage through his negligence he may be called upon to respond in a material way for the loss incurred.

The application of this rule of law in respect to the duty of a tenant occupying premises is illustrated in a number of cases; cases in which the tenant has through his negligence allowed the premises to become damaged by water, neglect, or fire, and, while each case of this kind has necessarily been decided in the light of its particular facts, a brief review of a case of this kind may serve to exemplify judicial reasoning on the subject. For example.

In one case of this kind a merchant leased a store room which he heated by the use of a stove. This stove was set in a box of dirt which extended for some distance around its base, but the stove itself was defective in that its ash box had no door. In this situation coals of fire could roll from the stove to the ash box, and there was a chance of such coals reaching the floor of the storeroom.

The owner of the building warned the merchant that the stove was dangerous and offered to bear the cost of its repair. The merchant promised to have the stove repaired, but for some reason never did. Following this, at or near 10 o'clock on a certain evening, the merchant locked up the store and left. At that time there was hot fire in the stove, and some 35 or 40 minutes after this a fire was discovered in the store which destroyed the building.

On this state of facts, the owner of the building brought an action for damages against the merchant. This action was based on the contention that the fire was caused by the merchant using a defective stove. The trial of the cause resulted in a judgment against the merchant in the sum of \$10,000. From this judgment the merchant appealed, and the higher court, in reviewing the record and affirming the judgment, in part, said:

"In this case the evidence shows beyond a doubt gross negligence upon the part of the appellant (merchant) in the manner in which he kept and operated the stove, and this was noted up to a few minutes of the time the fire occurred. The negligence was proved and admitted by the appellant, and there is no other reasonable hypothesis upon which to base the origin of the fire than the defective condition of the stove and the negligence in permitting combustibles to be strewn all about it.

"Appellant had locked the store, when he left a few minutes before the fire began, on the inside. There is no testimony tending to show that the store was open when the fire began, or that any one had been in the store after appellant left it. The fire originated on the inside. The theory that

an incendiary might have set fire to the building has no foundation whatever. It has no more basis in the evidence than the untenable theory of spontaneous combustion. The only reasonable conclusion to reach is that appellant was knowingly negligent in using such a stove."

The facts of the foregoing case constitute one of the clearest cases of gross negligence on the part of the tenant of a building the books contain. In fact from the evidence of record no fair minded man could escape the conclusion that the building was destroyed by the merchant's acts in trying to heat it by the use of a stove that was clearly dangerous. And in the face of such evidence, it is difficult to see how a court or jury could refrain from holding the merchant liable for the loss incurred.

Of course every case of alleged negligence in situations of this kind is based on a different set of facts, and the question of whether or not a loss has been caused by such negligence is usually one for the jury. However, there is no getting away from the fact that courts and juries are for the most part composed of men of common sense, and, when a situation is called to their attention that appears to them to show negligence, will not hesitate to place the blame where it properly belongs.

In view of which a merchant who rents or leases premises should regard them as his own, in so far as taking the usual safety measures for their protection is concerned. Otherwise, as in the case reviewed, if the premises suffer damage, that can be traced directly to the negligence of the renting merchant, the latter may find himself in a difficult position to defend if confronted with an action for damages.

Leslie Childs.

Orders Oil Cans Painted.

In a recent letter sent out by Alfred Hogston, state fire marshal of Indiana, to all oil companies operating in Indiana and to the city fire chiefs, attention is called to the rule requiring that gasoline containers shall be painted red and kerosene containers green. The red cans, which must bear the black letters "Dangerous," also may be used for naphtha and benzol. The kerosene cans, which must be lettered in white "Inflammable Liquid," may be used for alcohol, the letters pointed out. At a recent meeting of the state oil inspection force a resolution was adopted asking the fire marshal to bring the rules to the attention of oil companies and fire chiefs.

Wooden Ash Containers.

Many fire departments are responding to fires caused by putting hot ashes into wooden barrels and boxes. Fire chiefs should encourage their local newspapers to publish items asking citizens to use metal containers.

Yesterday we heard positively the last one on our friend the absent-minded professor. He slammed his wife and kissed the door.

The difference between a smile and a frown is only mental.

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OUT AROUND.

Things Seen and Heard on a Week End Trip.

Saturday was anything but a pleasant day, but the lure of the great outdoors was so strong that I could not resist the temptation to sally out in the face of alternating rays of sunshine and snow flurries, with a sky which indicated threatening weather, colder temperature and probably more snow.

The first stop was at the general store of A. H. Sauer & Sons, the pioneer merchants of Kent City. I had not called on this house for some months and was pleased to note that an addition had been constructed in the rear of the grocery department and a well-conducted meat market added to the establishment, which is now one of the most complete and comprehensive mercantile emporiums in any inland town of its size in Michigan. My visit was so near to noon hour that I did not find any of the Saur family in, so I take this means of congratulating them on the good fortune which come to all successful merchandisers who deal honorably, work faithfully and make a friend of every customer.

I also wish to congratulate A. W. Johnson, the grocer near the depot, over the possession of six bright children—half and half—who have consented to grace his family circle. If I were in Mr. Johnson's shoes, I would estimate my worth at six million dollars, plus the value of my grocery and shoe stock.

My next call was on L. J. Austin, the Casnovia grocer. Mr. Austin was busy for a moment, so I improved the opportunity to receipt his invoice for a yearly renewal before handing it to him.

"How do you know I want the Tradesman any longer?" enquired Mr. Austin.

"I settled that question the moment I crossed your threshold," I replied. "All prosperous merchants want the Tradesman and will not willingly give it up after they become familiar with its contents and what it stands for. The moment I see a store going down hill and the owner losing ground, I know he has stopped reading the Tradesman and is headed for the bankruptcy court or the poor house. This is a rule as invariable as the laws of the Medes and the Persians."

Mr. Austin thereupon handed me the amount of my invoice, with the remark: "I thought I could get a raise out of you."

I always enjoy the approach to Muskegon from the Casnovia highway, because it always discloses new buildings, new streets laid out and other evidences of improvement of a permanent character. There was a time, not so many years ago, when I thought that much of the twenty-odd mile drive from Casnovia to Muskegon would never be anything but a wilderness, due to the apparent unproductiveness of the cut-over lands West of the clay belt which ends about five miles West of Casnovia, but I am glad to admit that I was very much mistaken. Cozy homes and small farms now line the road almost the entire distance, show-

ing that the prejudice against cut-over pine lands is largely a matter of tradition which modern methods, adequate fertilization and diligent cultivation have successfully combatted.

My first call in Muskegon was at the grocery store of H. Poirier, who was just handing out a pound can of roasted coffee to a customer.

"Grind it, please," requested the buyer.

While Mr. Poirier was performing this service, I said to him on the side: "If you were to induce your customer to buy a coffee grinder and grind his own coffee as he uses it, thus preserving the delicate aroma which proceeds only from freshly ground coffee berries, he would drink twice as much coffee and you would sell him twice as many cans of roasted coffee."

"I never thought of it in that light," was the reply, "but I think you are more than half right."

I happen to know of a grocery store in Muskegon which recently installed a coffee roaster in the front portion of the store. It is kept in operation during the hours when trading is most brisk. This means that the satisfying aroma peculiar to roasting coffee is always in evidence in the store, which influences every caller to buy coffee, whether he needs it or not. I recently congratulated that grocer on his acquisition, whereupon he replied:

"I got the idea from the Tradesman. It has increased our coffee sales ten-fold."

All of which recalls an item I recently clipped from the Chicago Commercial Bulletin, as follows:

Mrs. Alice MacDonald, a New York coffee broker and restaurant shop operator, is pictured in the papers signing a "million-dollar-lease" for a new coffee shop in that city. When this woman was in her fortieth year, with an invalid husband, three children to provide for, "and only thirty-eight dollars" she began selling coffee. Five years ago she entered the restaurant business at the Grand Central terminal, and after doing a \$2,000,000 business last year she says she owes her success to giving away waffles with coffee.

But giving away things does not bring profits, and we dare say her success really comes from the good coffee she serves. Good coffee will sell an indifferent meal, while a good meal with poor coffee never brings a man back for another meal. That is saying that a cup of good coffee is the fundamental necessity of satisfactory breakfasts and dinners.

A dining room proprietor who economizes in coffee quality makes a vital mistake. It is the universal hot beverage. All over the country eating places which serve first-class coffee thrive, while those which do not merely struggle along. True, people will drink poor coffee rather than none, but once they find a place where the coffee is always good they will go a long way to get it, and if the food also is good, they are always coming back.

An experience covering more than half a century as store clerk and mercantile editor leads me to the conclusion that altogether too little attention is given the coffee department of the average grocery store. The grocer stocks a half dozen different brands of package goods and leaves it to the customer to decide which brand he will select. No attempt is made to influence the discriminating customer to purchase a superior article, as is the case

with flour, canned goods and many articles in the fancy grocery line. The result is that the average customer comes to look upon all package coffee brands as substantially the same and loses interest in the article which is most vital to him in the enjoyment of his morning and evening meal. I made careful tests of the different kinds of coffee for more than fifty years and finally decided on Ancola (formerly sold under the name of Old Government Java) as the grade best suited to my taste. This coffee was never grown in Java, but on the Sunny (North) side of Sumatra, and takes its name from the province in which it is produced. All of the output of this district is marketed through Amsterdam, whence it comes to this country after being properly aged and seasoned. When the kaiser started his war for world conquest in 1914 I purchased a supply of green coffee ample to meet our requirements for several years and stored it in my attic. It was then twenty-eight years old. It is now forty-one years old and has developed the most remarkably rich brown color I have ever seen in a coffee berry. I recently submitted a sample to a noted Boston authority, who wrote me that it was the finest lot of coffee he had ever seen and in his opinion the finest coffee ever produced anywhere in the world. People who come to our home as table guests immediately fall in love with our coffee and enquire where it can be obtained. That is easy to answer, but when I tell them it must be purchased unground, kept in air tight glass or metal containers, ground fresh for each meal, made in a percolator from spring water (not the chemically treated stuff supplied by the city), they usually conclude they cannot go to so much trouble to prepare so simple an article of diet as coffee. I note, however, that most of our guests drink several cups of our coffee, whereas they seldom drink more than a single cup of the decoction they serve in their own homes.

Because Ancola coffee can be obtained from any coffee broker or through any wholesale grocer and because a trade once worked up on this grade of coffee will stay by the dealer, so long as he confines its sale to discriminating buyers, I believe it will pay any enterprising grocer to give this suggestion consideration. Due care must be used to see that the customer is impressed with the necessity of using the home coffee grinder, the percolator and soft water in preparing this kind of coffees for table consumption.

I called on one grocery store in Muskegon where two men clerks are employed. The store was untidy, unswept and everything in confusion. When a lady customer came in both clerks got busy at once—one engaging her in conversation, while the other waited on her. I cannot see much future for that store. Within a few blocks I called on a grocer who occupies a smaller store and carries a smaller stock, but everything was in perfect order. The clerking is done by two young ladies who looked very inviting in their clean white aprons. If I was a resident of Muskegon I know which

store would receive my patronage.

I returned home via Grand Haven, where I learned that L. J. Koster (Edson, Moore & Co.) was greatly improved in health and strength and would soon be himself again. I was delighted to get such a report regarding my life-long friend. He has lived a very useful life and I hope he will be spared many more years to contribute to the pleasure of his friends and the satisfaction of himself.

E. A. Stowe.

Says Soft X-Rays Double Productivity of Seeds.

The treatment of seeds and bulbs with "soft" X-Ray results in tremendously increased productivity, Dr. Moses Jacobson, Russian botanist, announces. He predicted that the experiments would revolutionize agriculture, make up for the increasing deficiency in farm labor and permit absolute control of crops. Dr. Jacobson said he would submit a full report of his experiments to the American Botanical Society convention in Philadelphia on Feb. 5. The treatment of seed with x-rays is not new, he declared, but previous experiments have been failures, because the seeds and bulbs were not treated at the proper time. The botanist said the treatment also had to be mild. The seeds may be stored in the dark if necessary, he said, but the best method is to plant directly after treatment. Seeds so treated give off stronger roots, he declared, and in a great majority of cases the yield has been doubled.

Despite the volumes that have been written concerning the comfort and convenience of bobbed hair, there are indications that women are becoming tired of its plainness. At the international convention of coiffeurs, recently in session at Vienna, there was a distinct movement in favor of beautifying the bob in the way of adding curls, restoring the discarded "rats" of false hair and using "rooster combs" on the forehead and at the back of the head over the nape of the neck. These miniature wigs, it was suggested, could be fastened to the bob by jeweled devices or fantastic combs on dress occasions and laid away in a handbag or in a dressing-table drawer while the owner went shopping or indulged in athletics. That women sooner or later would tire of the extreme plainness of the boyish bob was to be expected, and that the movement for a change should begin in Europe, where women have more leisure than ours, is natural. But we are inclined to look with suspicion upon the statement from Vienna that that city is becoming the capital of bobbed hairdom and that smart women of fashion are flocking there when their hair needs artistic remodeling. Art—and feminine hairdressing—cannot be confined to any one city or any one country.

If you can't be a leader, learn to be a loyal follower. The world needs both.

A ring on the finger is worth ten on the telephone.



Register NOW!

for the

BETTER MERCHANDISING CONFERENCE

at the **NEW MASONIC TEMPLE - DETROIT**

THE PROGRAM

Conference Exhibitors (as of this date)

- American Radiator Co.
- Arctic Products Co.
- Amory-Browne & Co.
- Annis Fur Post.
- Buhl Sons Co.
- Beecher, Peck & Lewis.
- Breitmeyer's, John, Sons
- Berry Bros.
- Bookstanz Bros. Co.
- Burnham, Stoepel & Co.
- Burnham, Chas. J. & Son.
- Carey Co.
- Crane Co.
- Commercial Electric Co.
- Chope-Stevens Paper Co., (Contributor).
- Duprey, J. H. & Co.
- Detroit Show Case Co.
- Detroit Automobile Club.
- Detroit Creamery Co.
- Detroit Dairy & Food Council.
- Detroit Hosiery Co.
- Detroit Wholesale Furniture Co.
- Detroit Graphite Co. (Contributor).
- Edson, Moore & Co.
- Electric Extension Bureau.
- Finsterwald, C. A. & Co.
- Farrand, Williams & Clark.
- Ferry, D. M. Co. (Contributor)
- Finck, W. M. Co.
- Gallagher, E. B. & Co.
- Griswold National Bank
- Hervey, A. & Sons Mfg. Co.
- Hamilton-Carthartt Co.
- Inland Merchant.
- Interchangeable Wall Case Co.
- Kelvinator, Inc.
- Krolik, A. & Co.
- Kiddie-Kover Mfg. Co.
- Lee & Cady Co.
- Larned, Carter & Co.
- Milo Art Studio.
- Michigan Drug Co.
- Michigan Bell Telephone Co.
- Minto, Geo. F. & Co.
- Payette Neckwear Co.
- Parke-Davis & Co. (Contributor)
- Sealpax Co.
- Shetzer, I.
- Standardt Bros. Hardware Co.
- Tuck, W. J.
- Union Paper & Twine Co.
- Webber, Geo. F. Estate.
- Wetherbee, Geo. C.
- Wright-Pike Co.

