

MICHIGAN TRADESMAN

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EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 9, 1927

Number 2268

THE CROOKED FOOTPATH —

Ah, here it is—the sliding rail
That marks the old remembered spot—
The gap that struck our school-boy trail—
The crooked path across the lot.

It left the road by school and church,
A penciled shadow, nothing more,
That parted from the silver birch
And ended at the farm-house door.

No line or compass traced its plan,
With frequent bends to left or right,
In aimless, wayward curves it ran.
But always kept the door in sight.

The gabled porch, with woodbine green—
The broken millstone at the mill—
Though many a rood might stretch between,
The truant child could see them still.

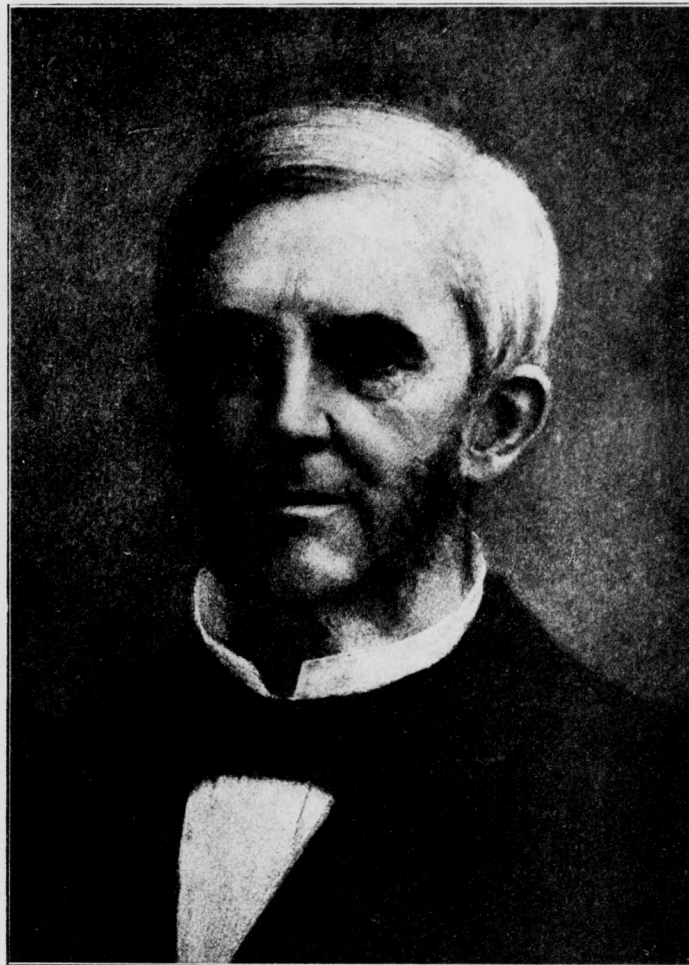
No rocks across the pathway lie,
No fallen trunk is o'er it thrown,
And yet it winds, we know not why,
And turns as if for tree or stone.

Perhaps some lover trod the way,
With shaking knees and leaping heart—
And so it often runs astray
With sinuous sweep or sudden start.

Or one, perchance, with clouded brain,
From some unholy banquet reeled—
And since our devious steps maintain
His track across the trodden field.

Nay, deem not thus—no earth-born will
Could ever trace a faultless line;
Our truest steps are human still—
To walk unswerving were divine.

Truants from love, we dream of wrath—
Oh, rather let us trust the more
Through all the wanderings of the path,
We still can see our Father's door.



OLIVER WENDALL HOLMES

Born Cambridge, Massachusetts, August 29, 1809

Died Boston, October 8, 1894

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

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 8—Charles G. Willett, of the Chas. G. Willett Co., has purchased the controlling interest in the Grand Rapids Equipment Co., which was formerly owned by David Burns, including the patent rights. The company, which is doing a thriving business, changes its name to the Willett Manufacturing Co. and is going through a process of re-organization, with a substantial increase in the stock of the corporation, and an assembly of new management with Mr. Willett as its head. The company manufactures spring road scrapers with attachments to fit any size truck for gravel road maintenance and is doing a fine business. Their machines are of the reversible type, capable of being attached to any truck or tractor grader at any desired angle, either in the reversible or non-reversible position, whichever road maintenance requires to more efficiently maintain them in the best possible condition. The officers of the company are Chas. G. Willett, President; Fred H. Travis, manager of the Citizens Co., Vice-President; and J. L. Buchanan, of the Robert W. Irwin Co., Secretary-Treasurer.

John J. Dooley, Michigan representative for the Pepsin Syrup Co., began taking the Tradesman thirty-nine years ago, when he was residing in Fletcher, Ohio. He has never missed reading a copy of the Tradesman in all these years, embracing 2028 issues.

Ask for the order. That's what you are in business for. Your prospect expects it, and that is the surest way of getting it. Your prospect might knock you down, tie and gag you. Write out the orders and force them into your inside pocket; but the chances are against you. Buyers are too modest to adopt these tactics, no matter how thoroughly they might be sold. Don't be timid, backward, bashful, or shy about asking for the order. Get the prospects' favorable, decisive, immediate action on your proposition; make him want it; make him like it; make him feel the need of it; make it easy for him to buy; make it hard for him to turn you down; help him to make up his mind, and ask for and secure the order.

There are at least four times a day when the average salesman is tempted to deceive himself into killing time,

These are, first, rising too late; second, wasting too much time at noon; third, quitting too early, and, fourth, recklessly throwing away the evening. True, these are all met with excuses.

Too many salesmen, upon seeing that the merchant is really too busy to give his immediate attention, instead of tactfully arranging for a later call, spoil the chance of making a good impression by convincing the prospect that they do not believe what he said about being busy. Then, when the prospect loses patience with them, this class of salesmen run off in a corner and cry that it is unwise to make calls at this time of day. This may be stepping on the toes of some, but the wise fellow will take care to keep his toes out of the way. Some one once said that the difference between a pauper at 65 and Edison at that age, is largely in the way each utilized his time after business hours. Any man who makes the right use of his evenings will make a success if he does not overthrow this advantage by misusing the rest of the day.

The home show conducted under the auspices of the Builders and Traders Exchange in the Klingman building this week could be greatly improved by grouping kindred exhibits together, introducing better ventilation and eliminating the rough and boisterous element represented by children who have no possible interest in the exhibits and whose sole object appears to be to congregate in crowds and conduct themselves like rowdies. The ground covered is ample to make a most interesting exposition, providing proper arrangement and classification had been observed.

People Will Uphold Coolidge in Doing Right.

Grandville, March 8—The American people with singular accord said, "Well done, Mr. President," when his veto message of the farm bill was given to the country.

It was not unexpected. The soundness of the President's convictions where the public is concerned has been too often demonstrated to doubt his will to do the bidding of the whole country in a crisis like the one through which we have lately passed.

Farm blocs may be all right to please a few malcontents who have not the capacity to look beyond their own little front yard, but when it comes to making laws for a Nation of such varied interests as those of the United States, it requires a certain quota of fairness as between man and man, which we may be thankful to know is possessed by the present occupant of the White House.

Lincoln had his duties to perform when the Nation was blazing with civil war. The duties of a chief magistrate in time of peace is often scarcely less important, since there are so many malcontents to look after and quiet down with the strong hand of a veto.

Congress has been singularly inefficient in its defense of the rights of our people. This knuckling to a miserable, bigoted minority, is something surprising as well as disappointing. Had we a bitterly partisan president great damage might have been done the Nation by the enactment of a one-sided law to curtail the rights of nine-tenths of our people in order to boost the one-tenth who have gone wild over

imaginary evils which Congress has no more right to settle than has an outsider to interfere in the workings of a neighbor's family.

Farm blocs have been formed for a purpose—the exploiting of the general public in the exclusive interest of a few corn and cotton planters of this Union. We have no right to fix wages and tell the employer how much he shall pay his mill worker, neither have we a right to fix a maximum wage for the employed. Such things will regulate themselves under the law of supply and demand which is the oldest law in the existence of the human family.

How shall we determine which has the right of way in this country, the producer or the consumer? To make the producer superior to the other was the intent of the farm bill so lately dropped in the garbage can. There is no such right under our constitution and those ranting dirt statesmen must be made to keep their place and behave as naughty children have sometimes to do when facing the discipline of school regulations.

Honest dealing as between man and man should be recognized as well among law makers as within the ranks of the common people.

It is gleefully announced by certain interested persons that a certain Mr. Lowden has now a cinch on the Republican nomination for 1928. Hardly. Presidential nominations do not go to the sectional, class legislating monger who has no interest to conserve except that of his immediate neighbor.

Class legislation is bad in every particular. It has been frowned upon from the earliest period, and yet there are those who still continue to employ it to serve their own selfish ends.

A square deal for every man is the slogan of free Americanism, and he who goes contrary to that is making not only trouble for his political future, but dooming himself to early oblivion.

It is absolute folly for any man to seek to ride into the presidency on the gale blown into being by class legislation. He who seeks official prominence at the hands of any single class of our American citizenry is building on the sand. Such narrow views are best kept in advance if one would make good in politics, however rotten that politics may be.

The producing public of America has no finer representatives than our sturdy farmer men and women, and he who would seek in any way to curtail their inalienable right to life, liberty and the pursuit of happiness is certainly courting his own deserved political condemnation.

The laws enacted by Congress are supposed to be in the interest of the whole people. When they transcend this they are wrong and should be quickly renovated to meet the just demands of the public.

Right here I wish to predict that no "farmer candidate" can ever be elected President on such a platform. Mr. Lowden is said to be seeking that honor in the name of the agriculturists of the country. Why not, then, have each class represented with as many candidates as there are classes in the country.

The absurdity and unrighteousness of making the people bow down to any class candidate is recognized by all

thinking men. The outcry against "vested interests" is merely a shout of mad dog which has no foundation in fact. No single interest ever has or ever will govern America.

The American farmer has no peer on earth. The idea of making him a sort of scapegoat for the exploiting of scheming politicians is most objectionable. The complaints which come from the farm are not so universal as one might imagine from the outcry sent up by men interested in breaking into public life through deception and chicanery.

The better American farmers are not complaining. Nor are they moving heaven and earth in appeals to Congress to come to the rescue lest they perish. The real farmers are busy attending their business affairs, finding ample opportunity of making good under present conditions, which are really better than in many years past.

That Calvin Coolidge has periled his chances for a renomination is not likely. In any event he has done the right thing and the best farmers, as well as other citizens, will uphold him in daring to do right. Old Timer.

Garment Specializing.

Manufacturers of "style" ready-to-wear who have attempted in recent years to augment their business by making popular-priced garments in quantities in their stores, in line with the "trading down" tendency, have found that specialization is a better policy. M. Mosessohn, Executive Chairman of the United Women's Wear League of America says.

"During the past three years," he declares, "manufacturers have learned that style articles cannot be ground out in volume production. The routine of quantity production is so different from the creation of style articles that any attempt to mingle the two is bound to result in a loss. To produce style goods, a high-salaried designer must be employed, not with a view to saving labor costs and materials, but to obtain new and distinctive features. In the style establishment the overhead costs are bound to be much higher.

"The manufacturer who produces in quantity, however, can make use only of such style features as do not materially add to his costs. There is a very definite outlet for both kinds of merchandise. Buyers know where each variety is sold. It is therefore more profitable for the manufacturer who has built up a name for style merchandise to remain in his own field. When the producer of style goods has put in a line of popular-priced merchandise, he has found that the buyer would purchase one or the other variety from him, but not both."

Lansing—A Kraft has opened a drug store in the Olds Hotel building. The stock, fixtures and soda fountain were furnished by the Hazeltine & Perkins Drug Co.

WHAT THE DUB THINKS



Vision.

We might not jar any of the ten commandments to state that vision is about the biggest asset with which man has been endowed. We can trace about every advantage we enjoy to-day to the vision of some one with the will to carry it to completion, with the one exception of prohibition. At the same time it has undoubtedly ruined as many lives as a taste for home brew. Regardless of this fact, it has never been regulated or prohibited, nor has there ever been any congressional appropriation to fight it, same as the corn borer or the boll weevil.

It is one of those things that come with a man, same as a spot light, bumpers or a windshield wiper with a ford car, but, unlike these accessories, it cannot be attached after the machine is once started. Never heard of it being cultivated or acquired through study. Even the correspondence schools don't list it. You just have it or you don't. Clairvoyants and spiritualists have it, always for a price.

Nine times out of ten it is more likely to prove a curse than a blessing, for the reason that those with vision are quite likely to become visionary, and the two are about as much alike as a base drum and a fiddler ain't. As soon as you get too much of one, you are the other, if you get what I mean.

Vision, friend Webster says, is seeing things what ain't or words to that effect. Of course, since prohibition, more men have been seeing things than at any time in the history of our good old U. S. A. It doesn't require much of the present day combination of raisins and hair dye to cause one to have visions, which they generally tell to the judge. Neither is it a far cry from visions to the bug house. They are filled with visionary individuals.

Vision is not always essential to success, for a junk dealer will just plug along until his children are all through college, and the family have made a couple of trips to the old country, when they eventually go into court and have the old man declared coo coo, so they can visualize the balance of the assets.

In the old days away back when Adam wasn't a boy—you will recall he just growed like Topsy—they had visions, and about all they did about it was to tell it to Sweeney or any other gink who would listen. You perhaps recall the tragedy of Jacob's vision the night he left home.

Foolishly or otherwise, he lay down to sleep with his head on a rock, which was enough to cause any man to see stars. Anyhow, he saw a vision, dreamed a dream, or most likely had the nightmare, the result of which just about lopped fourteen years off his calendar. In other words, he got a bum steer from that vision; for while wandering around the next day, he stumbled onto the ranch of an uncle, unknowingly, and meeting a female

cousin at the watering trough and never having seen Pola Negra, he decided there was no use looking further. So going down to the barn where they found the old man feeding the calves, they declared their affinity stuff, and as Jacob looked husky, the aforesaid old man said it would be all right with him, providing Jacob stuck around and worked on the place for seven years, the goods to be delivered at that time. It was a stiff sentence, but he was game and stuck it out. By this time the dad-to-be knew a good thing when he saw it and decided to slip one over during the ceremony by disguising an old maid sister of the girl who was hard to market and palming her off on Jacob. This was, of course, before prohibition and Jacob probably had more visions. After discovering the double X passed to him there was, naturally, a family jar, but he still loved the girl and the aforesaid now father-in-law agreed to compromise for another seven years and give him the girl. So Jacob, rather than have any ill feelings, agreed to let the tail go with the hide and took them both to his everlasting discontent. So here is one horrible example of what vision has done and will continue to do for some of us.

Talk of visions and tragedies coming home to roost, my own father, who was a physician and a druggist, visioned a wood cork to take the place of the regular bark cork, which is of slow growth and not always practical. After over ten years' experimenting he made his vision come true and produced a cork that would hold both ammonia and acids, something the bark cork will never do, and after more than fifty years I have some of these corks—as soft, pliable and impervious to liquids as the day they were made. But, owing to lack of business ability, he failed to realize on this vision.