Tuesday--March 8th:

- 9-10 A.M.—Inspection of Exhibits.
- 10-10:20 A.M.—Welcome and Introductory Remarks.
- 10:20 A.M.—“THE FUTURE OF THE COUNTRY STORE”
John B. Garver, Garver Bros., Strasburg, Ohio.
(10 minute discussion)
- 11:10 A.M.—“BUSINESS BUILDING FOR THE RETAILER”
C. C. Parlin, Director of Research, Curtis Pubg. Co.
- 11:50 A.M.—Discussion.
- 12:00 Noon—Adjournment.
- 12:30 P.M.—Luncheon: New Masonic Temple.
Speaker Harvey J. Campbell, Vice-President Detroit Board of Commerce.
Subject—“Meeting Competition”.
- 2:00 P.M.—Auditorium:
“MORE PROFIT THROUGH QUICK TURNOVER”.
Alf. W. Pauley, Druggist, of St. Louis, Mo.
- 2:40 P.M.—10 minute discussion.
- 2:50 P.M.—“ADVERTISING A SPECIALTY STORE”.
Lois B. Hunter, Advertising Manager Himelhoch Bros & Co., Detroit.
- 3:30-4:00 P.M.—Two demonstrations of Window Dressing.
- 4:00 P.M.—Adjourn to Exposition Hall.
- 8:00 P.M.—Crystal Ball Room, New Masonic Temple.
FROLIC—including Refreshments, Entertainment and Dancing.

Wednesday--March 9th:

- 9:00-10:00 A.M.—Inspection of Exhibits.
- 10:00 A.M.—“THE PLACE AND VALUE OF SERVICE IN BUSINESS”.
Fred'k J. Nichols, Director Merchants' Service Bureau.
- 10:40 A.M.—Discussion, 10 minutes.
- 10:50 A.M.—“HOW OUTSIDE SALESMEN DEVELOP BUSINESS FOR OUR RETAIL HARDWARE STORE”.
R. A. Chandler, Chandler Hardware Store, Sylvania, Ohio.
- 11:30 A.M.—10 minute discussion.
- 11:40 A.M.—Window Trimming Demonstration.
- 12:00 Noon—Adjourn.
- 12:15 P.M.—Luncheon Meeting.
- 2:00-4:00 P.M.—GROUP MEETINGS.
(Drugs, Grocery, Dry Goods, Hardware, Clothing, Other Groups).
- 7:00 P.M.—BANQUET and ENTERTAINMENT—Hotel Statler.
Address by Lew Hahn, Director National Retail Dry Goods Association,
Subject—“ORGANIZING FOR MORE BUSINESS IN 1927”.

Thursday--March 10th:

- 9:00-10:00 A.M.—Inspection of Exhibits.
- 10:00 A.M.—“HOW I BUILT A HALF MILLION DOLLAR BUSINESS IN A TOWN of 5,000 PEOPLE”.
Fred R. Mann, Sr., of the famous MANN'S STORE, Devil's Lake, N. D.
- 10:50 A.M.—10 minute discussion.
- 11:00 A.M.—“HOW WE INCREASED OUR BUSINESS 42% IN SIX MONTHS”.
E. S. Charles, The Charles Co., Napoleon, Ohio.
- 12:00 Noon—Adjournment.
- 12:30 P.M.—Luncheon, New Masonic Temple.
- 2:00 P.M.—“WHY AND HOW WE SELL MERCHANDISE FOR CASH”.
Bob Mooney, B. & O. Cash Store, Temple, Okla.
- 2:40 P.M.—10 minute discussion.
- 2:50 P.M.—“HANDLING OF CREDITS”.
T. K. Kelly, of T. K. Kelly Sales System, Minneapolis.
- 3:30 P.M.—Plans for 1927: Announcements—Resolutions.

Special Entertainment for the Ladies

MARCH 8, 9 and 10

REDUCED RAILROAD FARES

[Registration Fee—\$2.00—covers all but Banquet]

BETTER MERCHANDISING CONFERENCE

909 Polk Directory Building

Detroit, Michigan

Register me for the Better Merchandising Conference March 8, 9, 10.

Name _____

Firm _____

City _____

(Tear off and Mail)

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.

Fabric Gloves Are Sought.

Fabric gloves are being sought by many buyers in preference to kid or silk, and there appears to be a ready market for those of good quality. This last is true of the tailored slip-ons that go in for hand-sewn seams and outlined stitching in self or contrasting colors. Fancy cuffs are selling well in both the cheaper and better grades of merchandise, and the amount of work shown on the cuff is not so important this season as the quality of it. In color the tan and beige tones predominate, while very little business is being done in the gray line. As a compromise between the tailored slip-on and the fancy cuff models there is a one-clasp glove bound at the top in a contrasting shade. Stitching on the back and a bound buttonhole to correspond with the pearl button contribute to its formal tone.

Offers New "Passport Bag."

A novel combination of the under-arm and pouch styles in a so-called "passport handbag" is being featured by a prominent manufacturer. The bag is from 8 to 12 inches long and is so designed that it may be carried as an ordinary handbag or as a flat pocketbook at the whim of the wearer. A patented strap running the length of the back of the bag assists in this. The bag is fashioned of genuine crocodile and ostrich leathers, the latter being inserted in the middle of the bag. The roomy interior is silk lined and contains a passport pocket, purse and mirror. A monogram tab is provided. The bag comes in all leading shades, including Worth blue, rose blush, cochineal, green gray, black, brown and amber. The wholesale price is \$8 each.

Slack in Luggage Business.

Although some luggage salesmen have been on the road for almost two months, not much business has resulted, but manufacturers are not inclined to be discouraged. They blame the backwardness of many of the buyers upon the lateness of retailers' inventory-taking this year. Formerly, they say, retailers would take stock in December or January, while many now choose the end of February in the belief that it is best to select an inactive period of selling. An improvement is looked for after March 1. In the better goods, boarded cowhide bags and imported crocodile have been in fairly good demand. The russet shade is still favored.

Fancies Continue to Dominate.

Brick-red shades are receiving much attention in men's wear fabrics, both for immediate delivery and for Fall. The brown tones generally are very well regarded, with strong interest also shown in blues. Fancy patterns are wanted by even the conservative

clothing manufacturers, who are said to be using color and weave effects they would not think of employing a few seasons ago. This demand makes the job of the fabric styler far more difficult. He can no longer trust to his "good taste and judgment" in making up a line, one of them said yesterday, but is forced to go ahead on the basis of what he thinks or guesses the demand for fancies will absorb.

Lightweight Underwear Sought.

Reorders received for lightweight underwear have improved to such an extent that some manufacturers assert that their business booked for the season is well ahead of last year despite the slow start. Jobbers who have been withholding their commitments in anticipation of price reductions are now being compelled to stock up, on account of the imminence of consumer demand. Certain manufacturers are inclined to believe that some of the recent gains in lightweight ribbed underwear have been made at the expense of nainsooks, but the cheerfulness of most manufacturers of the latter variety would seem to discredit this theory.

Floor Coverings More Active.

The demand for carpets and rugs is said to have shown a good increase during the current month. While January was generally regarded as a backward month for floor coverings, it is said to have been largely compensated for by this month's business. The maintenance of sales at the present volume is looked for during March, which is usually the best Spring month, although retailers will be filling in their stocks for the most part and waiting for the new offerings on April 1. Carpets are said to be selling better than in some years, colorful figured patterns being mostly wanted. In rugs, open ground colorful patterns are selling well.

Active Period Directly Ahead.

The coat and suit trade is now entering its active Spring shipping period, and the indications are that the shipping departments of most wholesalers will be taxed to capacity during the next few weeks. Mild weather such as that experienced recently will help enormously to stimulate consumer interest in Spring merchandise, with a corresponding increase in the demand for quick deliveries by the stores. Buying by retailers thus far has been satisfactory, according to most accounts. The business in suits has been especially gratifying, it was pointed out yesterday, while the demand for dressy coats has been steadily improving.

Active Call For Women's Vests.

The call for women's vests has been very active during the past week. Two types are sought, according to the United Neckwear League of America, one being intended for suits and the other for dresses. The former are in demand at present, owing to the grow-vogue for suits. The suit vests are developed in satin, moire, crepe de chine and linen, while the dress ac-

cessories are mainly of georgette and crepe as well as linen. The latter are shown with cuffs to match. The demand has been so strong that manufacturers are asking a week's time to make deliveries.

Designs of Spring Neckwear.

Jacquard crepes and English four-lards are in demand for Spring neckwear, both in striped effects and small all-over conventional designs. Bright reds and copper and brick tones are leading colors, with blues a close second. There seems to be little demand for plain colors, and manufacturers are anxious to keep novelty patterns in the foreground. One manufacturer is having success with a heavy lustrous Jacquard weave in small conventionalized feather effects, imitating the natural colorings of the scarlet tanager, blue jay, Baltimore oriole, goldfinch and numerous other birds.

Orders For Novelty Jewelry.

Bangle and spiral effects in bracelets continue to lead in popular priced jewelry. Orders for this type of merchandise are reaching manufacturers in good volume, and the indications are that the pre-Easter business will reach highly satisfactory proportions. Pearl necklaces, in the sixty-inch length, are likewise in good request. A novelty recently introduced, which is said to be taking well, is the "earring hatpin" of rhinestones, pearls or colored stones. A new shoulder brooch, deriving its popularity from the pronounced vogue for bows, is the rhinestone bowknot with flexible ends.

Rayon House Dresses Sell Well.

An increasing use of rayon fabrics is noted in house dresses to retail at popular prices. Retailers have been ordering this merchandise liberally, both for sales events and regular selling. The garments are well cut and finished and, being priced to retail at \$1.95 are said to represent a value that is superior to the usual type of house dress quoted at around this price. The patterns in the rayon cloth are attractive, including stripes, plaids and similar designs in two or more color combinations.

Silk Underwear For Children.

A steadily increasing demand for children's and juniors' glove silk underwear is noted in the market. Consumer popularity for this type of merchandise is based on the fact that glove silk is easily laundered and can be worn without being ironed. Models in which the silk is developed follow closely those for adults, step-ins, vests, chemises and nightgowns being the featured numbers. There is an abundant use of lace on the dressier models, while the variety of styles in the tailored garments is large.

Although the tarantula—of which but little is generally known—can spin a web like other spiders, he does not use a web to snare his prey. Knowing the strength of his claws and his poison he attacks boldly, leaping on the victim, and then dragging it into his nest in the earth.

FOR SALE

AT RIGHT PRICES

3 Wall Hat Cases
2 Floor Show Cases

GUIDOTTI THE HATTER
46 Monroe Ave.
Grand Rapids, Mich.

Link, Pette & Company

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

Corduroy Cords

Let
Your
Next Tire
Be a
Corduroy

—Built as good
as the best and
then made better
by the addition
of Sidewall
Protection

THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN

Sidewall Protection

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



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

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

Menus in English

MORTON HOTEL
WM. C. TAGGART,
Manager

We have purchased the Merchandise of
BURNHAM, STOEPEL & COMPANY

With the exception of their
FLOOR COVERING DEPARTMENTS

Therefore all of their Dry Goods Departments will be closed for selling until

Monday Morning March Seventh

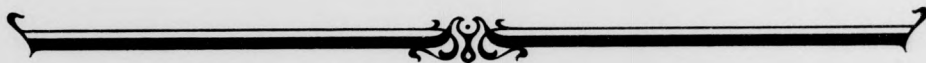
In preparation for

A CLEARANCE SALE

and the

Quick Liquidation of this Merchandise

as we shall vacate their building in a short time



SALE DAYS

Monday to Saturday March 7th to 12th

This great stock of merchandise Assorted for Spring Business, Offered at Liquidation Prices at the beginning of the Spring and Summer Season presents and unprecedented opportunity to all Mid-Western Merchants. All Merchants are urged to attend with their Buyers.

Business continued as usual in Burnham, Stoepel's floor covering departments.



EDSON MOORE & COMPANY

Detroit

RETAIL GROCER

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

Greatest Merchandising News in a Generation.

Written for the Tradesman.

Since January 1, this year, the house of Sussman, Wormser & Co., San Francisco, sells its famous S. & W. private label specialties on a plan of future contract under which the buyer is obligated to accept his entire order in ten monthly shipments, each shipment to be billed when goods move, subject to regular cash-discount terms at time of shipment.

In addition, the S. & W. people guarantee their customers against their own decline in price until contract is completed.

Such is the bare outline of a plan which has been instituted and put into effective operation, apparently without special notice by the grocery trade. Yet it is the most revolutionary move ever made in the sale of goods for future delivery since the sale of futures to grocers was first made operative. Let us say it is the first epoch-making advance in more than a generation and we shall be inside the facts.

There is a long history back of this event. It is a history unknown to most present day grocers, because so many of them have begun their business experience long since the sale of futures became common practice. For myself, I can look back virtually to the beginning of the practice and that was a time when the elder Findlay held out sternly against it.

My own first experience was at a time when my father was taking a long-deferred vacation trip to Scotland. I was offered Platt's Baltimore peaches in, say, July, for delivery when ready. Platt is a name which long ago has faded away; but in 1886, forty years ago, Platt's oysters in winter and peaches and other fruits were as solidly staple as any brand on the market to-day.

That date was less than eight years after a re-opening of a grocery business which had been inundated by the panic of 1873. For a long time after we recommenced business, we could not get a rating. Then, having weathered the storm and become moderately prosperous again without any rating, my father had a sort of prejudice against the rating agencies, declined to make a statement and so we had none when I gave this first order.

The Baltimore house refused to enter the order and told me why. Being young and brash, I sent forward the full amount. The order was filled, of course, but without the cash discount and I wrote what I thought was a pretty sharp letter, which brought the refund. We are all young once you know. That is, perhaps, why I remember the transaction so well.

When father got home, he pointed out to me his way of looking at such deals. He told me something I hardly realized was happening. For right then we were buying one important

line of goods on contract and had done so for years.

Tea was then the great American drink in the middle states. Tea was the family beverage in my early experience. Japan tea was heavily colored when I first saw it. Beginning about 1880 the old-time Chicago house of Corbin, May & Co. began the importation of a strictly uncolored Japan tea and we had the exclusive sale thereof in our town.

Everybody knows, of course, that tea comes to perfection once each year. In Japan the time is April. Hence, to be enabled to sell a fine tea throughout the year, we must buy it in advance in April. But that is not a retailer's function; and my father knew it was not. So he would and always did contract with the Corbin house for his requirements each year and Corbin would ship a certain allotment each month or fortnight and bill when shipping.

Some things I learned later on. I got to know that Corbin figured a price on a spot sale basis. To that price he added interest and storage charges, insurance and all other incidentals, and whatever cash discount he allowed for payment in advance of due. I got to know in a quite natural logical way, that every proper charge had to be paid by the buyer of anything; and I remember that this all seemed reasonable and proper to my father and ran through his explanations to me of how such business must be done.

If anybody had asked him whether he paid a percentage on his cost of tea to have it thus carried for him, he would have replied with brusque frankness: "Of course, I pay. How could I get tea on such terms otherwise?" He would have stared in amazement at the questioner while he answered, too. But he would have argued any man to a standstill on the question of whether it was wiser for any merchant thus to contract and pay proper charges or to buy spot and carry his own goods for all the months of any season. He knew it was wise for a retailer to buy and sell, buy and sell, as often as possible, rather than try to be both jobber and retailer.

But it is the way of humanity that each feels he must learn for himself. Each of us seems convinced that he can beat logic in some new way—and we all try it. So when the business came to me, I branched out into big buying, taking on round lots at what looked like a good quantity discount. I bought futures regularly and went through all the customary false motions incidental to the experience commonly known as cutting one's eye teeth.

But as my studies of, and reflection on business progressed, I realized that stock turn was a big thing. I grasped the idea that a nimble dime was better than a slow dollar. I read and thought until I evolved certain main principles for myself. Among these was a minimum rate of stock turn.

One cannot buy round lots and keep up stock turn; so the next step was to cut down on round lots. Then futures came up for question, and almost

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES of the Bakers Art



M. J. DARK & SONS

INCORPORATED
 GRAND RAPIDS, MICHIGAN

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

THIS GROCER SAYS:

"Into our store, regularly, come our Yeast for Health enthusiasts. They become our friends; they get a habit of coming to see us. They are a 'peppy' healthy lot; and they eat a lot of groceries. We know, because we sell them all the groceries they eat." W. Harry Knox, Poughkeepsie, N. Y.

FLEISHMANN'S YEAST

service

Don't Say Bread

— Say

HOLSUM

single handed and alone, I cut those out too. From the minute I took such steps, prosperity came my way in increasing ratio.

I remember that, in all this, I thought back on the tea contract plan and wondered why futures could not be bought that way. My readers know that I have argued this proposition threadbare from all angles of late years; and I never was able to see why it could not be made operative, except for one thing—the selfish interests of the canners and jobbers.

Understand, I do not claim I did it all. But I am happy to know that my writings on this subject have had great influence. And now the new deal for the grocer has been put into practical effect.

It is worth noting too, that we find here, as in other things, that the old selfishness was a mistake. For the jobber who really operates in his customers' interest finds his own true interest right in line. He learns the truth that the customer and himself are one in real interest. He makes more money—more plain filthy lucre, if you please—by being apparently unselfish than ever he could make on the plan of trying to hog it all.

I shall give more details next week; but let it be noted now that this great advance in grocery distribution will spread speedily wherever foods are sold. This because S. & W. goods are already sold over this continent and in Europe, so any plan S. & W. institutes will soon become known everywhere. But also the force of competition will compel other sellers to fall in line.

Nothing in my experience ever pleased me as this development does. It is a source of great satisfaction to me to realize that I at least helped in its formulation and the putting of it to practical application.

Paul Findlay.

Railroad Outlook Never So Bright as Now.

However much the financial district may disagree with what Professor William Z. Ripley says about public utilities in his new book, "Main Street and Wall Street," it will like his chapter on the railroad situation. After lambasting the public utilities for certain practices not in favor with the professor, he turns to his old love, the railroads, and offers some interesting observations. Before he gets through, Professor Ripley gives it as his opinion that the outlook for the railroads is distinctly encouraging and that, in fact, it "was never so bright as it is now in 1927."

The time has come in his judgment "to consider whether things have not so far shaped up as to warrant for the steam roads a new lease of life, financially; whether, in short, our railways may not once more assume their rightful place as a preferred repository for the savings of the common people. It has been my dream for a generation that this should ultimately come about. The wheel, perhaps may not yet have completed its full turn; but if all goes doing so in the immediate future." Professor Ripley is quite as much im-

well, it seems to be on the point of pressed by the fact that the carriers in past years have lagged behind the industrial companies in popular esteem as by the good prospects that seem to be just ahead.

He finds that the increment in the number of permanent railroad share owners cannot exceed a quarter of a million during the last decade. The electric power and light companies in a single year have entered that many new names on their stock books. Whereas the Pennsylvania Railroad and the United States Steel Corporation were about even twenty-five years ago, the latter now has 35,000 more stockholders than the former. Similarly, the Baltimore & Ohio Railroad and the American Telephone and Telegraph Company stood about even in 1900 but the telephone company now has seven times as many names on its stock books as the railroad.

It very naturally annoys Professor Ripley that so little progress on railroad consolidation appears to have been made since the completion of his report for the Interstate Commerce Commission six years ago. That a slightly more generous rate level be established, indeed, and that a more vigorous and consistent attitude toward consolidation be adopted are his main hopes as he looks into the future. With those things accomplished our railroad matters would seem to have been firmly established on a secure and lasting foundation in his opinion.

Paul Willard Garrett.

[Copyrighted, 1927.]

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green No. 2	10½
Calfskin, Cured No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts.

Lambs	50@75
Shearlings	10@25c

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

Racoon.

No. 1 Large	\$9.00
No. 1 Medium	7.00
No. 1 Small	5.00

Skunk.

No. 1 Black	\$2.50
No. 1 Short	1.75
Narrow	1.10
Broad	.60
No. Twos at value.	

Red Fox.

No. 1 Large	\$12.00
No. 1 Medium	10.00
No. 1 Small	8.00

Genuine paper was made by the Chinese from very early times. It was probably brought into Europe during the twelfth century through the Moors. About 1150 a paper mill was established at Fabriano in Italy. The manufacture spread to France, England and Germany. In 1690, the first paper-mill in America was built by William Rittenhouse, at Roxborough, near Philadelphia.

Truth can be told in but one way, while a lie can be told with a dozen variations.

Peak Sales this year

You are entitled to a generous profit on each and every sale of Rumford. It is the product that makes contented customers because it is pure and wholesome. Rumford is a steady seller and gives you consistent profits.

RUMFORD BAKING POWDER

A genuine phosphate powder Superior in baking quality and healthful.

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Distributors of *PINE TREE Brand*

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

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

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A Nation-wide Educational CANDY ADVERTISING CAMPAIGN
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It will benefit every CANDY dealer in the United States. The leading magazines will carry full page colored educational advertisements at regular intervals and for a long period.

YOUR job is to get your candy cases ready for the biggest demand for GOOD CANDY you ever had.

The National Confectioners Association of the U. S. and allied Industries are financing this campaign. Ask our salesmen for further information.

PUTNAM FACTORY
GRAND RAPIDS MICHIGAN

HARDWARE

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

Springtime Hints For Wide-Awake Hardware Dealers.

Written for the Tradesman.

With an early spring in sight, spring housecleaning may also be expected to soon get under way. There was a time when housecleaning, apart from the inconvenience caused, was a relatively inexpensive function, a mop, a broom, a pail, a scrubbing brush and a bar of soap fully equipping the average housewife for her task.

Now, however, innumerable labor saving devices are in the market for use in connection with the spring housecleaning. Vacuum cleaners, carpet sweepers, washing machines, patent mops of many kinds, floor scrapers, brushes in endless variety—all these, and scores of other devices, are available to lessen the housewife's drudgery or to make her work more efficient.

All, or practically all, these devices are part of the modern hardware stock. Yet there are innumerable homes throughout America where housecleaning is still carried on pretty much as it was thirty years ago. The amount of business still waiting to be done in these lines is limited only by the housewife's financial ability to buy and the hardware dealer's ability to sell. The business is there; and it is for the hardware dealer to get after it.

Coincidentally, the old idea of a spring and fall housecleaning, with practically nothing between except a little sweeping and scrubbing, is passing out. Housecleaning goes on, more or less, all the year around. There is, consequently, to a greater extent than ever before, an all-the-year-round demand for articles and devices used in housecleaning.

The spring, however, is the psychological moment to push these lines most aggressively. For at this season the average housewife is exceedingly busy, she needs help, she can't get anyone to help her, and she will appreciate then, more fully than at a season less crowded, the value of the labor-saving devices the hardware dealer has to sell.

In his window displays, his newspaper advertising and his general publicity, it will pay the hardware dealer to stress the idea of labor-saving for the housewife, cutting out the drudgery and promoting efficiency. Link your specific advertising of housecleaning devices with this general idea.

As an opening to the spring selling campaign, one small city hardware store is accustomed to put on a Demonstration Week. This Demonstration Week concerns itself chiefly with housecleaning, and labor-saving household devices. The aim of the series of demonstrations is to show the housewife what the hardware store has to offer in the direction of making her work less arduous and more pleasant.

One year, five distinct demonstrations were staged by this store. In the stove department a demonstration of a new gas range was featured, ac-

tual cooking being done and refreshments served to several hundred people. In the electrical department, a variety of electrical devices were demonstrated, including electric irons, coffee percolators, toasters, etc. Toast and coffee were served. The washing machines were demonstrated in another part of the store, the work of both machine and wringer being shown. A sewing machine demonstration and a vacuum cleaner demonstration completed the program for the week; a demonstration in the paint department of various paint specialties being left until a little later.

The dealer who puts on a series of demonstrations such as this is undertaking a big job. The thing can be done successfully in a large store which is systematically departmentalized. In the smaller store, it will probably be found more satisfactory to put on one demonstration a week for a number of weeks. This program has the added advantage that for the moment you concentrate upon a single topic.

The store I referred to, however, put on its demonstrations simultaneously, the program continuing through an entire week. The opening day was a Saturday; over 2,000 people attended, a large proportion of these being farm customers. Many immediate sales were made; in addition to which a systematic listing was made of prospects in various lines, this prospect list to be used in a follow-up campaign. The demonstrations were held on certain hours in the afternoons when it was most convenient for people to attend.

The hardware dealer with a wide-awake and intelligent staff need not depend on outside help for his demonstrators. Any intelligent clerk can learn to demonstrate any device the hardware dealer has to sell; and should learn, in order to be a more efficient and successful salesman. Where the staff is limited it is often possible to secure some local individual, preferably a housewife, to demonstrate. Quite often a local person's demonstration carries more weight with the public than that put on by the professional demonstrator. Of course, an amateur demonstrator should master the device, and the accompanying sales talk, perfectly. It is not enough to run the machine; the demonstrator must explain the operation and explain it in such a way as to make the prospect want to buy that machine.

If you put on one demonstration, or a dozen, simultaneously or in series, aim to get from your enterprise all the benefits possible. The demonstration is not an end in itself, but a means to an end. You are using it to interest customers and induce sales. So put forth your very best salesmanship in order to clinch immediate sales wherever possible. Make a systematic record of the names and addresses of prospects in this, that or the other line; and arrange to follow them up aggressively.

The success of a demonstration depends largely on the publicity you give it. What is worth doing at all is worth doing well. Half-hearted advertising will spoil the effect of an otherwise good demonstration. To get results,



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 Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.
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THE BEST THREE AMSTERDAM BROOMS

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you must bring the crowd into your store.

It is often a good stunt to send out invitations to representative housewives; either the usual card form of invitation, or a personal invitation by telephone. Women discuss these things with each other; and in this way your invitations reach a far wider constituency than that addressed in the first place.

Where you do not feel disposed to attempt a thorough-going demonstration of any article, you can inject into your window or interior display a certain quality of suggestion. Suppose, for instance, you are showing a washing machine. Quite often a washing machine display will consist merely of the machine with wringer attached—nothing more. You put in a show card: "Blank Washing Machine—Saves Labor" and let it go at that.

Here is a suggestion for carrying your display a stage further and making it many times more effective. Cover the floor of your window with linoleum. Provide a back-ground of burlap or oil-cloth. In the center of your display place your washing-machine. If it is an electric machine connect it with a light socket. Add to your display an ironing board with a piece of table linen half ironed, and an electric or gas iron, or an ordinary flat iron if you prefer. Display clothes horses partly hung with clothes, a galvanized tub, a boiler, a wash-board, soap, bluing, starch, and other items of wash-day equipment. Then put in a display card in big letters:

Take the "Blue" out of Blue Monday.
Proper Wash Day Equipment Saves
Time and Reduces Drudgery.
Or your card might read:
Efficient Equipment Means Sunny
Monday.

A window of this sort, even without the show-card, carries a clear-cut message. It emphasizes the idea every wide-awake hardware dealer should seek to convey to his customers and prospective customers—the idea that adequate household equipment eliminates drudgery and is worth many times its cost.

Along the line of demonstration, many hardware dealers find it advantageous to place devices on trial with approved prospects.

Some years ago when the electric vacuum cleaner was an experiment and a good many people doubted its efficiency, an Ontario hardware dealer offered one of his enterprising clerks a small commission on every vacuum cleaner he sold. The dealer was anxious to get the business started; and felt it was good policy to induce one of his best salesmen to specialize in this line.

The clerk began by demonstrating the vacuum cleaners in the store. A lot of curious people came to witness the demonstration of what was then a novelty; but nobody was willing to buy. The clerk, after puzzling over the matter, solved the mystery. He decided that the prospects thought the demonstrations in the store were stage-managed and were skeptical as to what the machine would do outside the store.

After that when any store prospect showed an interest in the vacuum cleaner the clerk arranged to visit the prospect's home that same evening, or as soon thereafter as possible, and demonstrate the device there. In such house demonstrations the clerk first showed the prospect the empty dust bag. Then he selected the dustiest rug he could find and went to work. After that he got the housewife to run the machine and her husband, if he was there, to show how easily it was operated. When this was done, he emptied from the bag the astonishing amount of dust accumulated. A demonstration of that sort, where no trickery was possible, usually proved convincing.

Where sales run into considerable money it will often pay to put devices in the home, demonstrate them there and leave them on trial. This cannot, of course, be done with every device or every prospect.

In his displays, his advertising, his selling talk, the dealer should do more than talk up a certain article. He should emphasize the idea of adequate equipment—that wide-awake people believe in using modern machinery to reduce drudgery. In this way, while he is making the immediate sale, the dealer is also instilling into the customer's mind a principle and a policy which will help also to make future sales of other articles necessary to complete household equipment.

Victor Lauriston.

Big Plans For Michigan Retail Merchants.

The attention of readers of the Michigan Tradesman is directed to the page advertisement appearing in this issue, and particularly to the program therein outlined of the Better Merchandising Conference and Exposition, scheduled at the New Masonic Temple, Detroit, on March 8, 9 and 10.

The opportunity therein afforded the retail merchant of the Midwest and particularly those of the smaller cities, the towns and the man who conducts a country store to learn something of modern methods necessary to meet the problems that to-day are confronting him is so great he cannot afford to miss being present. The list of speakers is on a scale never before attempted at any gathering of this kind. C. C. Parlin, Director of Research, Curtis Publishing Co., is a recently-added feature speaker and his talk will particularly deal with the advantages of merchants handling nationally-advertised goods.

The stories of these men, the window trimming demonstrations, the group meetings and the great Exposition itself all will afford the retailer who attends a wealth of practical ideas which he will find a very material basis on which to plan his campaign and which will help him solve his problems.

Registration fee is \$2, which covers the entire program aside from the banquet, for which tickets are \$3. Registrations should be sent immediately to the Better Merchandising Conference Committee, 909 Polk Directory building, Detroit. S. E. Sangster,

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COMMERCIAL TRAVELER

Graphic Description of the Beauties of Honolulu.

Honolulu, Feb. 7.—The past week in this wonder city has been one of much excitement on account of the opening of the Royal Hawaiian Hotel and Chinese New Years, both occurring on the same day, Tuesday last.

Of the hotel opening I shall go somewhat more into detail, but in passing I will say that a "chink" New Years celebration in China land is something more than the rotation of chop sticks in a chop suey joint. They begin the day before at noon, keep it up all night and the following day and you know from the amount of noise produced there has been no mistake made on day or date.

The little mangy "bunch" of fire crackers we used to have parceled out to us in boyhood days pales into insignificance when compared with the combustion which we witnessed here. But it is enjoyable to those who participate and much more rational than some of the New Year's eve carryings on further East.