The right visions, properly directed, are the salvation of the world. To be endowed with one vision similar to those of Edison, ford, Howe, of the sewing machine, Bell, of the telephone, Vulcan of locomotive fame, Fulton, the Mayo Brothers, Wright Brothers, Caruso, Marconi, Mary Pickford, Charlie Chaplin, or—oh, what's the use?—there isn't room to enumerate these individuals with real visions who have done more in the last generation to make the world a fit place in which to live than all the visionary old sooth savers for twenty-five thousand years back. And what have some of the rest of us been doing? Sitting on the fence and broadcasting, "It can't be done." Well, it has been done, and will continue to be done by men with vision and the ambition and perseverance to see it through. Vision without these two attributes is about as useless as snowshoes to a bat. We have known otherwise capable men ruined by visions—always seeing things, but never staying put. The lawyer longs to be a farmer and the doctor to be an inventor. The grocer wishes he was a druggist, and he, in turn, longs to be a jeweler. So they go like the bulls which hang their heads over the fence, looking for greener fields. It's always the other

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Mueller's Egg Noodles

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C. F. MUELLER CO.
JERSEY CITY, N. J.

fellow's game which attracts them. Whatever they have learned to do to keep the bread basket level is just a makeshift, compared with what they see the other fellow is doing. They always try something once—just once; then they try something else, and while they are trying it their mind is roaming off on another vision. They are as busy as a one armed paper hanger with the hives, but like the dog in the treadmill, they never get anywhere. We once worked for a man any one of whose visions, carried out, would have proven a success; but as soon as one was on the way, he had another vision and let the first lapse. So he has drifted from vision to vision until he has now reached the visionary age of 75 years, without accumulating a dollar which he might have deposited in some bank—and lost.

The Government, state and city administrations are composed of visionary ginks, with visions to hang on the taxpayers, trying to devise more room to park autos. What this world needs is more men with one cylinder visions hitting regular. It makes little difference what the vision, whether raising onions or skunks, playing a bull fiddle or a Jewsharp, singing a song or swimming the Hellespont—only that you hop to it and make your dream come true. If you get a vision of anything aside from bobbed hair, step on it, and hang on like the colored preacher's explanation of perseverance. He said: "It means firstly, to take hold; secondly, to hang on; thirdly and lastly; to nebbber let go." The Dub.

France Has Reason To Be on the Alert.

Grandville, March 8—France plans a big navy.

This is the answer the Frenchman gives to the request from Coolidge with regard to a reduction of naval armaments of the great powers of the world.

Italy is equally as outspoken against any curtailment of navy or army, thus leaving the arrangement of naval depletion to the United States, Japan and England, which power will not be foolish enough to undertake to go into the matter while the greater part of Europe is antagonistic.

Affairs in Europe are in such a condition that it is simply impossible for France to curtail in matters naval and military without endangering the safety of that nation. Self defense being the first law of nature and Frenchmen being alive to the possibilities of the future, they are not anxious to throw down the bars of adequate self defense while hostile powers are peering with frowning brows across her border.

Americans should not censure the French for this attitude, since it is simply one of self defense. Did France deplete army and navy to a very low basis, how long would it be before the Russian bear and the Teuton tiger would be gnashing their teeth in the blood of helpless France?

There seems to be a plan outlined for the complete re-organization of French military and naval defense which will include the reconstruction in a very complete manner of the naval air force. This is no bombastic challenge to the world on warlike lines, but rather a commendable precaution on the part of France for the future safety of the republic.

Could anything be more fair than this?

In order not to be too critical America should put herself in the place

of the French republic. Suppose Mexico was a nation of forty millions, with hostile feelings toward the United States. Suppose, again, Canada was a bitterly hostile country of more than sixty millions, each citizen of which was inwardly cursing us for the loss of a strip of territory along her Southern border? Would not the situation here at home be anything but a happy one?

Add to this the fact that on our Pacific coast stood Russia with its more than a hundred millions aching to engage in war. Would our President under such conditions be willing to go into negotiations for a cutting down of our navy and a reduction of the army?

It must be remembered that France is in a peculiar position, with enemies round about, ready and anxious for a pretext, however slight, to engage her in a war to the death. It is unfortunate, of course, yet France has to look out for her own fences regardless of others, and that is what she is doing by holding fast to all she can muster in the naval line and planning to enlarge her naval armaments.

In time of peace prepare for war. This is a wise maxim and must be heeded by those nations of Europe which have a desire to keep their nationality intact through coming years. France, because of necessity, must remain an armed camp. Fortunately for the United States she is in a somewhat isolated position and can in a way defy the world. Consequently it is very good to be one of the fortunate sons of America rather than a European.

One need not be surprised that France is planning a complete line of defenses along her borders, which will require the expenditure of billions of francs, and to the average Frenchman this seems a dire necessity for which there can be no substitute.

The French do not intend to be caught napping when the next debacle occurs. Fully armed and manned on sea and land is the only way for the sadly impoverished French republic. She should receive the commiseration rather than the scoffs and censure of the American people.

Italy, too, has declined to become a party to the elimination of any of her naval construction, and in this, no doubt, the people of that sunny land have decided wisely. This Nation and France have been enemies in past wars and it is not impossible for them to be so again.

With Germany on one side and Italy on the other, the Frenchman is in somewhat of a bad boat and it behooves him to keep his powder dry.

Without the line of fortifications which France is meditating she would be incapable of resisting invasion, would be a terrible temptation to the forces of evil which still torment the old world.

The atmosphere of Europe is charged with electric fires which may kindle into war at any time. Turkey is building fortifications as against an invasion from the forces of Mussolini. All things considered the peace of our world isn't on the firm foundation which the pacifists seem to imagine.

With Italy threatening Turkey on the one hand and France in the midst of fears for her national safety from her long time enemies, there cannot be a return to minimum armaments, either in navy or army, for a long time to come.

It was once said that Europe was an armed camp. It is not far from being that at the present time; that is, potentially armed for the future. Even though three of the great powers of the world combine for a reduction of armaments, yet with the remainder building more forts, more seaplanes and more submarines, where do the peace plans of the few win out as against the war plotting of all the remainder of mankind?

The Importance of Trusts



A Bank President says:

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Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

MOVEMENTS OF MERCHANTS.

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

Owosso — The Robbins Furniture Co. will add another story to its buildings, to cost \$20,000.

Romeo—The Hillcrest Silver Fox & Orchards Co. has changed its name to the Hillcrest Orchards Co.

Detroit—The Buchbinder Buick Co., 3920 Dix avenue, has increased its capital stock from \$10,000 to \$100,000.

Detroit—The Supreme Ice Cream Co., 3137 Sixth street, as increased its capital stock from \$20,000 to \$60,000.

Detroit—Benjamin Chesin, dealer in boots and shoes at 10617 West Jefferson avenue, has filed a petition in bankruptcy.

Detroit—Kennedy, Floyd & Co., 906 Dime Bank building, wholesale dealer in fuel, has changed its name to C. A. Floyd & Co.

Charlevoix — Staley Brothers have opened up a new hardware store. The stock was furnished by the Michigan Hardware Co.

Detroit — The Marsh-Zindler Co., 2696 Gratiot avenue, furniture dealer, has changed its name to the Frederick K. Marsh Co.

Negaunee—Joseph L. Torreano has opened a grocery store and meat market in his newly remodeled store building at 216 Jackson street.

Saginaw—The Banks & Walkling Co., Park and Federal avenues, has engaged in the automobile, auto parts and accessories business.

Owendale—Fire damaged the store building and destroyed the general stock of T. H. Wallace, March 3. The loss has not yet been determined.

Pierson—Karl A. Kraas has sold his store building and stock of general merchandise to Paul Garbow, recently of Howard City, who has taken possession.

Lansing—Frank Ross, John Larizzo and Nicholas Danzo have leased the store at 1272 East Michigan avenue and engaged in the fruit and vegetable business.

Allegan—C. E. Gibson has sold a half interest in the Allegan Dairy to Randall Barrett and the business will be continued under the style of Gibson & Barrett.

Saginaw—The G. R. Kinney Co., which owns five shoe factories and conducts a chain of over 200 retail shoe stores, has opened one at 112 South Franklin street.

Evart—W. B. Orr has sold his hardware stock and store building to Robert Bregenzer, recently of Hersey, who has taken possession. Mr. Orr has no immediate plans for the future.

Detroit—The Ultra Vacuum Cleaner, Inc., 4587 St. Aubin avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Allegan—J. W. Rando has purchased the interest of his partner, J. E. VanMelle in the Rando & VanMelle wall paper, paint, etc., stock and will continue the business under his own name.

Marshall — The Francis Hardware Co., 113-5 West Michigan avenue, has been incorporated with an authorized

capital stock of \$35,000, \$25,000 of which has been subscribed and paid in in property.

Halfway—Ballentine-Reynolds, Inc., Gratiot avenue, has been incorporated to deal in automobiles, parts, etc., with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in in cash.

St. Joseph—The Modern Dry Cleaners, Main and Jones streets, has been incorporated with an authorized capital stock of \$24,000, all of which has been subscribed, \$200 paid in in cash and \$8,300 in property.

Detroit—Jos. Balchunas Co., Inc., 9509 Cardoni street, has been incorporated to engage in the undertaking business, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—W. L. Rector, formerly manager of the Farmer's Produce Co., has engaged in the fuel, feed, seeds, fertilizer and fencing business at 215 South Pitcher street. He will also handle farm products on an exchange basis.

Pigeon—R. S. Wurm & Co. has been incorporated to deal in automobiles, accessories, farm implements and road machinery, with an authorized capital stock of \$40,000, of which amount \$28,000 has been subscribed and paid in, \$150.56 in cash and \$27,849.44 in property.

Sebewaing—J. E. Wurm & Co., dealer in autos, trucks, parts, farm implements, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, of which amount \$42,000 has been subscribed and \$3,083.95 paid in in cash.

Detroit—The Surplus Automotive Sales Corporation, 2102 Buhl building, has been incorporated to deal in automotive parts and materials, with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and paid in, \$1,000 in cash and \$3,500 in property.

Detroit—The Detroit Raincoat Co., 23 West Jefferson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000 common and 500 shares at \$1 per share, of which amount \$12,000 has been subscribed and \$4,800 paid in in property.

Freeport—Bert Long has sold his grocery stock and meat market to O'Harrow Bros., who have been engaged in general trade at Shelbyville for the past two years. Mr. Long was engaged in trade here twelve years, prior to which time he was engaged in general trade at Clarksville for six years. He proposes to engage in the life insurance business.

Cedar Springs—Howard Morley, the general dealer, has a farm of 376 acres one mile South and one and one-half mile West of town, which was originally covered with pine timber. He has brought it up to a high state of cultivation by putting on only one crop before re-seeding it. Most farmers raise several crops before re-seeding and by so doing keep the fertility of the soil down to a low level. Mr. Morley's herd of Jersey cattle is the pride of Northern Kent county.

Lattle Creek—Charles F. Calkins, who received a veterans badge from the Chamber of Commerce recently for more than twenty-five years continuous service with one firm, died March 8 of brain fever, resulting from a severe cold. He was 65 years old and active until his recent illness. Calkins was employed by the L. W. Robinson Co. thirty years, a record equalled only by Horace J. Mulrine, store manager. He is survived by his widow and a daughter, Mrs. Dean Ricketson.

Battle Creek—The Excell Drug Co. is headed for the bankruptcy court unless the creditors come to some sort of an agreement to adjust their claims privately. The indebtedness aggregates about \$5,500. The National Grocer Co. has obtained a judgment for \$850 and Humiston, Kneeling & Co. has taken judgment for \$840. The Hazeltine & Perkins Drug Co. has a secured claim on the fixtures and a local ice cream concern claims to hold an unsecured claim for \$2,000. Frank Jones offers \$1,300 for the assets, but the principal creditors decided to turn down the offer unless it was increased to about \$1,660.

Big Rapids—One of the greatest attractions of this region is its many beautiful lakes. There are ninety lakes in Mecosta county alone, and practically all of them have fishing. Most of them have sandy beaches for bathing. The year 1926 witnessed the inauguration of an extensive program of development for these lakes, which is destined to make this region one of the greatest resort centers in Northern United States. Large sections of shore frontage were bought by outside men and development work was begun. In two or three instances entire lakes were purchased, and programs or resort development covering periods of from two to five years of construction were started.

Manufacturing Matters.

Lansing—The Melling Forge Co., 501 North street, has increased its capital stock from \$65,000 to \$100,000.

St. Louis—The Crippen Manufacturing Co., which produces bean picking machinery, has removed its offices to Lansing.

Kalamazoo—The Superior Wire Co., North Church street, has taken over the plant and business of the MacKay Wire Works.

Detroit—The Foundry & Machine Products Co., 6531 Russell street, has changed its name to the Reliance Storage & Warehouse Co.

Detroit—The Chadwick-Leclair Co., 12281 Turner avenue, tool and die makers, has changed its name to the Chadwick Manufacturing Co.

Holland — The National Specialty Sales, Inc., has been incorporated to manufacture and deal in specialties, with an authorized capital stock of \$50,000, of which amount \$25,500 has been subscribed and \$22,500 paid in in cash.

Detroit—The Star Cutter Co., 6560 Epworth boulevard, has been incorporated to do general machine work, tools, dies, etc., with an authorized capital stock of \$10,000, \$5,100 of which

has been subscribed and paid in in cash.

Detroit—The Stahl Sani-Onyx Co., 800 Broadway building, has been incorporated to manufacture and deal in glass and art metal work, with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in in cash.

Jackson—The Jackson Nokol Co., 316 West Michigan avenue, has been incorporated to engage in manufacturing, with an authorized capital stock of \$25,000 of which amount \$4,500 has been subscribed, \$3,630 paid in in cash and \$870 in property.

Detroit—The Modell-Friedman Steel Corporation, 2559 Bellvue, has been incorporated to deal in iron and steel products, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$15,000 in cash and \$35,000 in property.

Benton Harbor — Michigan Fruit Cannery, Inc., has been incorporated to can and preserve fruits and vegetables, with an authorized capital stock of 10,000 shares at \$54.21½ per share, all of which has been subscribed and \$542,151.92 paid in in property.

Alpena—The American Piston Co., a new industry at this place, has started operations and will soon be turning out over 1,000 pistons a day. The company is working on a shipment to Calcutta, India. The order comprises Dodge and Overland pistons.

Saginaw—The Standard Timber & Manufacturing Co., P. O. Box 242, has been incorporated to manufacture and deal in wood products, with an authorized capital stock of \$50,000, of which amount \$25,100 has been subscribed, \$6,350 paid in in cash and \$15,000 in property.

Lansing — The Universal Water Heater Co., 504 North Grand avenue, has merged its business into a stock company under the same style, with an authorized capital stock of 10,000 shares at \$10 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Newman Office Furniture Co., 431 West Jefferson avenue, has been incorporated to manufacture and deal in office furniture and supplies at wholesale and retail, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,500 paid in in cash and \$5,000 in property.

Saginaw—Saginaw now has 125 flowing oil wells that are producing oil of very high grade, the gasoline extraction from which is far above the average in quality. None of the wells have a very large flow, yielding from ten to twenty-five barrels daily, this by being pumped, but in the aggregate the product is important and aids in keeping up the general supply. The field has been expanding gradually since the original well was brought in several years ago, and it will be splendid if it keeps on growing, as the industry needs all the aid in supply that it can get, consumption being at a very high rate and constantly growing. And it is fitting that Michigan, taking the lead of all states in the manufacture of gasoline motors, should produce fuel for their operation. It is a fine combination from an industrial standpoint.