The Royal Hawaiian Hotel is claimed to be one of the finest in the world. It is not so large—400 rooms—but it is most magnificently caparisoned and furnished; and has a glorious setting in a tract of fifteen acres contiguous to the famous Waikiki Beach. It cost \$3,000,000, an investment highly problematical, but it adds to the glory of the Islands, and being largely financed at home, its backers are taking no more chances than with a tidal wave or volcanic eruption, both of which are sure to come at regular intervals.

For its diminutive stature Honolulu surely makes excessively long leaps. She has the cosmopolitan atmosphere of a city of a million and she seems to make the grade without difficulty. She may have misjudged on this hotel proposition, but who can tell. One of the largest transportation companies here is behind the proposition. Upon their success in bringing enough patrons to Hawaii to keep the hotel full of guests depends the prosperity of their line. Last year approximately 18,000 people spent an average of two days upon the Islands, and they have a rooming capacity at their various hotels of about 1650. So it does not look as though congestion would stare any of them in the face. The new hotel has a low down rate of \$12 per day, which will preserve royalty from being injured in any crush.

I forgot to say the furniture, ship loads of it, came from Grand Rapids. Before I go into any extended dissertation on the many attractions of Honolulu and environs, I want Tradesman readers to get the right slant on the exact status of Hawaii Territory, as to its relations with the United States. Most people know little about this phase of our island possession.

Governor Farrington explained to me the other day that Hawaii is no subservient possession of the United States. Rather is it part and parcel of the Union differing from the several states in but five respects.

The governor and secretary are appointed by the President of the U. S. and citizens of the territory do not vote in national and congressional elections. They have in Congress a non-voting representative or delegate instead of senators and congressmen.

The territory operates under a constitution known as the organic act, which was enacted by Congress.

The enactments of its legislature are subject to replacement or amendment by Congress, though this has never happened.

Hawaii was never conquered or purchased. The officers of the Republic of Hawaii sought admission to the Union as a state following the over-

throw of the monarchy. Even under the monarchy appeals had been made to the United States Government for admission as a state.

Governor Wallace R. Farrington is the sixth governor appointed by the President with the advice and consent of the senate as also was the secretary.

All other territorial offices are appointed by the governor, including attorney general, treasurer, commissioner of public lands, agriculture, forestry, superintendent of public works, education and auditor.

The governor is commander-in-chief of the militia. He may grant pardons and reprieves for offenses against the laws of the country and reprieves only for offenses against the laws of the United States.

In case of need he may call upon the commanders of the military and naval forces of the U. S., summon the posse comitatus, suspend the writ of habeas corpus or place the territory under martial law. He has the veto power which necessitates a reconsideration of all legislation, and it requires a two-thirds vote to enact a law without his approval. The Department of the Interior of the U. S. is the one responsible to the President for the affairs of the territory.

Its legislature consists of fifteen senators and thirty representatives. The former are elected for four and the representatives for two years. There are also various boards and commissions, similar to the state organizations.

The Territory of Hawaii (formerly known as the Sandwich Islands) consists of a long chain of islands, eight of which, Hawaii, Maui, Oahu, Kauai, Molokai, Lanai, Niihau and Kahoolawe are inhabited and organized. There are several others that are not. All of the group are of volcanic origin.

Honolulu is situated on the island of Oahu and is the seat of government. They are all known as counties and have organizations similar to our own.

And it is pronounced Ha-wi-e. The capital is pronounced He-no-lulu.

Its history, which reads like a fairy tale, is to be found in any encyclopedia and will find no place in my activities, but tradition and legend are wound around its affairs and, having had access to the ancient records and archives, I will possibly give you a few which have never been published for general circulation.

It is interesting to know that when Kamehameha, its first monarch, ascended the throne, he exercised his own taste in selecting a flag for his kingdom, by picking out the one which best suited his fancy—the stars and stripes—and amended it to suit his purposes after England had entered a protest. The change being the substitution of the crosses of the English emblem in place of the blue field of stars. So that to-day, in reality, she enjoys the banner which most pleased the ancient monarch.

Among the public charities, the one we hear of most is the leper colony which is about ten miles in area on the Island of Molokai. It is a matter of satisfaction to know that, under the administration of the governmental board of health and due to many important medical discoveries, the colony is decreasing, the malady is no longer considered contagious, and while no positive cure is claimed, the plague is slowly dying with its victims, and another generation will witness its extinction. Hence there is little or no danger in visiting the Island of Molokai (ee) and none whatever, because of isolation.

The Hawaiian Islands have two great industries, the manufacture of sugar and the canning of pineapples, neither of which in any way is a game of chance, like the potatoes and beans of Michigan or the corn in Iowa. A given amount of fertilizer, mixed with the tropical atmosphere and the fre-



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WILL F. JENKINS, Manager

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C. L. HOLDEN, Mgr.

quent rains, which never fail, bring forth a given result. It comes with the regularity of the movement of the planets.

Kamehameha was the first to unite the islands under one head. Soldier and warrior, he ruled despotically but wisely, and he is still worshipped by the descendants of the early inhabitants.

But the people outgrew this comic opera regime and it succumbed to the law of the survival of the fittest, in 1898, when Queen Liliuokalani was deposed by revolution of a "tempest in a teapot" character.

Surrounded by a beautiful park, the old palace (now used as the capitol) is still intact and occupies one of the most conspicuous locations in the city of Honolulu. Here in former days reigned King Kalakaua and later Queen Liliuokalani his sister, when all the etiquette, all the form and ceremony which obtained in the royal houses of Europe were observed here.

Of the old regimes nothing remains. There are a few relatives, by marriage only, with assumed titles, but the royal blood has vanished. Up to the time of her death, the government allowed the Queen a pension and on certain holidays she appeared in state. Now the throne room, the walls of which are covered with oil portraits of former sovereigns, is used for meetings of the legislature and other rooms for offices of the territory. Prince Cupid, the last of the race, formerly was a delegate to Congress, but he is no longer numbered among the living.

It is quite evident that the Hawaiians are a passing race, though there is much of beauty to be found in the purely native type. It is to be observed in the well-rounded features, in the large, luminous and lustrous eyes, and in the rich, light brown complexions, but intermarriage has played sad havoc with the royal blood, and where at one time there were 200,000 natives, there are to-day less than one-fifth of that number.

It is a noticeable fact that not a single mercantile or commercial house in Honolulu is controlled or conducted by native Hawaiians while the Oriental races are in evidence everywhere. To be sure, some of the descendants of ancient families are engaged in banking and industry.

Honolulu possesses everything applying to the affairs of modern life. Her educational facilities are the marvel of the universe. She has her chamber of commerce, tourist bureau, fraternal and civic bodies, clubs of every description and a full complement of churches. Her libraries and museums are an outstanding feature.

In Japalani (linee) Park is the famous aquarium filled with the "impossible, painted fish," because they are colored so gorgeously it does not seem possible they are real.

Near this park is Waikiki (wi-kee-kee) Beach, and all the year round bathing resort, where the water throughout the year is usually at a temperature of 70 degrees. It is a most delightful place of its kind and tempts visitors from all parts of the world.

Along the beach, which stretches for some distance, are numerous villas and fashionable hotels. The new Royal Hawaiian is one of three. I doubt if a prettier spot could be found. It is separated from the broad Pacific by a coral reef invisible except at low tide.

Hawaiian mermaids set the pace for tourists on Waikiki. Marvelous swimmers are the natives of both sexes; like human fish they surmount the huge breakers which roll in from the sea over the coral reefs. They were born with this instinct and know no fear.

Surf-board riding is the most thrilling sport at Waikiki and while it used to be considered a spectacle for men

only, it is now indulged in by both sexes of all nations.

Picking out a "comber," as the riders call it, they fling themselves astride their surf-board, balancing themselves and standing erect, they ride at lightning speed on the crest of the enormous roller. Like a gull they seem fairly to fly over the water. One experiences many a thrill and sees an occasional catastrophe here. It is not a sport for weaklings.

Then there are the out-rigger canoes which also require skill in handling, as they are very easily overturned. These are used in racing contests, featuring sometimes natives against so-called American crews. When one who has been here thinks of Honolulu, it is usually in connection with Waikiki, especially in moonlight with the twang of the ukulele and the sad, but melodious songs of the Hawaiians.

Beautiful as it is, and to all outward appearances, ideal, Waikiki has its physical drawbacks. It is little more than a coral reef, paved with rough substances, and many an ugly cut and bruise has been received here when indulging in aquatic festivities. There are hundreds of beaches in Michigan better adapted to real bathing pleasure than Waikiki, but, of course, they lack the sentimental setting. But it seems to radiate joy, so why not leave it there. Some day human ingenuity will overcome this drawback and stone bruises will be forgotten.

When I speak of the Island of Oahu it will be mostly in connection with Honolulu which is the county seat, but which covers only a very small part of the Island. No place on the Island is more familiar than the Pali (pally) meaning precipice. It is surmounted by a curious cone-shaped peak, which lures one from the city below to the edge. One comes suddenly upon the rim and looks down 1,300 feet to the floor of the valley which is the area of the city. From this wonderful viewpoint one sees a community, any resemblance to which is to be found in no other part of the world. A switch-back paved highway and motor cars supply the means of its ascent, which is made without any element of risk. The Pali is reckoned as the piece de resistance of the Island and follows Waikiki in the gamut of its attractions.

Puu-Hoano, or Punch Bowl Hill, is another feature of Honolulu, located right in town, as one might say. It is really a large bulk of terra firma, dropped here during some volcanic disturbance and its center is hollowed out like a punch bowl. It is 800 feet high.

Ancient Hawaiians called this the "hill of sacrifice," the reason being that in those savage times the natives had little or no knowledge of wine or wine receptacles. But as a site for executions and sacrifices, well authenticated traditional history makes it seem plausible.

Instead of the electric chair there was the Imu Ahi (fire oven) for burning victims. Instead of the noose the malefactor was given over to a chef for a roast or saute though history does not show that the ancient Hawaiian was a cannibal. It was probably done for humanitarian reasons.

The breaking of the Tabu or laws (possibly derived from taboo) was considered a social error and punished accordingly, and the law breakers were first deprived of earthly existence, then sorted out in layers, placed upon a ledge of rock over a crack in the superstructure and the entertainment proceeded. It is presumed that the local papers of that day heralded the fact that "a good time was had by all."

The part of the Hawaiian Islands most familiar to Americans is probably Waikiki Beach, but the most important part is the city of Honolulu, protected by a most wonderful harbor, which is known in maritime parlance as the

"cross roads of the world." Vessels of every size from every clime visit this port at short intervals, and its commerce is in reality of much importance. Six miles to the West is Pearl Harbor a military reservation. These two constitute the only safe ports in the entire chain of slands.

Poverty and squalor are almost unknown here. In addition to numerous comfortable hotels, fine residences everywhere make the city attractive. They are built mostly of wood, with broad porches, and the larger ones possess Lanai. These are drawing rooms built partially outdoors, with adjoining conservatories.

Honolulu's streets are all paved and well groomed. There is no rubbish or debris discernible anywhere. Hygiene is practiced everywhere. You are in no danger of typhus or kindred diseases. But one can see where the hook worm of Mississippi might get in its deadly work if it had an entry. Here you have an inclination to slumber until the advent of the last trump, with a still further inclination to continue. Insomnia, except where practiced by the mosquito, is unheard of. You go to bed for a specific purpose and easily accomplish it.

Everyone who visits here is fascinated by the climate and scenery. The country round about it is a veritable paradise. No other known land is more permeated and dominated by perpetual sunshine. It is not a blazing sun that smites one, but is genial, life giving and exhilarating. And this wonderful climate lasts the year round. The seasons vary so little that the changes are scarcely perceptible. They tell me that this is only spring and that the season of blossom and verdure is yet to come, but even now we are surrounded by flowers and the air is full of perfume. If there is anything to change such conditions I cannot even contemplate it. But living here the year round is a lazy man's job and for one used to an active existence it might become monotonous. Even in my case the sound of the departing whistle of the S. S. Calawai, on the 26th inst, will resound with joyousness, accompanied, however, with the hope that I may see it all again, when the frost in my home state has got its work in on the pumpkin.

Honolulu was one of the first cities in the world to install the dial system of telephones. In Hawaii the importance of this system can be fully realized when you consider that with the many tongued races it was not easy to call up and obtain the number wanted. But the automatic feature does away with all this complication. On this island alone there are over of 15,000 phones in service. While the rates are moderate the operating company satisfies itself with a pleasurable income. Many of the rural lines are placed under ground to guard them against hurricanes and torrential storms.

Communication with the outside world is maintained by both cable and radio, and between ships at sea and the islands by wireless. Radio programs are broadcasted daily. Mails arrive from the Coast two or three times a week and depart as frequently. The average time for passage between Honolulu and San Francisco or Los Angeles is six days. There are regular boat lines serving between the Islands several times weekly, also the aeroplane, a service just recently inaugurated but exceedingly popular. Air navigation is much more common here than anywhere I have been. It is operated in connection with Yellow Cab service at about (?) the same rates. The taxi man here gets "his," but you can ride on comfortable electric lines at "four for a quarter" for considerable distances.

There is yet much for me to see on Oahu, but I am carded to go to

Hawaii next, an ocean trip of 200 miles, to view the only active volcano in captivity in this section, so I will reserve much for the period of my sojourn here after returning from Hilo.

To-day one of the big Cunarders, the S. S. Franconia, enters port here, on a voyage around the world, and there will be much excitement, including the Royal Hawaiian band, one or two prima donnas and the usual habitat you see at the country railroad station when the "local" arrives, but the effect will be much more colorful. Sentiment, romance and music will permeate the atmosphere, and the boat passengers will enjoy a novel sensation.

Several Detroit hotel men excite my admiration at all times and since I left home I notice by the papers they have not been idle. Among them are Ward B. James, general manager of the Tuller interests, Harold Sage, a former Statler graduate who has taken on another hotel—the Gotham—making his fourth. Also Ed. Pitts has tucked a couple more, the Eddystone and Park Avenue, under his wing.

Also I see my old friend Irving Edgington, for a long time with the Normandie has been transplanted to the front office of the Park Avenue. A popular individual who will unquestionably meet many of his old friends in his new location.

Frank S. Verbeck.

Pault Worldt, dealer in general merchandise and agricultural implements, at Bach, writes: "I cannot get along without the Tradesman."



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Life of a Soda Dispenser.

I got my start ten years ago as a boy hopping sales. And the reason I ain't hopping them right now is because I kept my eyes open. I watched the head man all the time. Whenever he went to make a banana split or any sort of hard drink I hung my eyes over the counter and didn't miss anything. So runs the story of a soda dispenser as told by him personally.

Just like if you went into the pool room and didn't know much about the game you'd keep your eye on the best guy in the room. That's the way I watched the head man. Pretty soon he put me to making coca-colas and lime-ades and before I'd been down there many months he was standing over me telling me how to make parfaits and egg malteds and all the rest of them.

When I first started I was scared to death for fear somebody was coming in and ask for an egg flip. I didn't know what the things were and I didn't understand anything about flipping an egg. I felt about that almost like I did when I spent an hour and a half one afternoon looking for the key to the milk pump. But they get gags like that on every new boy.

One of the hardest things for a boy to learn is just how hard to hit his pump. Each pump carries one ounce of syrup. And one ounce generally makes any ordinary drink. But a man may say he wants a weak chocolate milk or something like that. Then you've got to know how to hit your handle just a little tap.

After I learned all the tricks I started out on my own. I got a job skeeting soda out in Ennsley. Then pretty soon I landed a place on the leg of the town. And then I got where I am now.