Essential Features of the Grocery Staples.

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

Tea—The market has shown considerable additional strength during the week. The primary markets, especially Ceylons and Indias, have moved steadily upward. Finest grades are several cents a pound higher in primary markets. This has not yet been communicated in full measure to the markets in this country, but it will no doubt if it continues. Markets here are strong, with active demand. Outside of Ceylons and Indias there is practically a good demand for China greens. Holders want more money, but buyers are not willing to pay as yet. Congous are also beginning to be enquired about, as this year's supply is undoubtedly small.

Coffee—Coffee has had another weak period since the last report. All grades of Rio and Santos are inclined to be weak, with perhaps a slight shade lower than a week ago. This refers to green coffees, sold in a large way. Jobbing market for roasted coffee is also weak, with lower prices here and there. Mild coffees have shown no special change during the week, but the situation in them have been also soft.

Canned Fruit—There is a good demand for California fruits, which for the most part are steady. Peaches and pears are in light supply. Hawaiian pineapple is firm, on account of scarcity.

Canned Vegetables — Most of the vegetables have disclosed an easier trend. Tomatoes have declined under freer offers, while corn is reported as rather weak. With the naming of futures peas by Wisconsin canners at prices somewhat lower than those that prevailed last season the tone of the spot market has failed to show any particular improvement. Refugee stringless beans have shown a firmer tone and they are closely held in all quarters of the trade. Bookings of spinach have been on a satisfactory scale. No doubt the coming California pack will be larger than that of a year ago. The estimate of commercial spinach for California has been put down as being smaller than that of a year ago.

Dried Fruits—In the market for dried fruits a discussion heard by the Bureau of Chemistry of the United States Department of Agriculture during the week having for its object a revision in its administrative tolerances governing the admission of figs into the United States under the terms of the Federal Food and Drugs Act was of some interest. It was thought that 10 per cent. should be the maximum tolerance allowed, although importers asked for more time to give the subject more mature thought. Some held that there was no reason why figs could not be brought in free from fig moth or wormy excretions, while others contended that the maximum tolerance should be continued at 15 per cent., although Government officials were not inclined to agree to this. A downward revision announced during the week by the Sunland Sales Co-

operative Association in prices for dried peaches was of some interest, as were opening prices for new crop 1927 citron and peel. The big items like raisins and prunes were moving out in routine way as a rule and no material price change came under review.

Canned Fish—Maine sardines are very strong and an advance occurs March 12. Salmon also shows a better demand, largely due to Lent. Both red and pink Alaska salmon are moving every day, at steady prices.

Salt Fish—The market for salted mackerel is almost bare in first hands. Bloaters, on the contrary, are easier. Lent is here and the demand has already begun.

Beans and Peas—It is still a buyer's market in all varieties of dried beans. Practically all grades are lower for the week and very soft and easy. Demand is poor. Dried peas are in the same condition.

Cheese—Cheese has had a rather soft week, with a dull trade and an easy market.

Nuts—Comparatively firm conditions rule in walnuts and almonds are viewed with keen interest. One feature is the somewhat higher range of prices quoted for the various foreign pignola nuts which cost more to import. Trade as a general proposition has been fairly lively in the nut market and Lenten demands are expected will account for a great deal more activity in the course of the next few weeks. A fair amount of trading has been done in pecan nuts for the account of bakers and confectioners.

Syrup and Molasses — Molasses is firm. Holders of New Orleans molasses are very strong in their ideas, particularly as the demand continues very fair. As to syrup, sugar syrups are firm and fairly active. Compound syrup dull, but unchanged.

Swiss and Italian Products — Advances were the rule here in a number of miscellaneous items in which import costs have gotten well above the spot basis. Practically all counts of olives are higher. It develops that stocks in Spain are now nearly exhausted and that remaining stocks are being held at prohibitive high prices. The market for olive oil likewise presents a very firm appearance, with stocks in the hands of the trade light. A number of advances have been seen and the upward trend of the market bids fair to continue. Italian cheese showed net advances of close to 10 per cent., commensurate with gains shown in the primary markets. Swiss cheese advanced and will keep going higher until it reaches the parity of the market abroad. Roquefort cheese also shows an advancing tendency.

Review of the Produce Market.

Apples—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@7½c 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—\$1.25 per bu. for old; \$2.25 per bu. for new from Texas.

Butter—The market is slightly higher than a week ago. Jobbers hold fresh packed at 50c, prints at 51c. June packed cleared up. They pay 24c for packing stock.

Cabbage—\$3 per 100 lbs. for old; \$3.50 per crate for new.

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

Cauliflower—\$3 per doz.

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

Cocoanuts—\$1 per doz.
Cucumbers—\$2.50 per doz. for Southern hot house.

Eggs—Eggs have continued to come in more plentiful during the week, with comparatively indifferent demand, consequently there have been several fluctuations. Egg market is a day to day affair and will be from now on. Jobbers pay 22c for strictly fresh and sell storage eggs as follows:

April Extras ----- 21c
 Firsts ----- 18c
 Seconds ----- 17c

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. --- \$3.50
 Hot house leaf, per lb. ----- 12c

Onions—Home grown, \$3.50 per 100 lb. sack; Spanish, \$2.50 per crate.

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

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

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—\$1.25@1.35 per 100 lbs.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 27c
 Light fowls ----- 17c
 Springers, 4 lbs. and up ----- 29c

Radishes—65c per doz. bunches for hot house.

Spinach—\$1.75 per bu. for Texas grown.

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

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

Seventy-Nine Years Young.

Charles W. Garfield will celebrate his 79th birthday at De Land, Florida, March 14. His desk will groan under the weight of the letters he will receive on that date, because his friends are many and widely scattered. No man has warmer friends or more of them.

When I came to Grand Rapids to reside in 1877—fifty years ago Jan. 1—I just naturally drifted into the old Universalist church on Pearl street. Mr. Garfield was superintendent of the Sunday school and he undertook to nail me fast by making me librarian. I stayed on the job until Mr. Garfield married a Congregational wife and good naturedly transferred his place of worship from All Souls to the Park Congregational church.

During the intervening years I have come to know Mr. Garfield well and, I hope, to understand and appreciate him. The thought of God is to him no theory, but the supreme reality of the universe and life, without which our little lives cannot be explained. To him, all thinking rests upon the thought of the all-present and ever-working Divine life, and to Him his own life tends. He is not the preacher vainly trying to prove God to himself. He is, as Schleiermacher said of Spinoza, the God-intoxicated man, who has not to reason and speculate about God, because he sees Him in his own soul. The Immortal Thought is to him no matter of speculation, but a soul fact, beyond all discussion. He does not require scientific proof of a future life, because he is so well grounded on that subject that he thinks proof is unnecessary. A supreme optimist, he bears the burden and duty of life cheerfully, because he firmly believes that our little life is rounded by a sleep.

No one else has been so helpful to me during these fifty years as Mr. Garfield. No one else has influenced my life, thought, action and accomplishment as much as he has.

The same characterization will apply to a thousand others who have been equally favored and have shared the benefits of his wonderful personality. His sympathies are as broad as the universe. The influence he has unconsciously exerted because of his unselfish temperament and blameless life is boundless—it can never be computed by the methods available to the people of this world. Perhaps the Recording Angel may have a complete record of his good deeds. If he has he is a very busy Angel and has had to work overtime.

I hope the Good Lord will permit Mr. Garfield to round out 100 years and keep him well and vigorous and cheerful to the end. His life has been a benediction and his memory will be the most priceless heritage the community could possess. E. A. Stowe,

IN THE REALM OF RASCALITY

Questionable Schemes Which Are Under Suspicion.

Hillsdale, March 8—On Feb. 12 I endorsed a check for a party calling himself Ed. Mayer, claiming Grand Rapids as his home. He carried a card (which no doubt was a forgery) issued by the Grand Rapids Travelers Protective Association, as a part of his identification. He was without funds and over the protest of Mr. Gerow and Mr. Lee, of the Elliott Hotel, Sturgis, I endorsed his check for \$25. This paper went to protest on Feb. 16. I am also informed by one of the Jackson hotels that this same party let them down for about \$50.

I recall some mention weeks back in the Michigan Tradesman of a fraudulent scheme having to do with coupon or silver deals; something about "tramp advertising men" who a merchant sees once, but never again. Had I been a little more careful in reading that article I might still have my \$25. As I understand it this man was selling a coupon and silver deal and, as a sideline, peddled calendars for some small jobbing house.

It seems to me that one should deal with reputable or at least known traveling men. Then if there is a case of misunderstanding one has the satisfaction of knowing the man who sold the goods will come back. These peddlers of time tables, hotel cards, match, stamp and toothpick vendors and church calendars where the church gets a picture of their building, and a bunch of us poor suckers get our little advertisements grouped around it, are all sold with a lot of promises which are never made good; usually by some tramp advertising man. I'll never fall in the future for a stranger and never a check will I endorse until I am quite certain I know the man who writes it.

I attended a luncheon a few days ago at the Pantlind Hotel given by the Grand Rapids Advertising Club. I spoke of this and mentioned the name Ed. Mayer. I was informed that there is a reputable, honest-to-goodness, real fellow by that name in your city. This party I had my experience with may be using his name. At any rate I'd like any information I can get on this cheap crook. His age I would estimate as about 36 years. Dark complexion and eyes. Hair dark and a little grey. About five feet eight or nine in height and weighing around 190. Brags a great deal if one will let him talk. Every sale is a conquest. He feels he "outsmarts" his buyer. He has also in time past sold a "cut service" to funeral directors, if one is to believe his story. I believed this tramp advertising man had a few dollars in the bank—to my sorrow.

Winn V. Richards.

Beware of the tipster and his wiles.

Recently more than a dozen publications purporting to give infallible information regarding the rise and fall in stocks have sprung into existence in New York City and Boston. These new sheets differ somewhat from the old. They do not present straight out and out tips, but offer professedly disinterested stock market information and investment advice under cover of a vigorous denunciation of market abuses, pretended analyses of standard securities and a noisily expressed ambition to defend the investing public from pillage by privileged and predatory interests. After gaining the confidence of their victims through these diatribes, fake market letters—the modern form of green goods—lead the sheep to the shearing. The Better Business Bureau, in its February bulletin, points out that these swindlers operate in small groups under fictitious firm names and generally in unlisted securities, which are traded in over the counter. In dealing in stocks there is one thing which a large section of the public never seems to be able to learn, and that is that no clever man will devote his time and energy to making money for persons he does not know.

Paunee Bill struck a hard proposition when he undertook to sell 30 cents worth of ties to Walter F. Rose, of Moline, for \$1. Mr. Rose came back at him with the following counter proposition:

Moline, March 8—No, I have not used your ties. Some time ago a package of three ties came through the mail and were laid aside at the risk of the owner. The owner can have the package by calling for it personally. I have as much right to back my old ford onto my neighbor's yard and ask him to pay me three times what it is worth as you have to send out three ten cent ties and ask one dollar for them. If you contend that the ties are worth anywhere near the dollar, you can send me 50c, which I will pay to some boy for taking them to the postoffice and mailing them. Otherwise the package may lay where it is until the year 1977 for all of me. All future letters on this subject will be consigned to the stove unless you should send the 50c for remailing, and I am confident that you are not fool enough to send 50c to get back three ties which may have cost you 25 or 30c or less.

Walter F. Rose.

Bank depositors, rather than the banks, are responsible in many cases

for losses caused by check frauds, according to a digest of recent court decisions made public by James E. Ryan manager of the forgery bond department of the Metropolitan Casualty Insurance Co., of New York. The

digest was prepared from a mass of decisions in seventeen states in which the court rulings now stand as law. Analysis of decisions holding the maker of a check liable for losses gives the following summary of reasons for

Let "Uneeda Bakers" Reduce Your Rent

"Uneeda Bakers" products are known everywhere.

To have them is to sell them.

To sell them is to make money.

Easy money because they sell themselves.

Every sale a resale.

A small investment means a steady income, which is just the same as a reduction in rent.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

Sell

ZIPPER

the candy bar hit of the year

5¢

A.R. WALKER
CANDY CORP.
OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

Win the lasting favor of the old customers and establish confidence with that new family by selling them

SHREDDDED WHEAT

reaching the several decisions: The check was carelessly drawn; it was handed to an unknown person, contrary to the rule for due diligence; the maker was negligent in leaving his check book lying around; checks were signed in blank and left in charge of an employe; due diligence was not observed to see that the check was sent to the proper person; the check alteration was so well done as not to be detected with the naked eye; forged signature was so well done as to correspond with specimen signature in bank's possession; the criminal who cashed the check had previously established his identity with the bank; the bank showed due diligence in telephoning maker's office to verify check, and a confederate answered the call and verified it; the maker was negligent in not checking over his cancelled checks immediately upon their receipt from the bank.

Any merchant having claims for farm produce shipped to Frank T. Miller, 143 Michigan avenue, Buffalo, N. Y., to be sold on commission, are requested to write to the Department of Agriculture & Markets, 122 State street, Albany, N. Y., giving full information as to the nature and amount of the claim. The Department will then forward the necessary blanks for execution so that claims can be filed against the bond. Claims must be filed with the Department prior to May 18 to receive consideration.

Chicago, March 8—Fake correspondence schools, "universities" and "colleges," little more than "diploma mills," are fleecing the American public out of millions of dollars annually because of lax laws, a recent survey indicates.

There are in the United States more than 300 institutions, good and bad, offering correspondence work and courses in virtually every known educational field. Many are of the highest repute.

This survey found that the correspondence schools make up an industry doing a business of approximately \$70,000,000 annually, and that there are more than 2,000,000 students enrolled for home study work. These latter figures do not include hundreds of thousands who had enrolled but had discontinued from indifference or the discovery that the school was a fake.

Chicago is the center of these spurious institutions. So-called trade schools guaranteeing jobs bring thousands from the country. The records of the Associated Charities, the Legal Aid Bureau, the Y. M. C. A., and other relief organizations are burdened with the stories of young men inveigled to Chicago by such institutions. Anyone can start one of these "mills" if he has \$10 to pay for a certificate of incorporation.

We are in receipt of the following letter from Wm. J. Ardis, general dealer at Lake City:

Chicago, March 4—The enclosed account has been turned over to us for collection by the Globe Products, Inc., of Chicago. In order that we may not embarrass you, we are writing this letter to inform you that on Tuesday, March 8, we are filing suit for the recovery of this account. Your check to the Globe Products, Inc., by return mail will stop this proceeding. Kindly govern yourself accordingly. Goldman & Seeder.

Reply to the above was made as follows:

Grand Rapids, March 8—I am this day in receipt of letter you wrote Wm. J. Ardis, Lake City, March 4, stating that the account of the Globe Products Co., Inc., would be sued March 8.

Permit me to call your attention to the fact that there is no such an account. Your client sent out the goods without any authority whatever and the retail trade of the State have adopted the rule that illegitimate and disreputable practices of this kind be penalized to the extent of \$1 apiece. In other words, your client can have his goods back any time by sending \$1. Otherwise, he can go to Lake City and get them personally.