There are a lot of rules about a soda fountain. Dirty glasses, dirty ice and lemon or oranges, which have dropped upon the floor, must never be used. Lip stick stays on a spoon even after it has been washed. Each spoon should be inspected for that. All glasses should be sponged with soap and water and then put in the steam sterilizer. One of the first laws of serving soda is never to let your finger get into the drink. That may sound sort of crazy, but when a man's in a hurry it's mighty easy for a thumb or a finger to slide over the side of the glass.

When a customer comes up and sits down the man behind the counter should say, "What will you have, please?" Always say please. Then after he's had his drink give him his check.

All this monkey business about throwing up ice and catching it in glasses and skidding dishes along the counter, that's the bunk. No good man does that. Because nice people

don't like to see it. One of the best soda men in town got fired because he kept on throwing ice cream over his shoulder and catching it in the glass. It was all right until one day when he happened to be serving a lady friend of the boss and he missed. Then he got canned.

Never make a customer pay for a glass he breaks. It's bad business. You may get 15 or 20 cents for that one glass, but you're almost sure to lose the customer. And if one of them spills anything always give them a clean, dry towel to wipe off the drink. Don't ever let them have the wet towel you've been using behind the counter.

Always wait on customers in the order they come in. And be just as polite to old ladies as to young girls. Serve them the same amount and charge them the same. That's one of the first rules. And always give them the same tone when you thank them with the check.

Never talk about a real man who works behind a counter as a soda jerker. A soda jerker is a cowboy and he may be here to-day, in Detroit the next and in jail the next. No gentleman is a soda jerker. They are soda men or soda dispensers.

Menthol Cough Drops.

Gelatin	1 oz.
Glycerine (by weight)	2½ ozs.
Orange-flower water	2½ ozs.
Menthol	5 grs.
Rectified spirits	1 dr.

Soak the gelatin in the water for two hours, then heat on a water bath until dissolved, and add 1½ ounces of glycerine. Dissolve the menthol in the spirit, mix with the remainder of the glycerine, add to the glyco-gelatin mass, and pour into an oiled tin tray (such as the lid of a biscuit). When the mass is cold divide into ten dozen pastilles.

Menthol pastilles are said to be an excellent remedy for tickling cough as well as laryngitis. They should be freshly prepared, and cut oblong, so that the patient may take half of one or less, as may be necessary.

Mange Remedies For Pigs.

Pigs are occasionally affected by mange, the site of the affection being on the inner surface of the thighs and below the eyes. The animal tries to rub itself and then loses its bristles. The following application is advised:

Sulphurated potash, powder ..	1 oz.
Cottonseed oil	1 oz.
Soft (or green) soap	9 ozs.

Mix well.

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

Styptic Pencil With Formaldehyde.

Alum	480 grs.
Borax	28 grs.
Zinc Oxide	2.5 grs.
Thymol	8 grs.
Solution of formaldehyde	10 grs.

Melt the alum, borax and thymol on a water bath, add with constant stirring the zinc oxide and solution of formaldehyde, remove from the bath

and pour into suitable molds just before solidifying. This formula is recommended as producing a new styptic pencil which possesses anti-septic and healing properties.

On the Banks of the Muskegon River Seventy Years Ago.

Grandville, March 1—Winter was usually a very busy season of the year in early lumberwoods days. The little settlement at Bridgeton, twenty miles up the stream from Muskegon, was the center of a considerable industry, and at one time half a dozen Muskegon lumbering firms put their output of winter log cutting on the river bank at this point.

High bluffs overlooked the river except where Sand Creek emptied into the Muskegon. Here the bluffs divided, leaving a considerable opening, in which in later years three sawmills hummed their music to the breeze.

On the South side of the river was a long hill down which no less than six big lumber camps drew their logs. No less than sixty teams were operating at one and the same time, while at the top of the hill was the village schoolhouse. There was fine coasting for the boys and girls, of which they made the most.

Where so many logging teams were moving to and from the woods there was scarcely an hour in the day in which teams of empty bobs were not climbing this long hill, and of which the schoolboys took advantage.

It was a very great help to tag on behind and ride to the top of the long hill, instead of walking and drawing a handsleigh.

Nearly all the teamsters were pleasant chaps and allowed the boys to hitch on behind and ride to the top of the hill. Now and then a surly fellow swung his whip and drove the lads away. Naturally these were remembered when they came in with sleds loaded with logs, and were sometimes pelted good and plenty with snowballs from the roadside.

There was one especially pleasant teamster who chummed in with the boys, talking and laughing with them at every trip. He came from a foreign land and had a delightful brogue which amused his young friends. Later he was killed on a rollway and every boy and girl of the Bridgeton school felt truly heartbroken over the tragedy.

The breaking of rollways in the spring was a hazardous undertaking, requiring carefulness and skill lest accidents happen. Several victims of rollway disaster were recorded every spring along the Muskegon.

Not infrequently a busy log teamster was roped in by the boys and girls for a straw ride by moonlight and those rides were the finest examples of delightful sport ever. Snuggled in a long sleigh box, with plenty of nice clean straw, and your girl by your side, either one of the hired girls or a decidedly chic school ma'am, there was plenty of romance and excitement to it all which has no comparison at the present day.

Strawriding by moonlight along glassy roads, beneath tall pines, with the merry sound of sleigh bells jingling an accompaniment, the rich soprano and bass voices of the occupants breaking forth in song. It was immense.

We speak of those days as the good old times, which they decidedly were, no matter how jeeringly they may be referred to to-day by a more reckless class of young people.

Fifty years from now the doings of the youngsters of to-day will be the "good old times" of the then. So it goes the world around and despite every change, good or bad, in the make up of society, the earth still turns on its axis and the sun continues to shine.

With all the wildness of the settle-

ments seventy years ago, religious teaching was not neglected. Among my earliest recollections are those of the circuit rider preacher who came monthly to the woods to minister to the spiritual wants of the community.

Some of these meetings were held under difficulties before a schoolhouse was built, the gatherings taking place in dwellings or in old shingle shanties.

I call to mind one meeting in a twelve by sixteen room, where the minister waxed most eloquent over the iniquities of fallen man and was working himself into a fiery heat over the danger menacing the sinner, when a huge gray cat sprang from some hidden nook directly on the desk in front of the eloquent divine and uttered a hideous screech which brought down the house.

Of such was backwoods life made up. It was a life in every way worth living look at it in any way you will.

Skating was one of the amusements of the winter. Sometimes a score of boys and girls, as well as many elderly people, swarmed to the skating rinks formed by nature for our entertainment. A millpond half a mile in length and half as wide was usually the place of resort for ice sport. Big bonfires were lighted, by the flame of which the skates were fastened to the feet of the girls by their escorts, after which the sport began.

The river, however, offered the widest range for the skater's steel, although it was not so readily available as the millpond. On occasions, however, after a rain and a subsequent freeze a long strip of serpentine roadway was available for steel clad feet.

It was indeed a glorious pleasure to speed mile after mile up or down the Muskegon, beside your best girl, who was equally as expert on steel runners as yourself.

The high bluffs, crowned with giant trees, formed a splendid background, down between which the full white moon sent its silver rays, giving to the adventurous skater a view of a long avenue of glittering ice.

Sleigh-riding, skating, spelling school bees and parties galore were the order of the day and night on the banks of the Muskegon in the late forties and early fifties.

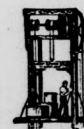
I understand that a novelist is at present engaged in writing a book dealing with the early Muskegon settlements. We shall look for its appearance with no little interest.

Old Timer.

Henry Smith
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Nature's Cough Syrup.

- Horehound
- Senega
- Ipecacuanha
- Sanguinaria
- White pine, of each ----- 30 gram
- Wild cherry ----- 280 gram
- Cudbear ----- 4 gram
- Chloroform ----- 20 c.c.
- Oil of sassafras ----- 0.8 c.c.
- Glycerin ----- 350 c.c.
- Sugar ----- 2,400 gram
- Alcohol
- Water, of each q.s. ----- 4,000 c.c.

The vegetable drugs, in No. 30 powder, are percolated with a menstruum composed of the glycerin, one part of alcohol and three parts of water, after previously being allowed to stand 12 hours moistened with the menstruum. The percolation is contained until the percolate measures 2,400 c.c. The sugar, oil of sassafras and chloroform are then dissolved by agitation or percolation in the liquid (percolation is slower, but produces a splendid syrup) and water added to make 4,000 c.c. of product.

Whole Mixed Spices.

- Black pepper ----- 2 pounds
- Ginger cut size of bean -- 1 pound
- Cinnamon, 1 inch quills -- 8 ounces
- Allspice ----- 8 ounces
- Nutmegs, cut to size of pea -- 8 ounces
- Cloves ----- 1 ounce
- Cayenne pepper ----- 1 ounce
- Laurel leaves, broken ----- 1 ounce
- White pepper ----- 1 ounce
- Mace, fragments ----- 1/2 ounce
- Caraway ----- 1/2 ounce

- Cardomons ----- 1/2 ounce
- Coriander ----- 1/2 ounce
- Mustard ----- 1/2 ounce

The whole fruits and seeds are taken unless otherwise stated. The whole is to be thoroughly mixed as though you were making a species on a larger scale. If you should so desire, you may grind the above mixture and sell it as ground mixed spice. In this case, an addition of 8 ounces of dry salt may be made, which will add to the flavor of the spicy mixture.

Astringent Wash.

- Cucumber juice ----- 3 ozs.
 - Cologne water ----- 2 ozs.
 - Tincture of benzoin ----- 1 oz.
 - Elder flower water, to make -- 16 ozs.
- This is recommended for coarse pores and oily or flabby skin. It is to be applied with a soft sponge night and morning.

Javelle Water.

Bicarbonate soda, 4 lb.; chloride lime, 1 lb.; boiling water, 8 pts. Add the soda to the water over a fire then stir in the lime and boil for fifteen minutes, remove and put in bottles and cork tight.

Ointment For Birds.

Peru balsam ----- 60 grs.
Cold cream ----- 1 oz.

This is of general application for healing and soothing when an ointment is needed for birds.

The best way to boost yourself is to boost the house you are working for.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) -- 12 1/2 @ 20	Boric (Xtal) -- 15 @ 25	Carbolic -- 34 @ 40	Citric -- 52 @ 70	Muriatic -- 3 1/2 @ 8	Nitric -- 9 @ 15	Oxalic -- 16 1/2 @ 25	Sulphuric -- 3 1/2 @ 8	Tartaric -- 40 @ 50
Ammonia	Water, 26 deg. -- 06 @ 16	Water, 18 deg. -- 05 1/2 @ 13	Water, 14 deg. -- 04 1/2 @ 11	Carbonate -- 20 @ 25	Chloride (Gran. 09) -- 20 @ 20				
Balsams	Copaiba -- 1 00 @ 1.25	Fir (Canada) -- 2 75 @ 3 00	Fir (Oregon) -- 65 @ 1 00	Peru -- 3 00 @ 3 25	Tolu -- 2 00 @ 2 25				
Barks	Cassia (ordinary) -- 25 @ 30	Cassia (Saigon) -- 50 @ 60	Sassafras (pw. 50c) -- @ 50	Soap Cut (powd.) 30c -- 18 @ 25					
Berries	Cubeb -- @ 1 00	Fish -- @ 25	Juniper -- 11 @ 20	Prickly Ash -- @ 75					
Extracts	Licorice -- 60 @ 65	Licorice, powd. -- 50 @ 60							
Flowers	Arnica -- @ 50	Chamomile (Ged.) -- @ 60	Chamomile Rom. -- @ 50						
Gums	Acacia, 1st -- 50 @ 55	Acacia, 2nd -- 45 @ 50	Acacia, Sorts -- 20 @ 25	Acacia, Powdered -- 35 @ 40	Aloes (Barb Pow) -- 25 @ 35	Aloes (Cape Pow) -- 25 @ 35	Aloes (Soc. Pow.) -- 65 @ 70	Asafoetida -- 50 @ 60	Pow. -- 75 @ 100
Insecticides	Arsenic -- 08 @ 20	Blue Vitriol, bbl. -- @ 07 1/2	Blue Vitriol, less -- 08 @ 15	Bordea. Mix Dry -- 13 @ 22	Hellebore, White powdered -- 18 @ 30	Insect Powder -- 35 @ 45	Lead Arsenate Po. -- 15 1/2 @ 27	Lime and Sulphur Dry -- 8 @ 23	Paris Green -- 22 @ 38
Leaves	Buchu -- 85 @ 1 00	Buchu, powdered -- @ 1 00	Sage, Bulk -- 25 @ 30	Sage, 1/4 loose -- @ 40	Sage, powdered -- @ 35	Senna, Alex. -- 50 @ 75	Senna, Tinn. pow. -- 30 @ 35	Uva Ursi -- 20 @ 25	
Oils	Almonds, Bitter, true -- 7 50 @ 7 75	Almonds, Bitter, artificial -- 3 00 @ 3 25	Almonds, Sweet, true -- 1 50 @ 1 80	Almonds, Sweet, imitation -- 1 00 @ 1 25	Amber, crude -- 1 25 @ 1 50	Amber, rectified -- 1 50 @ 1 75	Anise -- 1 40 @ 1 60	Bergamont -- 11 50 @ 11 75	Cajeput -- 1 50 @ 1 75
Seeds	Anise -- @ 35	Anise, powdered -- 35 @ 40	Bird, Is -- 13 @ 17	Canary -- 10 @ 16	Caraway, Po. -- 30 @ 25	Cardamon -- 3 75 @ 4 00	Coriander pow. -- 30 @ 20	Fennel -- 25 @ 40	Flax -- 7 1/2 @ 15
Roots	Alkanet -- 30 @ 35	Blood, powdered -- 35 @ 40	Calamus -- 35 @ 75	Elecampane, pwd. -- 25 @ 30	Gentian, powd. -- 20 @ 30	Ginger, African, powdered -- 30 @ 35	Ginger, Jamaica -- 60 @ 65	Ginger, Jamaica, powdered -- 45 @ 50	Goldenseal, pow. -- @ 8 00
Alkaloids	Bicarbonate -- 35 @ 40	Bichromate -- 15 @ 25	Bromide -- 69 @ 85	Bromide -- 54 @ 71	Chlorate, gran'd -- 23 @ 30	Chlorate, powd. or Xtal -- 16 @ 25	Cyanide -- 30 @ 90	Iodide -- 4 66 @ 4 86	Permanganate -- 20 @ 30
Alumina	Alumina -- 10 50 @ 10 75	Sassafras, true -- 1 75 @ 2 00	Sassafras, art'l -- 75 @ 1 00	Spearmint -- 8 00 @ 8 25	Sperm -- 1 50 @ 1 75	Tany -- 9 00 @ 9 25	Tar USP -- 65 @ 75	Turpentine, bbl. -- @ 81	Turpentine, less -- 88 @ 1 101
Alumina	Alumina -- 10 50 @ 10 75	Sassafras, true -- 1 75 @ 2 00	Sassafras, art'l -- 75 @ 1 00	Spearmint -- 8 00 @ 8 25	Sperm -- 1 50 @ 1 75	Tany -- 9 00 @ 9 25	Tar USP -- 65 @ 75	Turpentine, bbl. -- @ 81	Turpentine, less -- 88 @ 1 101
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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