No court on earth would entertain such a claim as you pretend to have against Mr. Ardis and the sending of a threatening communication like your letter of March 4 through the mails is an offense against the Postoffice Department punishable by fine and imprisonment. I suggest you go pretty slow in this matter or Government officials may see fit to send you where the dogs will not bite you.

E. A. Stowe.

The following letter was sent to the Globe Products Co., Inc.:

Grand Rapids, March 8—I note you are still after Ardis, having referred your claim to an attorney who has written a letter which is actionable.

As an accessory to the crime, you may be held personally responsible therefor.

Better send on your \$1 for the return of your goods and keep away from such shady transactions in the future. E. A. Stowe.

The Digestibility of Meats.

The digestibility of meat, of course, depends upon the amount of its nutrients which the digestive organs can make available for use of the body as well as upon its chemical composition; hence digestibility must be considered in comparing different kinds of food. The question whether the cheaper cuts prepared by the longer method are as thoroughly and easily digested as the better cuts broiled or roasted has been satisfactorily answered by work which has been done by experts on nutrition in the U. S. Department of Agriculture. The results obtained show there is practically no difference between the various cuts of meat or meats from different animals with respect to either thoroughness or ease with which they are digested. Over 25 per cent. of the protein and of the fat of all kinds and cuts of meat is digested by the body under normal conditions, which means that meat is very thoroughly assimilated, and that there are no marked differences in the thoroughness with which different sorts are digested. The experimenters say: "It is commonly said that meats of different sorts vary decidedly in digestibility; for instance, that red meat is less digestible than white meat, or pork than beef, or that a cheaper cut is less digestible than a tender steak. As regards the thoroughness of digestion, the results of an extended series of tests reported show that such differences do not exist in any appreciable degree, and that meat of all kinds and cuts is to be classed with very digestible foods; those who wish to use cheaper cuts need not feel that in so doing their families are less nourished.

The whining workman never became a foreman.

Attractive, forceful advertising is merchandising the complete Domino line

Two hundred sixty-three leading newspapers in one hundred twenty-eight cities east of the Rocky Mountains will carry attractive, forceful copy featuring our entire Domino line during March and April.

American Sugar Refining Company

"Sweeten it with Domino"

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

WHITE HOUSE COFFEE

To help you during the new year, the greatest advertising campaign ever run on White House Coffee has begun in national publications. It will run throughout the year and throughout the United States. Beautiful color advertisements in a dozen leading magazines will broadcast the goodness of White House Coffee to 20,000,000 readers. In addition, over 400 newspapers will build White House Coffee sales in local stores. Tie up with White House Coffee. Tie up with this advertising campaign. If you do, you will ring up a mighty fine profit on coffee this year.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Boston - Chicago
Portsmouth, Va.

THE WEST WILL STAND BY.

The Middle West is not going to secede from the United States because President Coolidge has vetoed the McNary-Haugen bill nor is it voluntarily going to withdraw its customary allegiance to the Republican party for any such reason.

The McNary-Haugen bill is exactly the sort of measure the President saw it to be. It seems to be the Middle West's unfortunate fate to give birth to such schemes, but the happier fact must also be recorded that they are as easily forgotten as born. The ease of recovery depends simply on how desperately timid politicians fight to accentuate the grievance; the only danger is that fear of the dirt farmer will outdo the feeling of confidence which may and should be placed in his ultimate sound sense.

There must be some bug which his plow uncovers and which gets hold of him once every so often and sends him under a spell. Fifty years ago he was up in arms to prevent the resumption of specie payment; thirty years ago he was hotfoot for free silver; ten years ago he was swamped with gratitude over having been kept out of war. But he has never yet been ready to follow volunteer leaders whom he suspected of seeking to capitalize his vagaries for their own benefit.

If the dirt farmer of the Middle West does not really deserve this confidence, then everything is wrong. We are given to extolling the power for sound self-government manifested by the Anglo-Saxon race. If there is any State in the Union which approximates Puritan New England in the purity of its English blood it is Kansas.

We cite education as the only true basis of free government. The percentage of illiteracy in New York is about 5.1; in Massachusetts it is 4.7. Minnesota and Montana have less than half that percentage, Kansas and Nebraska less than one-fourth as much. Iowa, with 1.1 per cent., actually leads the Nation in literacy; the number of its native-born whites who cannot read and write is practically negligible.

We work for home ownership as a guarantee of political sound sense. In no part of the country is there less tenantry than the Middle West records.

Why, then, be frightened lest that section turn hopelessly anti-conservative and open to the wiles of whosoever will promise the most desperate and radical measures of relief from this passing, although undoubtedly serious, economic condition? From 1896 until Mr. Lansing became Secretary of State the Democratic leadership did its best to capitalize the suspected discontent of the West by giving William Jennings Bryan a high place on its board of strategy. From beginning to last Mr. Bryan remained an empty threat. He could make trouble for his own party indeed, but there is no evidence yet on record that he was not accurately measured by the body politic of his home section—that he was ever anything to his party but a forlorn hope.

A Republican stampede to get away from sound economy and sound candidates for high office to placate the Middle West would constitute a most undeserved reflections on a section of

the country which has thus far served the party loyally and intelligently.

COTTON AND COTTON GOODS.

Judging from the course of cotton quotations recently, the problem of dealing with last year's record crop appears to have disappeared. In the last week prices rose to what is a remunerative level for much of the crop and the demand was quite marked. What effect this is likely to have on the schemes for restricting the acreage to be planted to cotton this year is not yet apparent, but less is now being heard of any concerted move in that direction. The upshot of it may be to leave the matter to the discretion of individual growers. One thing now strenuously claimed is that the carry-over will be much less than was estimated a couple of months or so ago, and this may have an influence in deciding the matter of restriction. The domestic cotton mills, taking into account the way they have been buying the raw material and their manufacturing activity, are not anticipating any serious lowering of the cost of cotton. On many lines production has been sold up well into next month and some goods are rather scarce. The latter is especially true as to certain rayon mixtures, which have been taking well. Finishers have been complaining that their profits have been cut into by the rise in the cost of gray goods, which have recently been held quite firmly, but they have not yet got to the point of advancing prices. Among other cotton goods for which there has lately been much demand are towels. In knit goods, the cheaper hosiery is coming to the front. Heavyweight underwear has had some setback, due to cuts by Southern mills which have had the effect of unsettling the minds of buyers of such merchandise, but there has been more doing in the lightweights.

WOOLS AND WOOLENS.

No changes of note occurred in the wool markets during the past week. The trend in prices, however, remains quite firm. No marked change, according to the best indications, is regarded as likely for some time to come. None is apt to occur to affect prices of fabrics for the remainder of the year. Domestic mills are buying sparingly and only as demands call for new supplies. Buying by dealers and others in advance of shearing appears to have ceased for the time being. The market for wools and the possibilities of the woolen industry are just now attracting more attention than is the raw material. Thus far, except in a few instances, business in men's wear fall fabrics has been somewhat disappointing, although more activity is expected in the course of the month. But many of the woolen mills are not in good shape because of the experiences of the past year. This was brought rather forcibly to notice during the past week by the large deficit shown by the principal factor in the trade. Some of the smaller concerns, lacking the reserves of the big company, are in rather a worse situation, and it would not be surprising if certain of them went to the wall unless

sales pick up quickly. Competition is keen because the productive capacity of the domestic woolen mills is far above what can be utilized. There is, however, yet time for a change in the situation. More openings are occurring in fall fabrics from day to day. The situation in women's wear weaves remains unchanged, with the disposition continuing not to hasten the showings until some real interest is manifested by the garment manufacturers.

PRICE FIXING AGAIN.

Every once in a while there comes a reminder that the Sherman Anti-Trust law is still operative. A case of the kind was brought to public notice during the past week in a decision by the United States Supreme Court in the Trenton potteries combination. Some fines and sentences to imprisonment were imposed by the lower courts on the members of the combination and their officers for violation of the statute. The facts established beyond dispute were that the corporations concerned, which manufacture about four-fifths of the total of certain vitreous products of the country, had entered into an agreement to fix the prices of their products to all purchasers. On the face of things this was a flagrant offense against the law. The attempt at justification used in defense was that the prices fixed were reasonable ones. There was in this a recollection of a former decision of the Supreme Court suggesting a "rule of reason" to be applied in enforcing the anti-trust legislation, but the cases were not analogous. As the court pointed out in its decision last week, the essence of the offense was in the price-fixing, regardless of the levels. Prices, it was reasoned out, might be reasonable when established and yet turn out the reverse in a short time or with a change in conditions. Those controlling the output of commodities have no right to combine so as to fix the prices on them and do so at their peril. Unless this be the case, the law would be a dead letter.

EGG SEASON BEGINS.

The egg season has begun and the best quality fresh eggs are now coming into the market at a rate to satisfy the Lenten appetite. During the next four months, not only will the quality be at the highest, but prices will be at the lowest. The natural condition of the hens during this period is more favorable for egg production, and so these eggs are better in flavor, firmness and keeping qualities than those produced in the heat of the summer. Considerations not only of Lent but also of economy, therefore, make eggs the best food value on the market from now until Easter and even later. Storage stocks of last year's best eggs have been almost completely sold out. The laying season has begun three weeks earlier than usual because of the early spring weather. Whatever cold spells may still come will probably be short and will not affect production. Wholesale prices during the past week have been about three cents below those of a year ago, making eggs an even better purchase than they usually are at this season.

DRY GOODS TRADE.

In certain mercantile lines spring business is developing rather slowly, more particularly at the retail end. To the change in weather is ascribed some of the backwardness. The mildness of the past week, which by some was regarded as the sign of an early spring, has been succeeded by a cooler spell which put an end to the hopes raised and served as a reminder that winter has not yet run its course. Retail customers have shown in their buying something of the same disposition manifested by the retailers in holding off as long as possible, and the change to cooler weather afforded them the pretext for a not unwelcome delay. Merchants regard this as a mere temporary condition which will change with a rise in temperature and are looking forward to a fair amount of business when that occurs. The nearer one goes to the production end of merchandising the greater the optimism in the outlook. This is particularly true of cotton textiles, the primary markets of which are showing an activity not seen before in some years. To a certain extent this is the case also in silks, where comparatively low prices are an incentive to buying. A good season is already forecast in footwear, while accessories for both men and women are moving well. Household articles, including floor coverings and draperies, are having a steady sale which promises to keep up for some time to come.

Women's coat manufacturers report active reorders on satin coats, with indications that this type of merchandise will have one of the best seasons in recent years. Black satin garments are wanted, the fur trimming being either white, to carry out the popular black and white effect, or beige. Kasha fabrics are employed as facings on some of the coats to give an additional trimming detail, the natural shade being used for this purpose. The coats are selling well in both popular and higher price ranges, as is indicated by the distribution of retailers' orders throughout the market.

The somewhat extended treatment accorded the chain store proposition in this week's paper should be read carefully and digested thoroughly by every independent dealer in America. It is one of the most exhaustive treatments the subject has received at the hands of a man who has given the problem deep study and reached conclusions based on practical common sense.

They are talking of reviving titles and decorations in Germany. Those opposed to their restoration point to the United States as a country that manages to get along without such adornments. Have they never heard of our Supreme Grand Exalted Potentates and Ineffable Ancient Imperial Sockdolagers?

Man is the only animal that can be skinned more than once.

A sense of humor is the real Fountain of Youth.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

It looked very much like rain when we started out on our weekly pilgrimage last Saturday and when we reached Greenville we found a brisk shower had preceded us.

One of the best friends I ever had was the late William Bradley, the Greenville wholesale grocer. Since the death of the father, the business has been conducted by a son, who makes a practice of spending his Saturday half holiday in Grand Rapids. I hear so many pleasant words about him every time I visit Greenville that I wish he would stay home some Saturday afternoon, so we can become better acquainted.

I asked Eric Eriksen, who conducts a general store and glove factory, how he came to purchase the three-story brick building in which he occupies one of the three stores. His reply interested me greatly. "I conducted business on the credit plan twelve years," he said, "and never got anywhere. Then I changed to the cash and carry plan and have made enough during the past eleven years to enable me to acquire the property."

I found landlord Welch, across the street, in a happy frame of mind. He said he had enjoyed a better business during the winter than he expected and confidently believes his hotel will be full of guests much of the time during the coming summer.

Greenville people are greatly elated over the prospect of another refrigerator factory in the near future. It will occupy the Wright factories in the Southeastern portion of the city.

The five mile stretch of concrete North of Greenville on M 66 would suit me just as well if it had been constructed South of the city instead, but I don't suppose it would bring as much trade to Greenville as the present pavement does.

E. C. Lloyd, the Belding dry goods merchant, conceded that the winter business had been a little disappointing owing to unseasonable weather most of the time. His store looks very inviting.

I found a general feeling of regret over the change which has occurred in the great Belding silk mills, due to the fact that the men of the wonderful Belding family are no longer dominant in the management of the industries. Such an innovation takes the spirit—the soul—out of the great plants and makes them merely adjuncts of the Eastern organization which now exercises control over the destiny of the busy factories which served to make Belding the best known city of its size in the United States. I cannot recall a more wonderful set of men than those the Beldings selected to represent them at Belding. Such men as Hetherington, Washburn, Howard and others do not often find themselves associated in great undertakings in so small a city as Belding. Their names and accomplishments are a precious heritage which Belding will cherish as long as the name of the city remains on the map.

The tendency of the times appears to be altogether in the direction of combination and consolidation, which soon develops into alien ownership and long-distance management. This movement has invaded Grand Rapids to an alarming extent and has changed many of our finest institutions from locally owned and locally managed businesses into mere shells. The brick walls and contents are still here, but the soul has ceased to exist. The local management is vested in a man who has no touch with local conditions no sympathy with local ideals and ambitions, no appreciation of local needs and requirements. His sole ambition is to grind out the largest possible measure of profits for the alien owners and receive the plaudits of his superior officers a thousand miles away. This condition is certainly a tendency in the wrong direction and will ultimately result in concentrating a large proportion of the capital and brains of the country in the centers where the directing forces are located.

At Cook's Corners—formerly known as Otisco—I had a pleasant chat with L. J. Kimberly, who has been a resident of the village thirty-eight years and has conducted a grocery store there for twenty-two years. Mr. Kimberly served his township four years as treasurer and has acted as town clerk for twenty-two consecutive years. Few men have held public office for twenty-six consecutive years. He always receives the nomination at the Republican caucus and for many years the Democrats have nominated no one to run against him. Mr. Kimberly will never become a merchant prince or a Napoleon of finance, but he has his own work to do and he does it to the satisfaction of himself, his constituents, his customers and his creditors, and the world is better for his having lived in it.

At Grattan Ernest B. Lessiter has conducted a grocery store for thirty-five years. Aside from eighteen months, when he had George Whitten for a partner, he has gone it alone. Ernest is now 58 years old and for the past eight years has had no mercantile competition in Grattan. He is a 3d degree Mason, having worked up to the position of Senior Deacon. A daughter by his first wife died last fall, 31 years of age. He has had three children by his second wife and takes great delight in exhibiting alluring pictures of two grandchildren, of whom he is very fond. He has been exceptionally honored by his fellow citizens, having served the township six years as treasurer and five years as clerk. Ernest says he has three hobbies—fishing, card playing and the Masonic lodge, which he claims is housed in the finest and best equipped temple of any village of its size in the United States.

Building activities on M 13 between Plainfield village and Grand Rapids are in evidence nearly every step of the way. South Division avenue, between the city and Cutlerville, presents a wonderful record of improvement, but the Northern outlet is not

very far behind. Owing to the undulating character of the earth's surface to the North the opportunities for beautiful building locations are almost boundless.

Passing the home of Wm. R. Roach en route home we decided to spend the evening with him and his wonderful wife. The grand old hero is in better health and spirits than he has been for months. His conversation is just as emphatic as ever and the depth of his thought and conviction find frequent expression in his pounding the arm of his chair, the same as he pounds his desk when engaged in conversation in his office. His hand clasp reminds me of the grip of an iron moulder and when he talks his eyes sparkle and flash with the old time vigor and effectiveness. I have always insisted that Mr. Roach has done more to elevate the canning industry to a high standard and make clean and wholesome canned foods popular with the masses than any other man in the world. I am inclined to believe that Mr. Roach will agree with me in this statement. He is not a man who hides his light under a basket. He knows his worth. He realizes the wonderful influence he wields. He believes in himself and his work. He is fully aware of what he has accomplished and insists there is yet much to be done which is probably true. The only regret I have is that Mr. Roach cannot be spared fifty years longer to continue the leadership he has always insisted on retaining as the most ardent, enthusiastic and steadfast advocate of wholesome canned foods America has ever produced.

E. A. Stowe.

A Corn-Borer Census.

Written for the Tradesman.

Unlike the daily newspaper, a headline in the Michigan Tradesman does not tell something contrary to the body of the article nor give a false impression. However, we hasten to say that the corn-borers have not been taking a census of the cornfields nor of their own numbers; but because of impending danger from this pest and because of the drastic measures decided on to combat this scourge, a census or survey has been made in a portion of Michigan.

The results tell the story of insufficient farm help and adverse weather in 1926. Lenawee county, low and level, had 98,000 acres of cornfields in 1926. In January, 1927, there was still standing in the hill 49,000 acres of corn and 15,000 acres in shock, showing that only a little more than one-third of the corn crop had been properly harvested.

And now all the corn stalks on that 64,000 acres must, in accordance with the decree of the United States Department of Agriculture, be burned, or pulverized or shredded so that they may be deeply plowed under before the first day of June, thus preventing the corn-borers from hatching and invading the 1927 corn crop.

Corn cobs as well as stalks about the farm yards must, also be burned. Even grass in last year's cornfields may contain eggs of the corn-borer

fly, and if left above ground exposed to warmth and moisture, from the cobs, stalks and grass may hatch the larvae which in turn, become a fly to deposit eggs in the growing ears of corn.

Last year's corn stubble, for a distance of thirty feet from the outer borders of the field may not be plowed under, but must be uprooted and burned, because the newly hatched worm can crawl at least twenty feet and find a burrow in adjoining pastures, meadows or wheatfields. Before it can crawl thirty feet it perishes from heat, cold, dryness or is gathered in by the birds.

Conditions in Monroe county were far better, and in Washtenaw county better still, but, as we understand it, whether infested little or much or none, every section of Michigan will be required to fight this menace in a thorough manner.

What great changes in respect to lessened acreage, diminished production, higher prices and scarcity of corn for man and beast will ensue no one can foretell. We can see however, that the most improved machinery for harvesting the corn crop could not be used on wet or muddy fields when the exact season for harvesting came, but old-fashioned hand methods could have saved the crops if enough men could have been hired to do the work.

E. E. Whitney.

A Mail Order Lime Sower.

Written for the Tradesman.

Once upon a time Farmer No. 1 owned a mail order lime drill. Together with three or four other farmers they bought a carload of lime for their wheatfields. When the first wagon load of lime reached the farm of No. 1 he started the lime drill. After him Farmer No. 2 began sowing. On a certain day Farmer No. 3 was notified by telephone that he could come for the lime drill at noon. At 11 o'clock another telephone message said that the axle of the lime drill was broken and the user would have to go to Ann Arbor to have it welded. That took a half day and cost \$2.50. It was almost twenty-four hours before Farmer No. 3 had the drill in operation on his farm and about one hour later the axle broke near the other end. Another half day and another \$2.50 for welding; and because of this delay and a rain Farmer No. 3 had to drag his wheat ground again and sow his wheat a full week later than he expected to do so. While waiting for the welding to be done this farmer went to the implement company's warehouse and looked over the lime drill manufactured by a standard organization. He found that instead of one inch square the axle was one and a half inches square.

One inch square compared with 1½ x 1½ inches is only four-ninths of the latter, and almost invariably machinery from the mail order houses is of poorer material than standard makes.

Any hardware man or implement dealer may quote the above facts with the certainty that this is not a fable, although it contains a moral.

E. E. Whitney.

SHOE MARKET

Motor Cars and Men's Shoes.

Whenever a group of retail shoe men gather to discuss trade conditions, the question, as to what is wrong with the men's shoe business invariably comes up, and usually it leads to further discussion of the automobile, its influence upon men's shoe habits, and ultimately to the whole problem of installment selling.

That the present widespread use of the automobile has resulted in some curtailment of men's shoe buying, due to the fact that shoes wear longer than they did when folks walked more, seems an obvious fact which few would care to challenge. If the matter ended here the problem would be relatively simple. Additional sales pressure would probably turn the trick. The difficulty has been greatly complicated, however, by the rapid growth of installment selling and absorption of incomes to meet payments on future obligations.

When a man's income is mortgaged to a finance corporation it is next to impossible to persuade him that he ought to buy more shoes and more clothes than his minimum requirements, unless he is given a logical and convincing reason. The fault with many of the advertising and selling arguments now being used to increase volume in shoe sales is that they fail to supply such reasons. Nevertheless, it is a fact that more and better shoes would represent a wiser investment for the average man than many purchases, outside of necessities, which he makes out of that portion of his income that remains after his pledged obligations have been met. In the present tooth and nail competition between industries, the shoe merchant can lay claim to a larger share of the consumer's dollar with a clean conscience and the knowledge that he is performing a service to his customer.

The proposed three-year advertising campaign of the men's shoe manufacturers is a progressive step provided it is carried out in the right way. It should not only convince the consumer that he can better afford to spend money for shoes than for other things, but should also elicit the co-operation of retailers everywhere in more effective methods of sales promotion. The success or failure of any plan of this character must in the final analysis depend on the degree of intelligent co-operation it obtains from the retail merchant.—Shoe Retailer.

Making It Hot For Outside Competition.

Some time ago we referred to an Illinois merchant about 100 miles from Chicago, who was seriously disturbed by the competition of Chicago shoe retailers, who sent sample lines to his local hotel in charge of salesmen and then sent out letters to the women of the town inviting them to buy.

This merchant knew that he and his local competitors were losing a lot of business that they should get. Women liked the idea of going to the hotel

and looking over a sample line, and placing their orders.

He tried several ways of meeting this competition, and finally hit upon an idea that he felt would be effective. He went to his leading competitor, talked the matter over with him, and after disclosing his plan found his brother shoe retailer ready to go along with him in trying it out.

From previous experience, they knew just about when to expect a visit from a Chicago salesman, and a close watch was kept to spot his arrival. As soon as he registered at the hotel, a previously prepared invitation to attend an afternoon tea and style show at the hotel was rushed to the printer, and then mailed out to a carefully checked list of customers of the two local shoe retailers, and other local women who would presumably be interested.

By the time the local women received their announcements of the Chicago man's arrival they had also received their invitations to afternoon tea and the style show from their own home merchants. Naturally the afternoon tea drew the most of the crowd. Models paraded a runway showing the newest styles, and it was announced that any style could be ordered, and would be delivered at the customer's home next day.

The two merchants had also taken good care to see that their prices were absolutely right, and in practically every instance they were just a little lower than their Chicago competitor on shoes of similar grade.

Novel Sort of Contest For Children.

We heard recently of a novel sort of contest for children, put on by a dry goods store in a Wisconsin town. It seems to us the idea could be used just as well by a shoe retailer.

In the woods and meadows around this little town there grow a great many different sorts of wild flowers, and this merchant conceived the idea of offering a prize to the child who could find the greatest number of wild flowers within a certain prescribed area. A specimen of each flower was to be pressed and preserved, and finally the child was to write a story identifying each flower and telling where it was found.

The idea was approved by the schools because of its practical value in teaching the children something about their own local flowers, and the store received a good deal of publicity from its contest. You might be able to use a similar idea this spring.

Oldest Active Shoemaker Quits Work at Bench.

Newark, N. J., March 7—After more than seventy years spent at the shoemaker's bench, Daniel Slingerland, believed to be the oldest active shoemaker in America, has been forced to lay down his awl and thread, and is now in a serious condition at his home at Pompton Lakes, N. J.

Mr. Slingerland, who made shoes for Albert Pavson Terhune, the author; Cecil DeMille and other celebrities, learned his trade from his father at Pompton Plains, a neighboring community, and at fifteen could turn out a good pair of shoes. For a brief period during the civil war, "Uncle Dan," as he is known throughout the

countryside, aided in manufacturing cannon balls for the Union army. He had frequently expressed the wish to be at the bench when he reached ninety.

More Activity in Footwear.

Manufacturers report increased activity in all lines of popular priced shoes in the last two weeks, owing, perhaps, to the comparatively mild weather. Although women's and children's shoes have thus far shown greater improvement, the men's lines also have picked up considerably. The women's, girls' and children's models for the Spring show a riot of hues, and many fancy color combinations are being offered. Concerning the advantage of stressing these novelties in the hitherto staple children's field, some manufacturers are dubious. They say that the problems brought in by the fancy models will more than offset the increased business.

Active Trade in Women's Belts.

The large business being done by manufacturers of women's belts this season is resulting in the importation of many foreign leathers, according to a bulletin of the United Belt League of America. Although these imports are quite large, the bulk of the business is still being done in domestic leathers. The foreign varieties in most demand are baby hornback in pastel shades, and the imitation reptile skins. Gold and silver kid are also wanted. A great variety of novelty leathers and combinations of skins is being used. Widths range from an inch to four inches.



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LANSING, MICHIGAN

The Relentless War on the English Sparrow.

Grandville March 1—I met a lady the other day who is a dear lover of birds. In fact she is very enthusiastic in discussing the many-hued species of the bird family and could not say enough in favor of conserving bird life.

It was encouraging after so many rebuffs where the feathered tribe is concerned, to find someone with whom I could agree.

"And the sparrow?" said I, after her enthusiastic eponyms on the bird family en masse. And then what a change.

"Filthy little pests" and much more along that line quite surprised me. "Destroyer of the nests of other birds." At my suggestion that there might be something in holy writ about God noting the sparrow's fall, she hastened quickly to say that such reference did not refer to the English sparrow.

And there you are. How can one get around such an argument? To what sparrow did this bit of scripture refer to? Surely not the American bird of that name, since America hadn't met Columbus at that early stage of the world's history.

The simple fact that our sparrows are outlawed by the State has put the little fellow under the ban as completely as if he were the most hardened criminal. Hawks, crows and owls are worthy of preservation, the English sparrow never. Well, be it so. "As ye sow that shall ye also reap," and that is what the American people are coming to with regard to this bird problem. With the church and State arrayed against this one bird he cannot be expected to make a successful fight for life.

To me it seems amazing, the ignorance and malice displayed by so many people when discussing the English sparrow, which is no more an Englishman than his traducers, whose ancestors came from old England generations ago.

There is but one sparrow and he is as thoroughly American as any other bird on the American continent. Furthermore, I believe he is here to stay and accomplish much good in the world, even more good, perhaps, than birds like the kingbird, which destroy not only nests but lives of other birds, without a word of protest from the sparrow-hating American.

The sound of the cawing of the crow is in the land. It is a wonder this does not set our bird-haters on the rampage. The crow as you know, is a very mischievous chap and quite a thief, even going so far as to steal baby's playthings right in the face of the whole family.

The arguments used for crow extermination have been exhausted by the Dupont gun factory folks, so I'll not enumerate his many diabolical traits in this article. What I wish to make plain is the yarns related about the sparrow which are not true.

He destroys the nests of other birds. One meets this charge at every turn, a charge that has but little semblance of truth since my many years on the farm, where I met with the sparrow at every turn, not a single instance of this kind came under my observation. I noted that the kingbird destroyed other birds on occasion but no one has inveighed against this bird.

The English sparrow must be exterminated. Such is the order that has gone out from headquarters, and while we are destroying this little chap, as harmless a fellow as any in the bird kingdom, the whole race of birdkind will eventually be wiped out.

Pleasant prospect is it not? Americans imported English sparrows into this country and now they are trying to destroy them root and branch.

Church and state have combined against our sparrows. The smallest boy who toddles has been taught to despise and hate the sparrow which

is the only bird that remains with us over winter.

This educating a generation to hate one of God's smallest creatures is not a part of the teaching of the Man who was born in a manger two thousand and more years ago.

Strong men, members of the church, have been known to fly into a rage at sight of a little sparrow nesting beneath the eaves of their barns. Is not such spleen against so small a bird an exhibit of a small soul?

I wish to record here my earnest belief that sparrows are nearer to the great I Am than any other bird or animal on earth. The spite vented on so harmless a bird is ill becoming the man or woman who indulges it and the teaching of little children to hate the sparrow is akin to a grave crime.

Although the crow has been declared a bird of ill omen one not fit to live, yet, somehow, he is being neglected of late, the fury of bird hatred being concentrated on the smaller less resentful little sparrow.

Bird lovers are numerous, yet so far have failed to make much headway in this battle for the defense of all that is best in American life.

How lonely would be our long winters of ice and snow without the sound of a bird voice to break the mournful stillness, and when the sparrow has paid the last debt, and gone to that borne from whence no traveler returns, such winters will indeed be almost unbearable.

The benefit of birds to the human family cannot be estimated. It is a conceded fact that when the last bird has gone out of this world of ours, mankind in general will be tottering on its last legs, soon to follow the slaughtered feathered innocents to everlasting extinction.

Not a pleasant prospect, is it? The war on the sparrow has been as relentless a possible. Hatred of the little fellow has been taught our children from infancy until it is deemed rather a virtue than a sin to kill every sparrow that comes your way.

While Congress is aching in anxiety after the farmer, a little legislation to conserve bird life might not be out of place. Old Timer.

Mother and Home.

I know not what our heaven may be
Beyond the other shore
I know not of the ecstasy
Of those gone on before
But here upon this living earth
Beneath its starry dome
We hold above all joy and worth
A home—with mother home.

Heaven is a place of love, they say
Where days have no regret
And time itself cannot portray
Things there unfolding yet
But where is one with tongue to tell
On this terrestrial loam
The joy, the peace which ever dwell
At home—with mother home.

All life is real, and yet it seems
At home alone with her
That heaven is but a land of dreams
And home its metaphor.
For what can be of greater bliss
No matter where we roam
Than what is here—and that is this:
A home—with mother home.
Charles A. Heath.

Novel Imported Boutonnieres.