- Sugar 10c
- Bulk Noodles
- Peanut Butter
- Scotch Peas
- Lamb
- Mutton

DECLINED

- Canned Gloves
- Canned Corn
- Coffee
- Gasoline

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 70
- Postum Cereal, No. 1 ----- 2 70
- Post Toasties, 36s ----- 3 45
- Post Toasties, 24s ----- 3 45
- Post's Bran, 24s ----- 2 70

CANNED MEAT

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

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. Fey. Parlor 26 lb. ----- 10 00
- Toy ----- 1 75
- Whisk, No. 3 ----- 2 75

BRUSHES

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

Baked Beans

- Campbells, 1c free 5 ----- 1 15
- Quaker, 18 oz. ----- 85
- Freemont, No. 2 ----- 1 20
- Snider, No. 1 ----- 95
- Snider, No. 2 ----- 1 25
- Van Camp, small ----- 85
- Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

- Asparagus
- No. 1, Green tips ----- 3 75
- No. 2 1/2, Large Green ----- 4 50
- W. Beans, cut 2 1 45@1 75
- W. Beans, 10 ----- 7 50
- Green Beans, 2s 1 45@2 25
- Green Beans, 10s ----- 7 50
- L. Beans, 2 gr. 1 35@2 65
- Lima Beans, 2s, Soaked ----- 1 25
- Red Kid, No. 2 ----- 1 75@2 40
- Beets, No. 2, wh. ----- 1 75@2 25
- Beets, No. 2, cut ----- 1 60
- Beets, No. 2, stan. ----- 1 10
- Corn, Ex. stan. No. 1 ----- 2 35
- Corn, No. 2, Fan. 1 80@2 35
- Corn, No. 10 ----- 8 00@10 75
- Hominy, No. 3 ----- 1 00@1 15
- Okra, No. 2, whole ----- 2 00
- Okra, No. 2, cut ----- 1 65
- Dehydrated Veg. Soup ----- 90
- Dehydrated Potatoes, lb. ----- 45
- Mushrooms, Hotels ----- 38
- Mushrooms, Choce, 8 oz. ----- 48
- Mushrooms, Sur Extra ----- 60
- Peas, No. 2, E. J. ----- 1 65
- Peas, No. 2, Sift, June ----- 1 85
- Peas, No. 2, Ex. Sift. ----- 2 25
- E. J. ----- 2 50
- Peas, Ex. Fine, French ----- 2 50
- Pumpkin, No. 3 1 85@1 60
- Pumpkin, No. 10 4 00@4 75
- Pimentos, 1/4, each ----- 12@14
- Pimentos, 1/2, each ----- 27
- Swt Potatoes, No. 2 2/5
- Sauerkraut, No. 3 1 35@1 25
- Succotash, No. 2 1 65@2 50
- Succotash, No. 2, glass ----- 2 80
- Spinach, No. 1 ----- 1 25
- Spinach, No. 2 ----- 1 60@1 90
- Spinach, No. 3 ----- 2 25@2 50
- Spinach, No. 10 ----- 6 50@7 00
- Tomatoes, No. 2 1 20@1 30
- Tomatoes, No. 3, 1 90@2 25
- Tomatoes, No. 10 ----- 8 00

BUTTER COLOR

- Dandelion ----- 2 85

CANDLES

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

CANNED FRUIT

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

CANNED FISH

- Clam Ch'der, 10 1/2 oz. ----- 1 35
- Clam Ch., No. 3 ----- 3 50
- Clams, Steamed, No. 1 2 00
- Clams, Minced, 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
- Sard's, 1/4 Oil, K'less ----- 5 50
- Sardines, 1/4 Smoked ----- 6 75
- Salmon, Warrens, 1/2s ----- 2 30
- Salmon, Red Alaska ----- 3 10
- Salmon, Med. Alaska ----- 2 85
- Salmon, Pink Alaska ----- 1 85
- Sardines, Im. 1/4, ea. ----- 10@28
- Sardines, Im., 1/2, ea. ----- 25
- Sardines, Cal. ----- 1 65@1 80
- Tuna, 1/2, Albocore ----- 95
- Tuna, 1/4s, Curtis, doz. ----- 2 20
- Tuna, 1/4s, Curtis, doz. ----- 3 50
- Tuna, 1s, Curtis, doz. ----- 7 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

- Roquefort ----- 65
- 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 ----- 23
- Longhorn ----- 29
- New York New 1926 ----- 31
- Sap Sago ----- 38
- Brick ----- 30

CHEWING GUM.

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

COCOA.

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

CHOCOLATE.

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

COCOANUT

- Dunham's
- 15 lb. case, 1/4s and 1/8s ----- 48
- 15 lb. case, 1/4s ----- 47
- 15 lb. case, 1/8s ----- 46

CLOTHES LINE.

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



COFFEE ROASTED

- 1 lb. Package
- Melrose ----- 34
- Liberty ----- 24
- Quaker ----- 41
- Nedrow ----- 39
- Morton House ----- 45
- Reno ----- 36
- Royal Club ----- 40
- 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 ----- 47
- 3 lb. tins ----- 1 39

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

- Quaker, Tall, 4 doz. ----- 4 75
- Quaker, Baby, 3 doz. ----- 4 65
- Quaker, Gallon, 1/2 doz. ----- 4 60
- Carnation, Tall, 4 doz. ----- 5 00
- Carnation, Baby, 8 dz. ----- 4 90
- Oatman's Dundee, Tall ----- 5 00
- Oatman's D'dee, Baby ----- 4 90
- Every Day, Tall ----- 5 00
- Every Day, Baby ----- 4 90
- Pet, Tall ----- 5 00
- Pet, Baby, 8 oz. ----- 4 90
- Borden's Tall ----- 5 00
- Borden's Baby ----- 4 90
- Van Camp, Tall ----- 4 90
- Van Camp, Baby ----- 3 75

CIGARS

- G. J. Johnson's Brand
- G. J. Johnson Cigar, 10c ----- 75 00
- Worden Grocer Co. Brands
- King Edward ----- 37 50
- Master Piece, 50 Tin ----- 35 00
- Canadian Club ----- 35 00
- Little Tom ----- 37 50
- Tom Moore Monarch ----- 75 00
- Tom Moore Panetrith ----- 65 00
- T. Moore Longfellow ----- 95 00
- Webster Cadillac ----- 75 00
- Webster Knickerbocker ----- 95 00
- Webster Belmont ----- 110 00
- Webster St. Reges ----- 125 00
- Bering Appollos ----- 95 00
- Bering Palmitas ----- 115 00
- Bering Delioses ----- 120 00
- Bering Favorita ----- 135 00
- Bering Albas ----- 150 00

CONFECTIONERY

- Stick Candy Falls
- 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 Falls

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

Lozenges Falls

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

Hard Goods Falls

- Lemon Drops ----- 18
- O. F. Horehound d'ps. ----- 18
- Anise Squares ----- 18
- Peanut Squares ----- 17
- Horehound Tablets ----- 18

Cough Drops Bxs

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

Package Goods

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

Specialties

- Walnut Fudge ----- 22
- Pineapple Fudge ----- 21
- Italian Bon Bons ----- 17
- Banquet Cream Mints ----- 28
- Silver King M. Mallows ----- 50
- Walnut Sundae, 24, 5c ----- 80
- Neapolitan, 24, 5c ----- 80
- Mich. Sugar Ca., 24, 5c ----- 80
- Pal O Mine, 24, 5c ----- 80
- Malty Milkies, 24, 5c ----- 80
- Bo-Ka-To-Ka, 24, 5c ----- 80

COUPON BOOKS

- 50 Economic grade ----- 2 50
- 100 Economic grade ----- 4 50
- 500 Economic grade ----- 20 00
- 1000 Economic grade ----- 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

- 6 lb. boxes ----- 38

DRIED FRUITS

- Apples
- N. Y. Fey., 50 lb. box ----- 15 1/2
- N. Y. Fey., 14 oz. pkg. ----- 16
- Apricots
- Evaporated, Choice ----- 27
- Evaporated, Fancy ----- 30
- Evaporated, Slabs ----- 25
- Citron ----- 40
- 10 lb. box
- 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

FARINACEOUS GOODS

- Beans
- Med. Hand Picked ----- 06
- Cal. Limas ----- 10
- Brown, Swedish ----- 08
- Red Kidney ----- 11
- Farina
- 24 packages ----- 2 50
- Bulk, per 100 lbs. ----- 06 1/2
- Hominy
- Pearl, 100 lb. sacks ----- 3 50
- Macaroni
- Mueller's Brands
- 9 oz. package, per doz. ----- 1 30
- Big Stick, 20 lb. case ----- 2 60
- Bulk Goods
- Elbow, 20 lb. ----- 09
- Egg Noodle, 10 lbs. ----- 15
- 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
- 1 35 ----- 1 35
- 180 ----- 1 14
- 3 20 ----- 2 1/4
- 3 00 ----- 2
- 5 50 ----- 4
- Doz. Pure Lemon
- 1 35 ----- 1 35
- 1 80 ----- 1 80
- 3 00 ----- 3 00
- 5 50 ----- 5 50

UNITED FLAVORING

- Colored
- 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 35
- Assorted flavors.

FLOUR

- V. C. Milling Co. Brands
- Lily White ----- 9 90
-



26 oz., 1 doz. case --- 6 00
3 1/2 oz., 4 doz. case --- 3 60
One doz. free with 5 cases.

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

JELLY GLASSES 37
8 oz., per doz.
OLEOMARGARINE
Van Westenbrugge Brands



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

Certified --- 24
Nut --- 18
Special Roll --- 19

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

MINCE MEAT
None Such, 4 doz. --- 6 47
Quaker, 3 doz. case --- 3 60



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

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

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
Fancy, No. 1 --- 13 1/2
Jumbo --- 16

Almonds
Peanuts, Spanish, 12 1/2 lb. bags --- 12 1/2

Walnuts
Fancy, No. 1 --- 13 1/2
Jumbo --- 16

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

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

PEANUT BUTTER
Bel Car-Mo Brand
24 1 lb. pails --- 4 50



24 1 lb. pails --- 4 50
8 oz., 2 do. in case --- 4 01

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 14.6

Red Crown Gasoline, Tank Wagon --- 16.7
Solite Gasoline --- 19.7
Gas Machine Gasoline --- 40.1

WINTER BLACK
Light --- 62.2
Medium --- 64.2

IRON BARRELS
Light --- 62.2
Medium --- 64.2
Heavy --- 66.2



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

PICKLES
Medium Sour
Barrel, 1600 count --- 17 00

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

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

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

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

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

COWS
Top --- 14
Good --- 13

VEAL
Top --- 19
Good --- 18

LAMB
Spring Lamb --- 27
Good --- 25

MUTTON
Good --- 16
Medium --- 14
Poor --- 12

PORK
Light hogs --- 16
Medium hogs --- 16

SHOULDERS
Shoulders --- 18 1/2
Sparreribs --- 16

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

DRY SALT MEATS
D S Bellies --- 18-20 @ 20-22

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

SAUSAGES
Bologna --- 15
Liver --- 14

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 00

PIG'S FEET
Cooked in Vinegar
1/2 bbls. --- 2 50

CASINGS
Hogs, Med., per lb. --- @ 55
Beef, round set --- 23 @ 35

RICE
Fancy Blue Rose --- 06 1/2
Fancy Head --- 09

ROLLED OATS
Silver Flake, 12 Pam. --- 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
Middle --- 15 1/2
Tablets, 1/2 lb. Pure --- 19 1/2

HERRING
Holland Herring
Mixed, Keys --- 1 00

MILKERS
Mixed, half bbls. --- 9 50
Mixed, bbls --- 17 00

CORN SYRUP
Blue Karo, No. 1 1/2 --- 2 42
Blue Karo, No. 5, 1 dz. 3 33

MAPLE FLAVOR
Orange, No. 1 1/2, 2 dz. 3 15
Orange, No. 5, 1 do. 4 41

MAPLE AND CANE
Mayflower, per gal. --- 1 55

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

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, dz. 1 35

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

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

SEASONING
Chili Powder, 15c --- 1 35
Celery Salt, 3 oz. --- 95

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

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

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

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

SPICES
Allspice, Jamaica --- @ 24
Cloves, Zanzibar --- @ 40

WHOLE SPICES
Allspice, Jamaica --- @ 24
Cloves, Zanzibar --- @ 46

PURE GROUND IN BULK
Allspice, Jamaica --- @ 18
Cloves, Zanzibar --- @ 46

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

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

WINE
Cider, 40 Grain --- 20
White Wine, 80 grain --- 25

WINE
Cider, 40 Grain --- 20
White Wine, 80 grain --- 25

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White Wine, 80 grain --- 25

WINE
Cider, 40 Grain --- 20
White Wine, 80 grain --- 25

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

WINE
Cider, 40 Grain --- 20
White Wine, 80 grain --- 25

WINE
Cider, 40 Grain --- 20
White Wine, 80 grain --- 25

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Advertisement for Zion Fig Bars: Unequaled for Stimulating and Speeding Up Cookie Sales. Obtainable from Your Wholesale Grocer.

Advertisement for Baking Industry: Zion Institutions & Industries. Baking Industry.

Advertisement for Tea: Choice Japan, Medium Japan, Fancy, etc.

Advertisement for Spices: Allspice, Cloves, Cassia, etc.

Advertisement for Whole Spices: Allspice, Cloves, Cassia, etc.

Advertisement for Pure Ground in Bulk: Allspice, Cloves, Cassia, etc.

Advertisement for Seasoning: Chili Powder, Celery Salt, Sage, etc.

Advertisement for Soap: Am. Family, Export, Big Jack, etc.

Advertisement for Starch: Kingsford, Powdered, Argo, etc.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 18—In the matter of Sol H. Kahn, doing business as Right Clothes Shop, Bankrupt No. 2740, the trustee has filed his final report and account and a final meeting of creditors has been called for March 7. The report and account of the trustee will be considered and passed upon. The expenses of administration will be ordered paid and a final dividend to general creditors declared and ordered paid.

In the matter of Charles E. Shears, Bankrupt No. 2679, the trustee has filed his final report and account and a final meeting of creditors has been called for March 7. The trustee's final report and account will be considered and passed upon. Expenses of administration will be passed upon and ordered paid, and a first and final dividend ordered paid to creditors, if the funds in the estate will permit.

In the matter of Simon L. De Witt, Bankrupt No. 2823, the trustee has filed in said court his final report and account, and a final meeting of creditors has been called for March 7. The report and account of the trustee will be considered and passed upon. Expenses of administration will be ordered paid and a first and final dividend to creditors ordered paid, if possible.