Boutonnieres and corsage bouquets continue to meet with strong favor. One of the newest effects in this merchandise is shown by an importing concern. The flowers are made entirely of rubber, colors and detail work being true to nature. The merchandise is attractively priced, one boutonniere having a pearl center being priced, for example to retail at 69 cents. The advantages of the rubber material are said to include easy cleaning when soiled and imperviousness to rain should the wearer be caught in a sudden shower.

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Successful grocers the country over are pushing Nucoa. They have come to know well that it is a money-maker—and a source of great satisfaction to the customer.

Nucoa is economical, delicious and healthful. Everywhere grocers and discriminating customers are endorsing it.

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FINANCIAL

Favorable Forces in Business Still Are in Lead.

In the March issue of the National City Bank's Bulletin on Economic Conditions, edited by George E. Roberts, may be found a note of distinct satisfaction with the business situation. Attention is called to the further gains during February and to the continued upward trend at the moment in industry and trade. It has been only a few months since the general business curve turned down emphatically and there are still departments of activity that have been slow in getting back to full speed. None of the authorities in Wall Street—and least of all no man so careful in his judgments as Mr. Roberts—profess to believe that the business skies are entirely free from clouds.

The failure of such key industries as iron and steel, automobile manufacturing and building to gain strong momentum is not ignored. Improvement has been shown over the December position but the forward movement in 1927 to date has been no rampant affair. It has been orderly and persistent but at the same time of moderate proportions. Even the upturn in wholesale trade noted for early this year represents not so much an improvement over last year as over the December position. One of the principal influences in support of good business now is the absence of large stocks on hand. This gives reasonable assurance that buying, as the bank expresses it, "must be maintained to care for the needs of consumption."

In the opinion of this institution at least the increase of bank reserves by \$66,785,000 in net gold imports since the first of the year and the decline in the volume of Federal Reserve credit to the smallest total in more than two years means that money conditions are more favorable than they have been in months. It is not denied that the mere presence of easy money can give no assurance to industries that have over expanded. The effect of easy money "is rather to temper the force of readjustment confine it to those situations which are in need of correction, and facilitate the transfer of business into channels which have not been over developed. Flowing into the stock market it sustains prices and contributes to the maintenance of business confidence, while in the bond market it stimulates the flotation of new security issues, the proceeds of which are used for the employment of labor and purchase of materials for construction work and equipment of industry. We have been for some time, and are now witnessing a demonstration of these factors at work in prolonging a period of prosperity."

In the last sentence the economist for the National City Bank states the whole situation in a nutshell. After a period of prolonged prosperity and rising security markets certain industries inevitably reach a position from which adjustment is necessary. An increase in the money flow at such a stage cannot cure all of the ills but it can very distinctly ease the pains of adjustment,

In a sense the money flow at the present moment is the lubricant that keeps the machinery running smoothly. It gives courage to the business man and, sometimes unfortunately, to the speculator in the stock market. And it so happens that the outlook for continued easy money is especially good.

Paul Willard Garrett.

[Copyrighted, 1927.]

Bank Suspensions Examined by the Federal Reserve Board.

The annoying tide of bank suspensions that rolled up during 1926 reflects primarily the problem of the small institution. At least that is the conclusion drawn by the Federal Reserve Board in its annual report for the year 1926, just published, and in which the board notes that 956 banks with deposits of nearly \$285,000,000 suspended operations last year. In 1925 there were 612 suspensions that represented deposits of \$175,000,000, and 777 suspensions in 1924, with deposits of \$215,000,000. Both in the number of suspensions and in the volume of deposits involved, therefore, 1926 was a worse year than either of the two preceding years.

Twelve agricultural States accounted for 80 per cent. of the total suspensions last year. These States were Iowa, South Dakota, Minnesota, North Dakota, Missouri, Kansas, Michigan, Texas, Oklahoma, Georgia, South Carolina and Florida. This may suggest what obviously is true that the bank failures during the year reflect the outgrowth of a condition that began six or seven years ago. During the period of inflation many banks extended their credit freely and when the decline came in 1920 borrowers were unable to meet their obligations, forcing the banks to take over second mortgages in many instances. Naturally the banks in the small communities were hit hardest. For, as a matter of fact, the economic need for the small bank has grown less and less, in many instances, as people in the rural communities have been drawn to the larger centers.

The average bank that suspended in 1926 had a capital of only \$35,000 and deposits of \$300,000. As the Board at Washington itself says: "Some small banks in small communities have found it difficult to make adequate earnings by conducting their business along strictly conservative lines, and have not been able to afford the expense of engaging skillful and experienced managers. The volume of business done by small banks in rural communities, furthermore, has diminished in recent years, as the result of improvement in roads and the widespread use of automobiles, which has led many bank customers to prefer to drive to the county seat or other near by center and use the facilities of the larger banks in these towns."

It is perhaps only natural and right that the Federal Reserve Board should point out in its report that suspensions during the past three years for the most part have been among nonmember banks. Only about one-sixth of the total suspensions last year were by member banks, representing one-

Suggestions

MICHIGAN TAX FREE INVESTMENTS

Grand Rapids Trust Co. Bldg.	5 %	1955	100	5.00 %
St. Mary's College & Academy ..	5 1/2 %	1932	100	5.50 %
Highland Park Trust Co.	5 1/2 %	1933	100	5.50 %
(Legal for Savings)				
Fort Shelby Hotel (Detroit)	6 %	1934	100	6.00 %
Vernon C. Fry	6 %	1933	100	6.00 %
(Legal for Savings)				
Cadillac Gas Co. 1st	6 %	1947	100	6.00 %
Illinois Water Service Co.	5 %	1952	95	5.30 %
New York Water Service Corp. ...	5 %	1951	95	5.30 %
Ferndale, Mich., Water	4 3/4 %	1954		4.35 %
(Oakland County)				
Faris & Wyoming Twp., School ..	5 %	1940		4.35 %
(Kent County, Mich.)				

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fourth of the aggregate deposits of all banks that suspended during the year. To be more specific, of the total 956 suspensions, 796 were nonmember banks. The movement certainly throws fresh light on the problem of the small bank and bears directly upon the changed position that should follow the adoption of the McFadden measure. Hope for the future is to be found not only there but in the fact that a repetition of the 1920 ills is not likely to come soon again.

Paul Willard Garrett.
[Copyrighted, 1927.]

Contains Much Food For Thought For Investors.

In the report of the Federal Trade Commission on the electric power industry, which was submitted to the United States Senate last week, there appears to be as much food for thought for the investor as for the lawmaker. Of particular interest is the discussion of the practice of "pyramiding" and the possible consequences in the event of an industrial depression.

The report says on this subject:

"One of the problems of public interest concerning some of the large electric power groups is the extreme degree to which 'pyramiding' has been carried in superposing a series of holding companies over the underlying operating companies so that in one instance less than a million-dollar investment in the majority of the voting stock of the apex holding company gave in 1925 full control of the entire organization of the group, having scores of underlying companies and several hundred millions of dollars of investment."

Encouragement is afforded to pyramiding activities, says the report in another part, through the possible gains of such speculative investment, in a rapidly growing industry, even though the rates are fixed by public authority. Any reduction in rates or increase in operating costs, it adds, would be much more marked in effect on the earnings of these pyramided companies than on the underlying operating companies.

Those who have made a close study of the investment situation in the power and lighting field are well aware of these pyramiding conditions and, as a general rule, have indicated their preference for operating as against holding company securities. However, in many instances, it has been concluded that the dangers of holding company financing practices have been more than offset by the economies which have been introduced by such companies in the supervision of subsidiary operations. It may, nevertheless, be worth while for investors to enquire carefully into their public utility holding company securities with a view to determining their margin of safety.

In general, the report of the commission should have a constructive effect on the public utility industry in that, even though it criticizes their capital set-up, it tends to place its stamp of approval on the operations of companies which had been

regarded as irregular by certain Senators.

The fact that it regards the extensive grouping of electric power companies as a problem that calls for consideration by Congress should not be particularly disturbing. The activities of some companies may constitute interstate commerce, and may therefore be subject to Congressional intervention, but most power companies have succeeded in keeping their operations out of that category. In fact, it has been due in large measure to their desire to avoid national regulation that they have not merged their operating companies, thus being forced into the pyramiding complained of.

Ralph Hendershot.
[Copyrighted, 1927.]

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Smith & O'Hara Agency, Inc., Port Huron.

McLeod-O'Brien Land Co., Detroit.
Detroit Bolt & Screw Co., Detroit.
Steeldraulic Brake Manufacturing Co., Detroit.

Lakewood Engineering Co., Detroit.
Wayne Trucking Co., Detroit.
The Webster-Anderson Co., Tecumseh
Schemm Products Co., Saginaw.
Northern Furniture Co., Big Rapids.
Michigan Milk Co., St. Joseph.
Penn Investment Co., Detroit.
Patek Brothers, Inc., Grand Rapids.
Kent Mortgage Co., Lansing.
East Chester Threshing Co., Charlotte
First Bond & Mortgage Agency, Ltd., Lansing.

Dental Devices Co., Detroit.
Morenci Warehouse Co., Morenci.
National Dairy Co., Morenci.
De Sota Coal Co., Grand Rapids.
Vicksburg Manufacturing Co., Vicksburg.

Keystone Coal Corp., Kalamazoo.
Chicago Hosiery Co., Detroit.
Ryerson Steel Corp., Detroit.
Emily's, Inc., Grand Rapids.
S. & S. Co., Hamtramck.
Reed City Woolen Mills, Reed City.
W. D. Parker Co., New Baltimore.
Walter T. Sewell Co., Detroit.
Haven Villa Corp., Detroit.
Saginaw-Bay City Steamship Co., Saginaw.
Koppel Industrial Car & Equipment Co., Detroit.
Olson Pneumatic Saw & Valve Co., Muskegon.

Dozing.

Written for the Tradesman.

Only a doze
Yet nothing more—
While comatose—
Telling the score
Called sleep.

But in a moment I was where
There is no world of anxious care;
I came, I saw, I went, I heard,
Yet everything which there occurred
Put on new values and new worth
Unlike those current on the earth,
For there I dreamed that after all
The earth itself was really small.

Only a doze
And nothing more?
Answer, who knows
Life's metaphor
Called sleep?

In it we live, there is no doubt,
Mysteriously; nor finding out
The borderline we ever cross
Unconsciously, without the loss
Of time or tide and move as free
As dawns in their infancy,
And who is he who yet can tell
Where one has been who dozes well?
Charles A. Heath.

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\$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.

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Assessed valuation	-----	\$15,947,410
Total debt	-----	1,476,000
Population 1920 Census—42,565	Opinion Chas. B. Wood, Chicago	

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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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Must Serve Time For Arson.

The termination of an arson case in Connecticut, in which a convicted man must serve a term, is of interest in many states as an incentive to insurance officials to closely scrutinize suspicious losses and attempt to get conviction that will undoubtedly do much towards suppressing this evil. The following facts of the Connecticut case will prove interesting to insurance men:

Charles Frost, president and treasurer of the Consolidated Auto Trunk & Specialty Corporation and Xcluso Auto Trunk & Specialty Corporation of 627 West Forty-third street, New York City, convicted of statutory arson in the state of Connecticut, surrendered to State's Attorney William H. Comley, Jr., of Fairfield county, at Bridgeport, Conn., and was taken to Wetherfield Prison to serve his sentence of not less than one nor more than three years. Frost was convicted of statutory arson after two trials. The first trial occurred in Bridgeport last December and, after three weeks, resulted in a mistrial because the jury could not agree, and it was reported that the jury stood 11 to 1 for conviction. On the second trial Frost waived a trial by the jury, under Statute Public Acts, 1921, Chapter 267, Section 2, and was tried before Hon. John W. Banks, a procedure heretofore rarely, if ever, known. Justice Banks having taken testimony, after two weeks adjudged Frost guilty and admitted him to \$10,000 bail, pending the appeal to the Superior Court of Fairfield County (Appellate Court). This appeal has been heard. Chief Justice Wheeler, writing the opinion, which was unanimously concurred in by the entire court, affirmed the conviction and sentence of Frost, and Frost has now begun his prison term.

Frost, who was an accountant, was also in the trunk and dress suit business in Columbus Circle and Broadway for several years, organized a company of which he was the president and treasurer and the controlling genius. During post-war conditions business was practically a failure and he was heavily indebted to the banks.

On behalf of the corporation Frost rented a vacant factory at Bethel, Conn., and on April 2, 1925, a fire occurred in this factory, causing an almost total loss. Frost, through his insurance broker, had secured \$70,000 in fire insurance from various companies on contents of the factory which, he claimed, consisted of trunks, dress suit cases and radio equipment worth \$80,000 which he had moved to Bethel from New York.

Royal H. Weller of Fox & Weller, attorneys, of New York City, was designated by the General Adjustment Bureau to make the investigation of this loss, conduct the examination under oath and co-operate with State's Attorney Judge Comley. Frost testified under oath to facts which demonstrated that the company was insolvent.

Joab H. Banton, District Attorney of New York county, made an arrest of one Abraham Freedman on a charge of robbery in the third degree. Freed-

man was suspected of being implicated in the fire at Bethel, and he was extradited to Connecticut, where he made a full confession and pleaded guilty. Freedman testified that he was formerly a member of the so-called "kid-dropper" gang in New York City; that Frost had hired him to make a fire and destroy the merchandise at Bethel and offered him \$5,000 to do the job; that he (Freedman) got two of his pals, Harry Cohen and Bernard Isaacson, to help him; that Frost and the other two men drove from New York to Bethel with several cans of gasoline, and that Frost let Freedman and his two assistants into the factory, where they overpowered the watchman and fired the premises.

Cohen and Isaacson since pleaded guilty to their part in the conspiracy and were sentenced to one year in jail; Freedman, in September, 1926, was sentenced to a year in jail, and the surrender of Frost now closes the case.

Other Arrests For Arson.

Carmello Gugino, president of the People's Macaroni Co., of Buffalo, N. Y., and his son, Frank, an attorney, were arrested charged with arson, second degree.

The men were indicted as a result of an investigation which followed the destruction of the People's Macaroni Co. plant by fire at a loss of \$50,000 last August.

Adolf Schultz, Orkney street near Diamond, Philadelphia, was held without bail in Central Station, charged with arson in connection with an explosion and fire which damaged his candy factory on Master street, near Third, November 8. Schultz was identified as a man seen running from the place after the explosion and flash of flame at 2 a. m. the day of the fire. Assistant Fire Marshals James McLaughlin and Richard Butler testified that Schultz bought the factory for \$450 and had it insured for \$3,000, which he tried to collect after the fire.

What is termed as one of the most flagrant arson cases in the state since that of the Wolff brothers of Louisville, Ky., who are now serving two years each, following conviction, is one at Owensboro, Ky., where Ruby Chazanow and Herman Schwart, operating as the Herman Clothing Co., have been held to the grand jury, under bond of \$1,000 each, on warrants sworn to by Fire Chief Ed. E. Cureton, an old and experienced fire fighter, who alleged that the defendants attempted to burn the store to collect insurance.

A night watchman discovered the fire and reported promptly. Four minutes later the fire department arrived and found fire burning at several points at one time. Cans of gasoline, placed in paper boxes and connected with tissue paper streamers were discovered.

After the fire the defendants alleged a stock worth \$10,000, and claimed they had but \$4,500 insurance. However, investigation showed \$8,000 of insurance, divided \$6,800 on stock and \$1,200 on fixtures. Chief Cureton

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Dec. 31, 1922	\$226,499.45
Dec. 31, 1923	375,945.95
Dec. 31, 1924	565,225.96
Dec. 31, 1925	704,152.41
Dec. 31, 1926	840,845.24

The company made a gain in assets during the year of \$136,692.83. Automobile owners are pleased with the state-wide service and adjusting force to deal promptly with all claims.

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named two merchants of the city as special deputies of the fire marshal, and had an inventory made which placed the value of the stock at \$2,294.70; and fixtures, \$302.60; a total of \$2,597.20. Chief Cureton had photos made showing the plans as arranged for a quick burning.

Edison Determined To Produce Rubber in America.

Fort Myers, Fla., March 7—Cognizant of the fact that the United States is solely dependent on foreign countries for its supply of crude rubber and determined that this Nation shall not be isolated from the rubber belt and face the critical problem of being entirely cut off from rubber supply in case of war, Thomas A. Edison to-day made known his plans for an American rubber industry.

Pointing out that in the present age and in the future transportation will be largely dependent on rubber, the world famous inventor explained that his experiments will probably result in the wholesale production of rubber in all the territory South of Savannah, Georgia. He thinks it will supplant cotton in the Southern territory and reap greater profits for the planters.

In Africa, where the bulk of the crude rubber is raised, Mr. Edison pointed out, labor can be had for thirty cents per day. It would be the labor problem that would make the industry prohibitive in this country. With common labor calling for \$3.50 and \$4 per day, the cost of production in the United States would run higher than the actual value of the product. Mr. Edison is now striving to overcome that labor question by a master invention in the form of a machine which will crush the plant, press the sap and separate the liquid rubber from the rosin.

Working night and day in his little workshop here and experimenting on the same bench where he perfected the electric light globe and the talking machine, many years ago, the electrical wizard is solving the many problems of the rubber pressing device. When perfected, Mr. Edison believes it will be the greatest of all his inventions. Being greatly interested in the production of rubber and confident that he has found the most productive plant that is adapted to the soil and climate of the South, Mr. Edison is spending his entire time and efforts on the rubber problem.

With three acres, directly across from his estate here, planted to the Madagascar rubber vines, different from the rubber tree in size and growth, the inventor stated to-day that he is pleased with the progress made by the plants since last season. They are now some three feet high and trail in the form of a grape vine. While final tests have not yet been made, Mr. Edison estimated that the vines will yield six per cent. pure rubber, far more than the average rubber tree which, he pointed out, contains too much rosin to make the rubber worth separating. With the use of the machine in the making, Mr. Edison figures that vines producing four per cent. of rubber will cover the cost of production and with such a handsome profit to be derived from the proper cultivation of the plants he believes that many cotton growers of the South will abandon the cotton market and enter the new field of American industry.

Working in close co-operation with Mr. Edison in the venture, Henry Ford has obtained a large quantity of the rubber seed from Madagascar and ground is being prepared here for the planting.

"I realize that one of the greatest needs in the United States to-day is an American grown rubber of commercial value," the inventor declared. "It can be had and I am going to pro-

duce it if I have to work twenty-four hours a day until it is done," he said. "The people of the Nation give little thought to rubber production, but we know that we cannot move without it. In the present generation we depend almost entirely on rubber for transportation, since the automobile and motor truck must have tires upon which to run. Everything except rubber is going into the tires manufactured to-day. In case of war we would be cut off from rubber and we would soon feel the pang. Rubber can be successfully grown right here in the Southern part of the United States. We have known that it could be grown, but we were stumped on how to extract it from the plant. To attempt it by hand would be too expensive and I hope to eliminate that expense with a machine which will not only reap the vines from the field but will press and separate the liquid. We will then make use of the fiber in the manufacture of rugs and other products," Mr. Edison declared.

Despite the fact that the inventor only two weeks ago celebrated his eightieth birthday, he is actively engaged in his work. He spends the greater part of each day in his laboratory and works long into the night many times. Applying the words of Mrs. Edison, "Mr. Edison never rests. His mind is made up and his heart is set on the successful production of rubber in America. He realizes the position this country would be placed in in case of war and he is determined that the hazard shall be eliminated."

The inventor is forced to crack a smile when making reference to Henry Ford's rubber plant experiments at La-Belle, Florida, which created Nation wide comment several years ago. "Henry had the right idea, but the wrong seed," the inventor declared. "We are sort of partners on this rubber business," he chuckled, "and I don't think Henry will allow his end of the deal to fall through. We have made only one agreement," Mr. Edison said, "That being that I drive the first Ford out of Henry's factory fully equipped with rubber grown right here in Fort Myers." Thoughtfully scratching his head and cutting a bright glance at his rubber plants he added, "and the time is not far distant." Horace Dunn.

Patchwork Bedspreads Offered.

An example of the novelties in cotton goods which are serving to quicken trade and increase sales is the patchwork bedspread and quilt which has just been offered by a well-known mill. The bedspread is a machine-sewn copy of century-old hand-sewn American patchwork quilts, reproductions of which sell as high as \$65. The machine-sewn variety is priced much lower. The patchwork is backed with a harmonizing material, so that the article may be sold as a bedspread or as a quilt. There are eight styles, consisting of geometrical blocks of sateen in combination with floral motifs. Bright colors are the rule. The bedspreads harmonize perfectly with the Colonial bedrooms which are the vogue to-day. Sizes vary from 70x84 to 94x106 inches.

J. F. Tatman, dealer in groceries, fruits, etc., at Clare, renews his subscription to the Tradesman and adds: "I want to congratulate the Tradesman on the splendid and interesting reading matter furnished the Tradesman readers this winter, especially the contributions made weekly by Charles W. Garfield and Frank S. Verbeck."

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SAVE YOUR CITY.

By Combatting Chain Store Methods and Propaganda.

Editor's Note: "Save your City" is a twelve page illustrated booklet copyrighted and published by the Interdependence Bureau, 225 West 34th St., N. Y. It is intended to help the retailer combat chain store propaganda and methods and is sold to dealers for circulation to consumers in any desired quantities. Special permission has been given the Michigan Tradesman to reprint the booklet in full.

The purpose of this booklet is to demonstrate that the syndicate idea meets the dead line at the retail store. Retailing cannot be syndicated without syndicating, standardizing and subordinating the consumer. The retail store is the contact point between society and commerce, and right there is decided which of the two will dominate. If society cannot make commerce its willing servant, it must descend to commercial vassalage. The decision rests with our women, because they do eighty-five per cent. of all consumer buying. To the red-blooded women of America I make this appeal for the Nation's economic and social welfare.

What Is a City?

Towns and cities, like Topsy, seem merely to have grown. They don't seem to have been taken into account in any political scheme. We federated states into the Nation and we divided up the states into counties and we organized congressional districts, but just what is a city? We stoutly defend state rights and National rights, but who ever heard of city rights? We guard the Nation's industry and commerce with tariff walls and immigrant exclusions. Each state jealously promotes one or more vital industries, but nothing seems to be essential to a town or city. Yet there is something absolutely essential to its existence—it is home-owned retail trade. Retail syndicates, by striking at the vital industry of the city, are arousing us to a proper consciousness. We are compelled in defense of our homes to learn the economic and social need for our smallest political unit—the city.

The city, beginning as a town, is the first step from agriculture to commercial culture. It comes into being when the need arises for a center of interchange of human products, primarily farm products and secondarily factory products. Its function is distributive—it distributes what others produce and in that service it justifies its economic existence. After a town is established as a distributing or retail trading center, it may add wholesaling and manufacturing. These, however, are not necessary to its existence, whereas the function of retail distribution is indispensable. It came into being by fulfilling the retail function and it cannot exist if it surrenders it.

The Carpetbagger.

Following the civil war, during the reconstruction period, there came to the South political jobholders and financial exploiters, who were in no wise associated with or representative of that section, and because their local possessions were only those which they could pack in their carpetbags, they came to be known as carpetbag-

gers. The modern form of these political and financial carpetbaggers is seen to-day in the commercial carpetbagger, whose presence in all parts of the country is a far greater evil.

The commercial carpetbagger appears in one of three forms, namely, as a house to house canvasser, a mail-order seller, or a chain store operator. Each is an institution foreign to the community, unattached, sharing none of its problems or aspirations, bringing nothing to and building nothing in the city, but merely taking out. They live on cities—not in them. They constitute the greatest economic and social menace to the Nation to-day.

The Retailer's Profit.

The retailer's gross profit on the merchandise he sells is less than one third of the dollar. After he has paid his wages, rent, taxes, and the various expenses incidental to his business, he has left a net profit of about two cents. Where these two cents go determines the life or death of a city. If they remain in the local bank as the property of a local merchant it means that all money expended in the expenses of conducting the business also remains in the city. If those two cents are sent out of town as the property of the carpetbagger, it means that some of the other pennies expended in the business have also fled from the city.

Keep your eye on the Two Cents.

The essential thing is that you keep your eye on the two cents profit. Know whether it belongs to a local merchant or the carpetbagger. If it belongs to a local merchant you share in the ownership. If it belongs to the carpetbagger, it is lost to you and your city.

These two cents, together with the other pennies that they influence, will either build your city or tear it down. If they remain at home they find their way into business and residential property and into trade and savings. Thus they form the foundation for taxation. When the city needs paving, sewers, lighting, health projects, public buildings, schools, the funds must come from these profit and service pennies. Make no mistake about that. The minimum of service that a city must render is the service of retailing. It may live without manufacturing. It may live without wholesaling; but if it is too indifferent to undertake and maintain its own retailing it must die.

Therefore he who robs a city of its retail business robs it of its life.

Why Boys and Girls Leave Home.

When youth grows up in an atmosphere of syndication, when it sees no opportunity for initiative in the oncoming generation; the older generation failing to flower into success and withering under the blight of absentee store ownership; strange faces managing the town's business affairs; the community spirit of mutual confidence destroyed by cold-blooded cash policies; its people reduced to commercial servants instead of commercial masters, the material and spiritual aspects of its home town drying up; no hope of life and progress in the place of its birth; is it any wonder that it casts about for more promising fields

of endeavor and that it rushes to the bright lights of the big city like the moth to the flame? Do mothers ever realize that with each dollar they spend they are either building for their children hope and opportunity, or chilling the blood that runs hot with ambition and purpose? What is the use of rearing children without retaining for them an environment of opportunity and enterprise? The citizen must raise his city as well as rear his young. Our women must become conscious of the greater responsibility to their own offspring, as well as to society as a whole, that attaches to the burden and privilege of spending the Nation's earnings.

What is to become of America if its cities shall be reduced to mere trading posts for cold-blooded corporations? How can there be any individuality, any personality, any liberty, if our cities are to wear the straight-jacket of syndicalism?

Woman Holds the Power.

Woman controls the retail dollar. Therefore the American Woman controls the future of American cities and of America itself. The great National economic issues of the past have been in the field of manufacturing and wholesaling, where men controlled the finances. The great "trust-busting" campaigns of the past were big National political enterprises. The present is a non-political, quiet home-town issue to be decided by the simple process of the housewives' daily spending. The spending of money has a greater influence on the course of a nation than the earning of it. Hence it is in the power of women to make or mar the future of America by the way they spend their family earnings. What a power! What a responsibility!

Men have ever defended their homes against the iron-heeled invader, but he who deftly gains the confidence of the home and steals its earnings can be repelled only by her who holds the purse.

America has met every challenge to her social, political and military integrity, but to-day she is faced with a new peril that is subtle, insinuating and artful. An enemy, already within the gates, is sapping the city's vitals by exploiting the purchasing power of the American woman. Women of America, summon your intelligence and loyalty in the defense of your homes, your city and your Nation.

The Chain Store.

The most menacing carpetbagger is the chain or syndicate store. It is an octopus which was conceived in, and lives on a pure fallacy.

The chain store theory is that by tying up a number of stores together, the buying cost is lower and the selling cost is lower—hence the consumer gets the benefit of two savings. Even if there were a saving it is very unlikely that the consumer would get it. Chain stores were not built for the public benefit.

Let us first examine the claim of "our enormous buying power." In the first place, the only buying power there is, is the public buying power. The advent of the chain store has not

increased this one penny. The chain store system having one thousand stores naturally buys much more than one lone home-town merchant, but it does not buy any more than one thousand such merchants. If you ask any wholesaler or manufacturer whether he prefers one thousand accounts of one thousand dollars each (one million dollars), or one account of a million dollars, he'll tell you he prefers the one thousand accounts, for the simple reason that it is safer.

The lure of the big order is not as big as it is professed to be, and the bargaining of the chain store usually ends in securing a slightly smaller package or a slightly lower grade of merchandise. Let the buyer beware!

There are always opportunities in trade to take advantage of conditions of distress to secure price concessions. But as a steady diet, no manufacturer or wholesaler is going to sell merchandise without a normal profit. Grouping together a number of orders does not actually increase the volume of business and it does not effect any economies in distribution, because whatever of such costs the chain store saves the wholesaler, it must in turn expend in distributing to its various warehouses and stores. Carpetbaggers do sometimes secure secret or camouflaged price concessions, but they secure them by devious methods instead of by effecting some economic saving, hence their efforts sooner or later meet with resistance from those who have been despoiled of legitimate profits. If there were really any economic advantage in sending to a wholesaler or manufacturer the order of one thousand stores on one sheet of paper instead of one thousand different sheets of paper, there would be nothing to prevent one thousand home store merchants in so many cities from so combining their orders and thus creating an "enormous buying power."

Now let us see how the magic of being one of a chain enables a store to sell at lower costs. No one store can do the work of another. So for all practical purposes the chain store is an individual unit when it comes to selling, and it has the same costs for whatever service it renders. By reading its advertising, we find it professes to save by selling only for cash, by making no deliveries, and in some cases even requiring self-service. Did we need "big business" to impose these limitations upon the consumer? Can not any individual home store merchant impose these same rules if it works for the benefit of the customer? He can, but he won't, and he shouldn't. The chain store must, and that is its limitation. It is a cold-blooded business institution. It has to do business through a hired manager with people who are utter strangers to it. Hence it adopts the cash policy. Next it tries to make a virtue of necessity by advertising that credit produces great losses and that the city is infested with dishonest people who impose burdens upon the honest neighbors through the credit system. It conjures an imaginary group of dishonest Americans and

then discredits them all. What an insidious thought to disseminate among a people that is struggling to express a National fellowship. By buying for cash, they tell us, we save much money. Since people have to come to the store (telephone forbidden) to bring the cash, they might as well carry their packages home. That makes the second big argument. No delivery expense, because you carry free of charge. Thus we see the great chain store institution invading a city, sapping its vitals, insulting its citizens by telling them they can't be trusted and turning them into bundle toters, for its own gain. Will proud American citizenship suffer itself to be thus humiliated?

Is Big Business Scientific?