Feb. 18. We have to-day received the schedules, reference and adjudication in the matter of Edward De. F. Anstett, Bankrupt No. 3098. The matter has been referred to Charles B. Bair 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 \$1,525 of which \$200 is claimed as exempt, with liabilities of \$2,060.17. 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:

Treasurer, Grand Traverse County	\$198.00
Comstock Park State Bank, C. P.	225.00
Ralph Case, Kingsley	350.00
First State Bank of Kingsley	229.07
Dr. J. Brownson, Kingsley	77.60
Sherman Anstett, Fort Wayne	300.00
Mich. Trust Co., Grand Rapids	52.50
Mrs. Race, Grand Rapids	4.50
George Parker, Kingsley	100.00
State Farm Bureau, Traverse City	20.00
Dr. R. W. Warn, Grand Rapids	3.50

Feb 18. We have to-day received the schedules, reference and adjudication in the matter of George Stavron, as Boston Grocery, Bankrupt No. 3099. 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 merchant. The schedules show no assets, with liabilities of \$5,393.29. The court has written for funds and upon receipt of the same the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Muskegon	\$179.10
Franklin MacVeagh & Co., Chicago	267.27
Becker Paper Co., Fort Wayne	44.02
Campau & Mullally, Muskegon	42.80
Arbuckle Bros., Chicago	229.30
Durand-McNeil-Horner Co., Chicago	70.06
Ellis Bros. Co., Grand Rapids	47.02
Foulds Milling Co., Libertyville	88.79
Hasper Biscuit Co., Muskegon	41.00
Hackley Nat. Bank, Muskegon	250.00
Hecht Produce Co., Grand Rapids	117.65
Kakaharis Bros., Chicago	\$101.00
Levy & Son, Muskegon	226.16
Lyons Specialty Co., Chicago	16.95
C. W. Mills Paper Co., Grand Rap.	41.83
Muskegon Candy Corp., Muskegon	51.10
Merkle Broom Co., Harris, Ill.	67.24
Muskegon Dairy Co., Muskegon	100.00
National Biscuit Co., Grand Rapids	105.00
Palmer Match Co., Akron, Ohio	34.00
Reid, Murdoch & Co., Chicago	116.51
Steindler Paper Co., Muskegon	47.51
Swift & Co., Chicago	335.50
VanAllen Service Sta., Grand Rap.	86.55
I. Van Westenbrugge, Grand Rap.	105.15
Ed. S. Vail Butterine Co., Chicago	17.10
Thomas J. Webb Co., Chicago	183.30
White Front Grocery Store, Muskegon	175.00
Wollis Bros., Muskegon	169.60
Worner Fruit Co., Muskegon	600.00
J. E. Rouland & Co., Detroit	131.79
Austin Nichols & Co., Chicago	155.00
United Home Tel. Co., Muskegon	50.00
Wm. H. Smith, Muskegon	250.00
Chronicle, Muskegon	61.80

Feb. 21. We have to-day received the schedules, reference and adjudication in the matter of Paul R. Wing, Bankrupt No. 3100. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Nashville, and his occupation is that of a furniture and undertaking business. The schedules show assets of \$6,393.71 of which \$675 is claimed as exempt, with liabilities of \$7,121.05. 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:

Lentz Table Co., Nashville	\$ 100.00
State Savings Bank, Nashville	1,300.00
Serenado Co., Huntington, W. Va.	104.00

F. B. Rutledge, Zanesville, Ohio	122.80
Wayland State Bank, Wayland	224.75
Chris Marshall, Nashville	500.00
Lentz Table Co., Nashville	138.80
Illinois Phillips Carey Co., Chicago	6.95
G. R. Casket Co., Grand Rapids	100.00
A. B. Chair Co., Charlotte	53.50
Butler Bros., Chicago	34.51
Bunday Bedding Co., Lansing	11.50
A. F. Burch Co., Grand Rapids	.17
Durfee Co., Grand Rapids	12.25
J. Frank Darling Co., Brookland, N. Y.	16.35
Dodge Chemical Co., Boston	25.00
Edson, Moore & Co., Detroit	147.74
Fox Furnace Co., Elyria, Ohio	72.31
Free Sewing Machine Co., Rockford, Ill.	45.45
G. R. Bedding Co., Grand Rapids	100.00
Globe Casket Co., Kalamazoo	477.63
B. F. Huntley Fur. Co., Winstom Salem, W. Carolina	67.00
Kinney & Leavn Co., Cleveland	10.73
Herpolsheimer Co., Grand Rapids	75.00
Kline Mitre Lock & Art Co., G. R.	13.81
Lloyd Mfg. Co., Menominee	8.75
Kapital Lamp Mfg. Co., Grand Rap.	695.30
J. J. Madden Mfg. Co., Indianapolis	113.20
Rome Co., Chicago	100.55
C. W. Mills Paper Co., Grand Rap.	67.40
National Casket Co., Chicago	87.22
D. Newman Mfg. Co., Chicago	16.50
National Mattress Co., Grand R.	371.86
Phoenix Chair Co., Sheboygan, Wis.	10.50
Wayside Craft Shop, Wayland	6.00
Geo. C. Wetherbee & Co., Detroit	10.16
Thwaites Furn. Co., Albion	9.00
David S. Schneider, Milwaukee	5.82
G. I. Sellers Sons Co., Elwood, Ind.	181.48
Rockford Chest Co., Rockford, Ill.	52.00
Peck & Hill Furn. Co., Chicago	51.50
O. W. Richardson & Co., Chicago	10.55
Pittsburgh Plate Glass Co., G. R.	9.00

Feb. 23. On this day was held the first meeting, as adjourned, in the matter of George E. Hawk, individually and as Hawk Dairy, Bankrupt No. 3083. The bankrupt was present in person but not represented. The trustee was present by Myron H. Walker. Creditors were present in person and represented by R. L. Newnham. The bankrupt was sworn and further examined with a reporter in attendance. One other witness was sworn and examined. Appraisers were appointed. The first meeting, as adjourned, then adjourned to March 4.

On this day also was held the adjourned sale and hearing on liens in the matter of Michigan Box Co., Bankrupt No. 3057. The trustee was present by H. H. Smedley. Certain creditors were present by Raymond J. Engle. A reporter was present and the matter was further submitted and discussed and adjourned to March 3.

In the matter of Clarence F. Young, Bankrupt No. 3090, the funds for the first meeting have been received and such meeting has been called for March 8.

In the matter of Homer H. Conrad, Bankrupt No. 3089, the funds for the first meeting have been received and such meeting has been called for March 8.

In the matter of Ralph H. Wegner, Bankrupt No. 3094, the funds for the first meeting have been received and such meeting has been called for March 8.



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



A. R. WALKER CANDY CORPORATION
(Owosso, Michigan)

ESTABLISHED FRAUD.

Full Text of Judge's Charge in Pierson Case.

The Tradesman recently chronicled the outcome of the suit brought against W. A. Pierson, the Muskegon general dealer, by the Excella Pattern Co., of New York. It is now able, through the courtesy of the trial judge, Hon. John Vanderwerp, to present the full text of his charge to the jury, as follows:

The Excella Pattern Co., as plaintiff brings this suit against the defendant W. A. Pierson, to recover the sum of \$212.63, together with interest thereon, which it claims it due to it for patterns and magazines furnished to defendant by it under a written contract entered into between the parties dated March 31, 1924, and approved and accepted April 14, 1924.

The defendant claims that the contract is not valid and cannot stand, because it was procured by fraud by reason of representations and statements made by Mr. O'Brien, the representative of the plaintiff company, when the signature of Mr. Pierson was obtained to the contract in evidence here; that he admits there is due from him to plaintiff \$46.76 already tendered by defendant to plaintiff and which tender has been refused.

On the question of claimed fraud, the defendant claims that, on or about March 31, 1924, an agent of the said plaintiff came to defendant's place of business in the city of Muskegon and stated to defendant that he, said agent, was representing the Pictorial Review patterns; that said patterns had previously been handled by the J. Riordan Co., in the city of Muskegon, but said company had sold out; that he, said agent, desired to find some other merchant to handle said Pictorial Review patterns in the city of Muskegon; that said agent solicited this defendant to allow said patterns to be exhibited in defendant's store and for defendant to act as agent in handling said patterns; that said agent stated and represented that it would not be necessary for defendant to purchase said patterns or to invest any money therein; that defendant would act as agent in handling said patterns and would receive a commission of 40 per cent. upon such patterns as were sold and that all unsold patterns could be returned to the plaintiff; that said agent showed certain patterns and a monthly fashion book to this defendant, who observed that said patterns and fashion book were marked Excella Patterns and Excella Fashion Book Monthly, and this defendant called said agent's attention to the name on said patterns and fashion book monthly being Excella and not Pictorial Review, and the said agent stated and represented to this defendant that the said patterns were Pictorial Review patterns, but that the name had been changed to Excella patterns, and the sale of Pictorial Review patterns had been discontinued; that said agent also stated and represented that said patterns would be modern and up-to-date and would be saleable patterns.

That relying upon the representations so made by the plaintiff's agent and believing the same to be true, the defendant was induced to sign and did sign a certain paper writing purporting to be an agent's contract, and which defendant was induced to believe and did believe at the time he signed the same, was an agreement that defendant was to act as the agent of the plaintiff in handling the patterns in the city of Muskegon for the period of one year, and without any liability or obligation on the part of the defendant to pay for any patterns except such as were sold, and upon such as were sold the defendant was to receive a commission of 40 per cent. upon the

selling price; that under said agreement and relying upon the representations of the agent, the defendant received from the plaintiff certain patterns and fashion book monthlies, signs, cabinets and fixtures for the proper display and advertisement of said patterns; that the representations so made by the plaintiff's agent were false and untrue, and deceived the defendant; that the patterns furnished by the plaintiff to the defendant under the name of Excella patterns were not Pictorial Review patterns, and the name of Pictorial Review patterns had not been changed to Excella patterns, and the sale and distribution of the Pictorial Review patterns had not been discontinued; that at the time the agent made the representations aforesaid the Pictorial Review patterns were being handled and sold, and continued to be handled and sold by other merchants in the city of Muskegon. On the other hand, the plaintiff says there were no such false representations and that the defendant was not deceived.

In this case, as I have already said, the defendant concedes there is due the plaintiff \$46.76 and so there must either be a verdict for that amount or a verdict for \$212.63, depending upon whether you find there was fraud in the procuring of the contract. So the question of fraud, or alleged fraud, is the only question in the case for you to determine.

I charge you that fraud is a false statement or statements made for the purpose of inducing another to part with money or other valuable thing, which statements are calculated to influence a person to whom they are made and which statements do actually influence and deceive the person to whom they are made and thereby induce him to part with his money or other valuable things. I instruct you, gentlemen, that under the claims of the parties, the pleadings and circumstances of this case, before the defendant has established fraud, he must have convinced you by a preponderance of the evidence, first, that the representations were made as he claims and that they are false; second, that the defendant relied upon the representations and was therefore damaged thereby. Taking in order these elements of defendant's claims, you will first consider "were the representations made by the plaintiff's agent and were they false?" In determining this question consider all the evidence in the case bearing on that point. Consider what was said by and between Mr. O'Brien, representing the plaintiff, and Mr. and Mrs. Pierson at the time the defendant signed the written contract; also what the actual facts were that were discovered at the time the patterns were received; as to the patterns themselves and their condition; whether or not they were Pictorial Review patterns with the name changed; also consider what the fact was regarding the copy of the contract, how near it agrees with the contract, and what was said between the parties regarding it by Mr. O'Brien at the time as bearing upon the question of misrepresentation and whether defendant relied thereon, and was deceived and damaged thereby; also consider the length of time the goods were retained by defendant and the correspondence between the parties.

If you find that the representations were made and that they were false, and you find that defendant relied thereon and was deceived and damaged thereby, then the plaintiff is guilty of fraud and can only recover the sum of \$46.76. If the defendant has not established this claim of fraud on the part of the plaintiff by a preponderance of the evidence, as I have explained it to you, in other words, if no representations were made that were false—or, if made, the defendant was not deceived or damaged thereby, then the plaintiff is entitled to recover \$212.63.

In order to hold the plaintiff liable for false representations it must appear that they were the proximate

cause which induced defendant to enter into the agreement signed by him. It is not necessary, however, that they were the sole or principal inducement for defendant to enter into the agreement. But it is sufficient for the defendant to prevail in his claim of fraud if the representations claimed by the defendant were made; that they were false; that defendant relied thereon and was deceived and damaged thereby. If you find that these various elements I have explained to you were present in this case, they will constitute fraud on the part of the plaintiff. Fraud is never presumed but must be proved and the burden of proof is upon the party alleging the fraud to prove such allegation by a preponderance of the evidence. It cannot be lightly inferred but must be proved as alleged.

If plaintiff was guilty of fraud, it means that its agent fraudulently deceived the defendant, as I have heretofore instructed you.

I also charge you that while fraud is not presumed without proof, yet fraud, like any other fact, may be proved by proving circumstances from which the inference of fraud is natural and irresistible, and if such circumstances are proved, and they are such in character as to produce in the minds of the jury a condition of the facts of fraud, then you are warranted in considering that fraud is proved.

You, gentlemen, are the sole judges of the credibility of the witnesses. It is for you to say who is telling the truth and who is not. It is for you to say what weight and credit you will give to the testimony of any witness. In determining this question you have a right to consider the motive which may have actuated any witness in testifying in the manner in which he or she has done and you have a right to take into consideration the interest or want of interest the witness may have in the outcome of the case. You may take into consideration the witness' manner of testifying, his or her apparent candor or lack of it and take into consideration all of the circumstances and conditions surrounding the situation of these parties as bearing upon that matter.

As I have said before, if you find that the claim of fraud, and all the elements of it as I have explained them to you, has been established by the defendant by a preponderance of the evidence, then your verdict will be for the plaintiff in the sum of \$46.76, but if you find that the claim of fraud is not established by a preponderance of the evidence, then your verdict will be for the plaintiff in the sum of \$212.63.

The verdict rendered was for \$46.76, which, being less than \$100, entitled the defendant to the costs of the trial to be taxed against the plaintiff.

Business Wants Department

For Sale—100-acre farm, good buildings, Southern Michigan. Or exchange for general store. Interested in a good country business. Address No. 487, c/o Michigan Tradesman. 487

FOR SALE—General merchandise, fixtures, building, gas station, modern living rooms. Five blocks from largest sole leather tannery in world. Stock \$7,000. City 5,000. Located twenty years, decided to retire. Annual business \$50,000. Would rent building and fixtures. J. J. Parker, Boyne City, Mich. 488

For Sale—Grocery stock and fixtures. First-class location, clean stock, good fixtures. Good reasons for selling. Will inventory about \$8,500. Can be reduced. Deal direct with owner. Address Lock Box 452, Ypsilanti, Mich. 489

FOR SALE—Grocery store doing good business. Good fixtures and complete stock. Steam heated living rooms above. Death of my husband reason for selling. Price right. This is a money maker. Write or call Mrs. M. J. Flennerly, Edmore, Mich. Box 315. 490

A Bargain—House, garage, store, stock groceries and meats, fixtures,—all for \$5,800. C. L. Willet, Alma, Mich. 492

FOR SALE—Brick general store 20x60 feet and stock. Doing good business. Living rooms upstairs. Ice cream, soft drinks, gas station in connection. Double garage, ice house, a good summer resort business in Oakland county's lake district. \$6,500 will handle. Wm. J. Vogel, Davisburg, Mich. 491

REDUCTION SALES—CLOSING OUT SALES—Have just cleared out entire stock of the Bee Hive Store, Plymouth, Indiana. Can handle any kind of sale proposition. Personal service with years of experience. Address W. A. ANNING, 549 McAllister Ave., Waukegan, Ill. 493

MERCHANDISE SALES—Do you need money? Does your business lack snap? Do you want to reduce your stock, or make a complete close out? Let us submit our proposition and working arrangements. We guarantee lowest operating cost—and get desirable results. References furnished. Merchants Advertising Service, 413-414 Murray Bldg., Phone 66165. 494

FOR SALE—Stock groceries and meats doing fifty thousand gross yearly, best Northern Michigan city. Takes \$5,000 to handle, balance terms. Also small hotels, rooming and boarding houses, suburban oil stations. Write us your wants. HINKLEY AGENCY, Petoskey, Mich., Emmet court. 482

BAKERY For sale—Well equipped. Cash business from five to six hundred dollars weekly. Good opportunity for two hustlers. Address Lock Box 64, Birmingham, Mich. 483

For Sale—Grocery, fine building, stock, fixtures. Cash business. Main street, central, nice residence city. Price wholesale inventory. Ernest Lawson, Howell, Mich. 483

FOR SALE—Coal, feed, grain and produce business, established twenty years. John Leeder, Gobles, Mich. 486

FOR SALE—One fifteen-foot Sherer grocery counter, one National cash register, one set Dayton computing scales, and other show cases and counters. All in A-1 condition. Frank A. Wieber, Fowler, Mich. 477

For Sale—A variety store, doing a good cash business. Will sell stock and rent building, which has fine living rooms and garage. Store is centrally located, and only variety store in the city. Inquire John I. Bellaire, Manistique, Mich. 478

Gold Bar

PEACHES APRICOTS

CALIFORNIA CANNED FRUITS

WORDEN GROCER COMPANY, Distributor

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 1—Geo. A. Yager, the Monroe avenue shoe dealer, whose show windows are always marvels of beauty and effectiveness, has an unusual feature this week in the shape of two Japanese jade trees, loaned by Mrs. G. A. Hendricks. These trees probably cost the owner \$1,500 and are the most beautiful specimens of jade workmanship in the city.

The Kiwanis Club of Battle Creek will tender John I. Gibson a complimentary luncheon at Post Tavern March 17, preliminary to his going to Europe to spend the summer. Mr. Gibson resided in Grand Rapids several years while he was secretary of the Western Michigan Development Bureau.

The local Elks lodge recently sent Geo. R. Perry a bouquet so large it required two men to carry it to him. On receiving the gift, George exclaimed: "Great Caesar's ghost, boys, I am not dead yet." As a matter of fact, George is improving every day and will soon be at his desk again.

L. S. Conklin is now on the road for the Amsterdam Broom Co., instead of the American Broom Co., as erroneously stated in the Tradesman last week under the heading of Successful Salesmen.

John Kos, the South Prospect avenue grocer, who has been making a tour of the Mediterranean Sea and Southern Europe, sails for home from Cherbourg to-day.

Geo. E. Steketee and wife leave tomorrow from Washington via automobile. They will proceed to Palm Beach and return home via Mobile and New Orleans. They expect to reach home about May 1. Mr. Steketee is now sole owner of Steketee's celebrated remedies, bequeathed him by his father, the late Geo. G. Steketee.

Lee M. Hutchins left last week for Florida, his objective point being Clearwater. He will visit Miami and Nassau on the Bahama Islands before returning home about April 15.

Claude Hamilton left to-day for California on business connected with his financial institution.

Wherein Grand Rapids Could Imitate Florence.

Taormina, Sicily, Feb. 8—I want to tell you about the River Arno, in Florence. It is about the size of Grand River, perhaps carrying more water. Coming from a mountainous country it must be subject to varying changes.

A strikingly noticeable feature is that one side of the river for a long distance, for many blocks and between many bridges at the water's edge, and sometimes slightly overhanging the stream, is a continuous row of houses and buildings, quaint and novel in appearance and architecture, due to the construction covering a period of many years and even centuries.

The other side of the river is entirely free of buildings at the river bank, but nearly the entire distance through the city has a street of moderate width (for a city with the old time narrow paths and streets), with no buildings on the river side, but a fine class of buildings fronting the street from the shore side and occupied with fine shops. It makes one wonder if it is too late for Grand Rapids to obtain such a street on one or both sides of the river.

Perhaps on the East side, using portions of the old mill race and possibly between Bridge and Pearl streets, finding some way to overhang the river. It would add much to the attractiveness of that portion and would be a wonderful relief to traffic on adjacent streets.

It might be easier to carry out the project on the West side and above and below the city it could be widened into broad boulevards, with limitless possibilities of extension.

We are not hitting the localities with seasonable weather, but this is

a charming spot for rest and enjoyment.

Here ten days longer. Then Palermo for a week and Naples again for a few days and we hope more mail.

Then the Italian Lakes at Bellagio and then to Vienna. But at present no definite address beyond Naples. Gay W. Perkins.

Flint Convention of Grocers and Meat Men.

Wyoming Park, March 1—Flint is certainly going to put on the greatest convention this Association has had in many a year.

I was privileged to attend a meeting of the arrangement committee at Rudy Eckert's restaurant, Flint, and the pep and enthusiasm displayed was most inspiring. Rudy Eckert is general chairman and I am sure that he could swing the show all alone if need be. Following are the committee chairmen:

General—Rudy Eckert.
Hotel—Carl Sterk, Sec'y Chamber of Commerce.

Reception—E. W. Jones.
Entertainment—J. B. Melody.
Publicity—K. Davis.

The leading grocers and meat men are on these committees and they assured me it would be the best convention and the biggest crowd ever. They expect 800 at the main banquet.

They asked me to issue a special invitation to the delegates to bring their wives, as they plan a special program of entertainment for their benefit.

If there is time we will be given the opportunity of visiting some of the retail stores during the convention.

Flint has some of the finest markets in the State. Such stores as Eckert's, Hommady's, Hayner's and Kennedy's are certainly an inspiration to any one in the retail food game.

The Home Dairy, which Mr. Eckert manages, employs 100 people in the various departments.

Various details are being attended to and speakers have been engaged so I can promise the delegates one of the finest conventions we have ever held.

The wholesalers are assisting the Flint retailers and, of course, Past President E. W. Jones is on the job. Nuf sed. Paul Gezon.

Sec'y Retail Grocers & Gen. Merchants Ass'n.

When On Your Way, See Onaway.

Onaway March 1—The City Treasurer reports that this year shows the best percentage of tax collections in the history of the city. The fiscal year will start out with a nice balance on hand and everything bids fair for a prosperous year. Farmers are preparing to farm and farm right on a scientific scale and, with the assistance of the county agricultural agent, should show results. While not the volume of business is being done by the merchants at present, owing to a partial loss of the factory last year, it is far healthier in every respect and every merchant knows just where he stands.

Greater prospects than ever for resort business in sight and a regular village of cottages—and good ones, too—will be erected at the lake the coming summer. Watch us grow. Squire Signal.

H. O. Maentz, wholesale and retail dealer in meat, etc., at Allegan, writes as follows: "Enclosed find \$3 for another year's subscription to the best honest to goodness trade journal in the United States. The way you go after crooks is a service that is appreciated by many."

K. A. Eldridge, Pittsford, writes: "I would not be without your most valuable paper."

Three Big Days For Michigan Merchants.

March 8, 9 and 10 will be big days for Michigan merchants, especially for the retailers conducting the smaller stores in small cities, towns and villages. It will also be big days for the wholesaler and manufacturer of Detroit who want to learn more about the retail dealers—for on these dates Detroit, through its Wholesale Merchants' Bureau, will conduct its first Better Merchandising Conference and Exposition at the New Masonic Temple.

Unquestionably one of the greatest programs ever prepared for a gathering of retailers has been gotten together. Any one of the dozen featured speakers is alone worth making the trip to listen to, for each of them has a story full of invaluable ideas for the small retail merchant. Those of you who have heard Fred P. Mann, Sr., or C. C. Parlin of the Research Bureau of the Curtis Publishing Co., or John B. Garver or T. K. Kelly, of the Kelly Sales System, are fully aware that each one of these men has a knowledge of merchandising conditions which will afford his listeners ideas they cannot afford to miss.

The group meetings in the respective divisions of the retail field—of druggists, grocers, dry goods, furniture, electrical, radio, men's and ladies' wear—are a feature the retailer will find well worth attending. Meet your fellow retailers at this brass tack conference and get acquainted—learn his problems and how they compare with yours. The window trimming demonstrations, the preparation of a newspaper advertisement, the great Exposition—every feature is worked out for your benefit as a retailer.

The entertainment end of the affair, the frolic, the big banquet and the special entertainment provided for during conference sessions, for the wives of retailers in attendance, makes this a well-rounded out three-days of business education and of pleasure.

So sit down right now and send in your registration, Mr. Retailer, to the Better Merchandising Conference Committee, 909 Polk Directory building, Detroit. S. E. Sangster, Director of Publicity.

Made a Ten Strike.

Wm. A. Gilleland, Manager of the Worden Grocer Co., has scored a ten strike by the purchase of the merchandise of the Gibson Wholesale Grocery, which engaged in the wholesale grocery business in this market about twelve months ago. The stock is all new and seasonable and the purchase is made on terms and conditions which will enable the Worden Co. to handle the transaction without borrowing any money. Mr. Gibson will be given a place on the staff of the Worden Co., devoting two days a week to road work and four days to the duties of house salesman.

The Worden Co. sold \$50,000 more goods in February of this year than was the case under the Rouse regime a year ago, using twenty-nine salesmen instead of forty-five.

Dry Goods Conditions.

The lateness of Easter is having its effect in delaying buying, and a disposition is shown to hold off until the last of the styles is out. What reports of general conditions throughout the country have come in continue to be favorable to fairly good buying season. Meanwhile the offerings at retail are of a very diverse character and include almost all the varieties of goods usually dealt in. Responses to the offerings in the primary markets, although the activity was not as marked as it was in previous weeks, orders are still going in in fair volume, while distributing channels are kept busy in supplying goods previously contracted for. Manufacturers of garments are also sending out quite a volume of merchandise.

The Proposed Tax on Cigarettes.

P. T. Green, Secretary of the Michigan Wholesale Grocers Association, writes Secretary Gezon as follows:

Saginaw, March 1—I have just read with interest your article in the Michigan Tradesman under date of Feb. 23.

I wish to call your attention to a slight error. The proposed tax on cigarettes in Michigan is 4c per package. The circular which I sent to you is, perhaps, slightly misleading, as it does speak about cigarettes being taxed at 2c per package, but if you will read further you will find that in that statement it is referring to a tax now being collected in another state.

This proposed tax in Michigan is very much more radical than that which is in effect in a few other states in the Union. P. T. Green, Sec'y.

The way you do your work shows what kind of man you are.

\$2,500,000 EPPLE HOTELS COMPANY

Omaha, Nebraska
First Mortgage 6½%
Sinking Fund Gold
Bonds
Due 1941

This issue is secured by First Mortgage on fee simple real estate having a value in excess of \$4,000,000 making this a 60% loan.

Total security pledged has an appraised value in excess of \$7,000,000, making this less than a 35% loan. Average net earnings for the last three years over 2¼ times interest requirements. A substantial sinking fund is provided which will retire over \$1,500,000 of the bonds prior to maturity.

Upon application the Michigan Personal Property Tax will be refunded, making this Tax Free to Michigan holders.

Price 100 and Accrued
Interest Yielding 6½%

HOWE, SNOW & BERTLES INC.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit
San Francisco

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

' More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit—then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over 35 years

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

with the consistent *quality* and *price* advertising behind it—with the price plainly shown on the label—you can increase turnover and get *more profit* on your baking powder investment.

Millions of Pounds Used by the
Government



*Yours for
selling more
groceries*

Larry.
A Sunland Service Man

Now Grocer Werden gets "yes" answers

NO, that's all today," replied Grocer Werden's customer when he asked, "Is there anything else?" Of course it wasn't the answer that Werden wanted, but somehow it seems to be the answer that that question gets.

So when his customer had left, I put him hep to a way to get "yes" answers—an idea that I'd seen other grocers use with big success. And I suspect you'd like to know about it.

"Anything else," I pointed out, "includes too much, even the cash register and a date for tea. But if you'll remind your customer of a specific something she's apt

to want, you'll have at least a 50-50 chance of getting it for an extra order.

"For instance, when a woman asks for cereals, tell her how much better they'll taste with Sun-Maid raisins in them. That's something she's in favor of—easy ways to make foods more appetizing."

Well, next time I called, Werden was busy waiting on a customer. I perked my ears when she asked for cereals, and sure enough Werden took his cue. "Have you tried putting Sun-Maid Nectars into it?" he asked. "Mrs. — — says her youngsters are crazy about cereals that way."

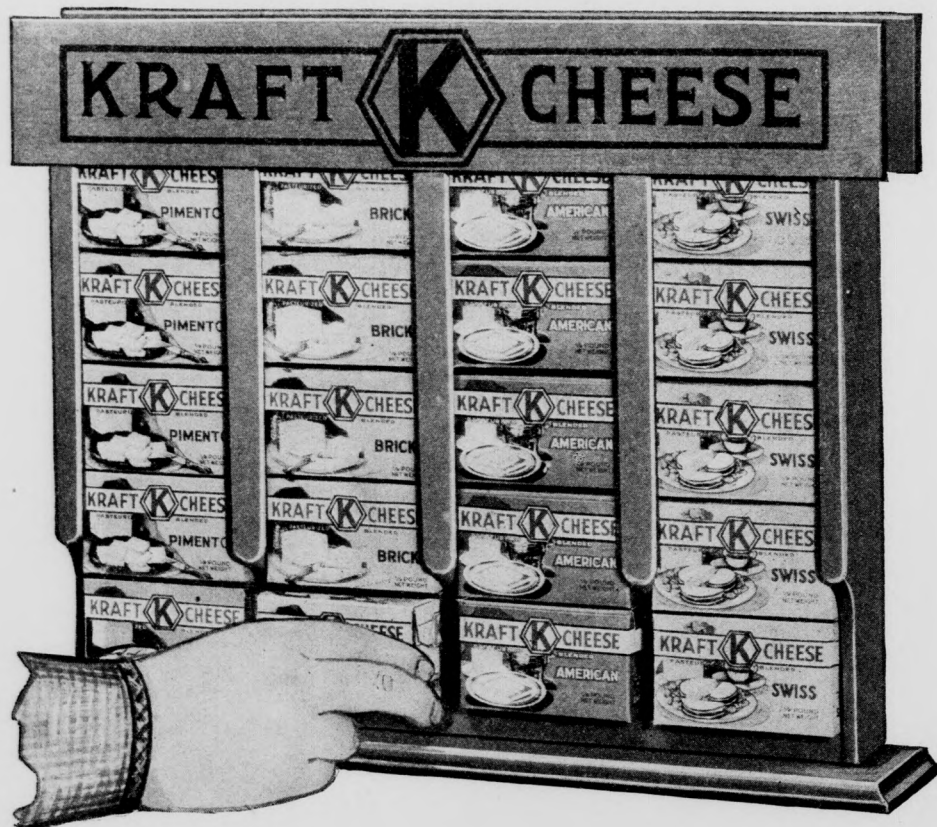
Down went Nectars on the sales slip!

"I certainly land a lot of extra orders since I began suggesting definite items," Werden told me later. "And the best yes-answer getter I use is that raisins in cereals idea!"

Try it on *your* patrons, friend grocer, and listen to the calculator jingle encores. And ask the Sunland Service Man who calls on you for some other Sunland sales-winning ideas. He's full of 'em.

Larry.





Did You Get Yours?

IF you haven't one of these "Silent Salesman" Cheese Display Racks in your store, by all means get one! In all the history of package cheese, no fixture has produced such a volume of sales. You just can't afford to be without one. It keeps Kraft package cheese in a convenient, orderly display, and is a constant reminder to your customers to buy cheese, and more varieties of cheese. It's like having an extra clerk just to sell cheese. The Display Rack is free; get it from your grocery jobber or your wagon distributor. Only be sure to get it.

KRAFT CHEESE COMPANY, *General Offices*, CHICAGO, ILL.

KRAFT CHEESE