"Big Business" is supposed to be more scientific than little business, but it hasn't proved to be so in retailing. Without any pretense of science, the individual retailer is really more economically correct than the "see how big we are" fellows. He no doubt got there by merely doing what home folks wanted him to do—by being accommodating. The loud noise that the chain stores make has caused some surveys to be made. One of these was by the National Wholesale Grocers' Association. They found that the average cost in wages in serving "cash and carry" customers was nearly three times as much as serving customers who phoned their orders, and had them delivered and charged. The reason for this is that when a store tries to make its customers do part of the job,

the customers act when and as they please, and this destroys efficiency by producing extreme rush periods and extreme slack periods. Though the popular impression is to the contrary, it is a fact that the customer who puts herself to the least inconvenience is the most economical to serve. A lady may, without dressing or powdering her nose, telephone for merchandise, have it sent and charged, and she will be less expense to the merchant and less bother to herself than the one who takes up time in the store selecting her purchase, pays cash, and then waits to have her package wrapped to carry away. The customer cannot help in the process of service because the customer is not expert and is not subject to discipline and does pretty much what she pleases and when she pleases. Hence she is a hindrance rather than a help. The most economical method of life is to work intensively in our chosen vocation in the service of our fellow man and to accept the fullest measure of service from him in his. That intensive specialization is the secret of American progress in the development of wealth. The carpet-baggers are trying to reverse this principle.

The Cash Fallacy.

It is more hazardous to conduct a cash business than a credit business in America, because by stipulating cash terms the merchant takes a chance of losing customers, and where cash is handled there is greater danger of losses than with charge slips. To transact business with cash is not as conveni-

ent to either merchant or customer as the charge account method. Consequently business is retarded and anything which retards business is costly.

The easiest way of doing business is the most economical way. A business grows naturally if the customers are not restricted. A cash merchant puts a restriction on his customers and hence he must advertise to build up his business. This costs him much more than he could possibly lose by giving credit and this cost, like all costs is of course borne by his customers. Furthermore, a credit transaction costs less to handle than a cash transaction. No business man ever suffered from giving credit to the American people, and no customer ever suffered from doing business with a merchant who has as much confidence in his customers as he expects them to have in him.

From nationwide statistics we learn that losses from giving credit to the American people amounts to less than the cost of wrapping material.

If you prefer to pay cash, or if you prefer to go to the store for each purchase; if you prefer to carry packages, these are your privileges, but do not think you save anything by so doing. The reason the chain store shies at the credit system is that the owner, a soulless corporation, doesn't know its customers and a credit system would give added opportunities for dishonesty by its store managers. It is already sweating to organize systems to prevent losses inside its cold-blooded organization and credit would only com-

plicate things. So it must shout the alleged virtues of cash. Let the customer, however, not be deceived by the "cash and carry" argument, for it is the most expensive way of doing business.

Tricks of the Trade.

"Big Business" has made two interesting discoveries: It has learned that it is not the reality but the seeming reality that counts. A merchant does not actually have to be low in his prices, he merely has to seem so. Only a scientific survey can actually determine the comparative price scale of merchants. The continuous repetition of the claim of low prices backed by some striking examples of price cutting (usually at a loss) makes a store seem low priced, and that is all that is necessary. The other discovery is that it isn't the individual purchase, but the customer that counts. By bringing a customer into the store on a bait, she almost invariably purchases other things on which the profit is so large as to more than make up for the loss on the bait. The old-fashioned way was to stipulate that other things must be purchased, but this is now forbidden by the Federal Trade Commission, and experience has shown it is not necessary, because people do buy other things as a matter of course.

These two great vital truths, supported by the cash fallacy and the buying power pretense, are the foundations of chain store success. In other words, "big business" makes a game of business, and it very closely approaches the old shell game. To il-



The Three Great Products from Corn.

Attractive Prices now in effect

ON

ARGO and KINGSFORD'S CORN and GLOSS STARCHES

Ask Your Jobber's Salesman

CORN PRODUCTS REFINING COMPANY, 17 BATTERY PLACE, N.Y.C.

lustrate the operation of this game we fortunately have an example of an official statement made recently before the Committee on Interstate and Foreign Commerce, House of Representatives, Washington, D. C. Mr. Percy Straus, Vice-President of R. H. Macy & Co., New York, testified to the following:

Mineral Oils

Nujol—costs 57c; sells for 54c; net loss 5 per cent.

Macy Brand—costs 32c; sells for 54c; gross profit 41 per cent.

Peroxide of Hydrogen

Dioxogen—costs 50c; sells for 64c; gross profit 22 per cent.

Macy Brand—costs 11½c; sells for 19c; gross profit 40 per cent.

Baking Powder

Royal, 12 oz.—costs 37c; sells for 42c; gross profit 12 per cent.

Macy Brand, 12 oz.—costs 10c; sells for 40c; gross profit 52 per cent.

The above is a typical example of how "big business" plays the game. Note how Nujol is sold at three cents less than cost, or 5 per cent. loss, which, with this store's cost of doing business (about 30 per cent.) makes a loss on every bottle sold of about 35 per cent. Note how the private brands, which are not sold elsewhere and hence cannot be compared in price, show a big profit to more than make up the loss from cut prices on well-known advertised brands. This store is not a chain store, and it shows that chain store tricks can be played by private merchants if they wish to do so. This, however, is a "big business" store doing the largest business in America, next to Marshall Field. It uses the cash fallacy, advertising that because it sells for cash it is enabled to undersell all other stores by at least 6 per cent. Fortunately we also have a test of that. The New York Better Business Bureau made a test of this claim and shopped 244 articles in Macy's and other New York stores, and found that in not a single instance were Macy's lower in price, and in every case they were either as high or higher. The average showed them to be 14½ per cent. higher. Yet the public never learned these facts because the newspapers would not publish this indictment against their largest advertiser. And so Macy's go merrily on deceiving the public. This same game is being played all over the country by the carpetbaggers.

The Fundamental Error in Carpetbagism.

The big mistake the carpetbaggers have made is in not understanding the relation of the home with the store. They think that homes will conform to the store instead of requiring the store to conform to the home. They ignore the fact that society cannot progress if it caters to business instead of making business cater to it. It, of course, cares nothing for society or its progress, it merely wants its dollars. It thinks that with advertising, high finance, camouflage, and fallacy, the people, though politically free, will commercially conform to rules laid down by it. It doesn't stop to consider that what may be desirable in

one place may not be desirable in another; it expects all places to conform to its standardized system. It thinks that by offering price baits it can induce the people to surrender one preference after another and become its obedient servants. Every manifestation of carpetbagism shows this tendency. They lay down rules for the customer, then they soften them with pleas that it is to the customer's interests. But could they gain the mastery they would no longer plead, they would dictate. They would standardize people, standardize cities, crush out initiative and personality and make us all alike. Tourists as they drive through different towns and cities already observe the similarity of the main streets on account of the uniform store fronts that recur in one place after the other.

Carpetbagism, of course, cannot cater to individual wants or individual cities, for that would destroy the syndicate idea. They must dictate, they must shape the customer to their needs—an impossible task. People have a right to express their own personality and the personality of their neighborhood and their cities, and the carpetbag barons have a low estimate of the American people if they think they can uniform them and teach them the goosetep. Yet carpetbagism is increasing. Carpetbaggers are coming in increasing numbers to every city and town of America. The mail order houses are now opening stores and soon will be making common cause with their brothers, the chain store carpetbaggers. Mergers and consolidations are being effected in this great process of greed. Why? It is because our women have not been thoroughly aroused to this insidious enemy.

It is useless to dream of civic developments and the future of the coming generation, if there is no money in the city treasury and no work for enterprising minds and hands. And there will be none, there can be none, if the retail business of the city passes out of the hands of its citizens. The first essential of good citizenship is to be dollar-wise. The citizen is in partnership with every home enterprise, because every such enterprise supports the city treasury, which expends its funds for the benefit of all the citizens. Thus, as city enterprises prosper, greater benefits and opportunities come to each citizen.

Women of America, the issue is clear. The invader is marching on you. You hold in your hand the weapon of the dollar. Use it in defense of your city, your home, and your individual liberty! Pledge yourself and your city that from this day forward you will not spend a cent with the carpetbagger and make him pack his carpetbag, as the Arab folds his tent, and silently steals away. Thus you will SAVE YOUR CITY.

Author's Adenda.

In preparing the foregoing indictment against the carpetbaggers, I did not mean to suggest that the home town merchant is a paragon of virtue.

If he wishes to make a shell game of business he can employ all the tricks of the carpetbaggers. He can cut out

credit, take out his telephone, make no deliveries, use cut-price baits, have labels printed for his own brands of inferior merchandise at big profit, he can combine with other stores in other cities to work schemes on manufacturers, he can refuse to contribute to any charity, church or civic movement, just as the carpetbaggers do. He can have all their vices, but he has one virtue which he cannot lose and which they cannot gain. No matter whether he conducts his business legitimately or illegitimately, he must share all the gain with you and your city. He cannot build his business without building your city. The carpetbagger cannot build his business without tearing down your city.

As a matter of course the local merchant, being a part of the community, does not resort to methods employed by the carpetbagger, yet there is room for improvement. Whatever his faults may be, they are correctible by the simple process of giving him your demands and your dollars.

Put the rule upon yourself that you will spend at home with a home-town merchant, and then put the rule on him that he shall get the merchandise you want and render the service you desire. Never chase after merchandise, make merchandise come to you in your home-town. There is nothing to hinder a home-town merchant from catering to you, and he usually has common sense enough to know that it pays him to do so. If he hasn't, your local Chamber of Commerce or Board of Trade should learn about it.

That the will of society shall prevail in all matters pertaining to retailing is a social and economic necessity of American culture, and you can accomplish this only by preserving the interdependent home store as your willing servant. E. C. Riegel.



Ernest B. Lessiter, Grocer at Grattan

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.,
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SAGINAW BRICK CO.,
Saginaw.
JACKSON-LANSING BRICK
CO., Rives Junction.

Did you ever notice that the person who indulges in mail order buying to save money is tempted to buy more than he needs to save more money, and after sending cash in advance to the mail order house he sometimes is forced to ask the home merchant for credit on necessities?

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A variety for every taste

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.

New Green Dye in Food.

The admission of a new fast green dye to the permitted list of coal-tar colors that may be used in goods coming within the jurisdiction of the Federal Food and Drugs Act is being considered by officials of the Bureau of Chemistry, United States Department of Agriculture. The green color in question has passed the physiological tests required and it is expected a formal food inspection decision authorizing its use in foods will be issued within thirty days. Only such dyes as are free from impurities and are proved by physiological tests to be entirely harmless are admitted to the permitted list for use in foods. Food dyes are used principally in confectionery, bakery products and beverages. There are now two green dyes on the permitted list designated as Guinea Green B and Light Green S. F. Yellowish. All three of the green dyes are considered safe for use in foods and beverages.

Millinery Style Trend Vague.

The lack of a predominating note in millinery is proving troublesome to some manufacturers who would like to begin volume production. Although a good demand exists for felt hats and for Milan straws, the orders are of too scattered a nature to permit predictions on the styles which will prevail during the Spring. Talk of adoption by Paris of more elaborately trimmed hats is not having much effect in the local market, for manufacturers are well aware of the resistance which the consumer seems to show to all but the plain models. Even in the rural sections of the country, where some demand for the more ornamental hats might be expected, buyers still insist on the tailored variety. Aside from the delay in the stabilization of the season's styles, the outlook is cheerful and manufacturers are expecting a large volume of business.

Call For Ribbed Bathing Suits.

The demand for women's and men's ribbed bathing suits of the better grade is very strong, and manufacturers look for a shortage to develop soon. Wholesalers have deferred placing their orders for so long that little time remains in which to fill all requirements. Formerly manufacturers were given six months in which to make up orders but only two months is granted them now. Some manufacturers declare that new business will soon be unacceptable. Horizontal stripes of various designs are proving most popular. These are placed on various parts of the garment.

Glove Orders Developing Nicely.

The demand for women's gloves for Spring is developing favorably, according to reports in the wholesale market. Increased impetus to more active purchasing is being given by the

nearer approach of Easter. Both leather and fabric gloves are in demand. In the former there is good buying of glace kid merchandise in beaver, mode and several other shades. Novelty cuff effects continue in strong favor. Fabric gloves of chamois suede are wanted in pull-on styles. Various embroidered effects are outstanding in this type of goods. The call for silk gloves is expected to register a gain during the next two weeks.

What Ribbons Are Selling.

Hand-to-mouth tactics persist in the buying of ribbons. Much of the demand at present is coming from millinery jobbers, garment manufacturers and retailers supplying the remainder. The millinery trade is taking ribbed ribbons in various widths, particularly grosgrains and failles. Satin circe ribbons are also being called for. Bows on dresses and coats are increasing somewhat the business coming from the garment makers. Staple, narrow merchandise is being bought by the retailers who are, however, showing some interest in the jacquard and metallic fancies. Men's hat manufacturers have been buying plain and fancy ribbons for bands on Spring felt and Summer straw hats.

Chinaware Design Process.

What is described as an entirely new method of applying designs to chinaware is shown by an importer of this merchandise, which is made in England. The patterns are obtained through the use of a decalomania strip which is placed on the plates, cups or other chinaware. The design is transferred and then the ware is fired and overglazed. The patterns are colorful and successfully yield effects said to be the first obtained through this method. In fact, the chinaware manufacturer to whom the idea was first suggested was quoted as saying the process was not workable. Landed prices on the wares are \$4.97 for a thirty-two-piece set and \$22.38 for a 100-piece set.

New Club Bag Offered.

Designed to take the place of a kit bag, a new line of club bags of hand-boarded cowhide and calfskin is being offered at wholesale by a manufacturer. The new bag holds as much as a kit bag, is much lighter and easier to carry and, in addition, is of a kid glove-like texture, so that it may be compressed under a berth or into the rear seat of a roadster. Lightness is achieved in the bag by the quality of the leather and by the elimination of the usual burlap backing. Other new features are a soiled linen pocket in the side of the bag and a shirt fold at the bottom. The bag will retail at \$40 for the 18 inch size. It will also be sold in 20 and 22 inch sizes.

Easter Becomes a Gift Occasion.

Each year Easter becomes more and more of a gift occasion, and in looking ahead to your March and April business you should plan to take advantage of this.

For your hosiery department you may want special boxes for Easter giving.

Well Dressed Man Not Conspicuous.

"If you are not fortunate enough to be good looking, the best substitute you can have is good clothes," said Solomon Levitan, state treasurer, talking before the Wisconsin Clothiers and Men's Apparel Clubs of Wisconsin at their joint meeting and banquet at the Pfister Hotel, Milwaukee, last Thursday evening.

"Good clothes have come to take an increasingly important part in our life," continued Mr. Levitan. "In this day, when every man must be a salesman for himself, good clothes have become as important an ally as personality. The slogan which clothing men have capitalized, 'Dress well and succeed,' has been sold to American men. We are all of us dressing better and facing our daily battles with greater confidence because of the better clothes we have been educated to wear. And we are, I believe, happier, more comfortable and get more enjoyment out of life because of it.

"One thing we have learned is that the well dressed man is not conspicuous. We do not notice his clothes, but only that he looks well.

"Clothes, moreover are an expression of the personality of the man who wears them. The man who wears a loud checked suit is pretty liable to be loud himself and a flash in the pan. There are others who by their clothes inspire both confidence and respect.

"I probably have been connected with the clothing business as far back in the history of Wisconsin as any man in this convention. It is now over forty-four years since I first engaged in the clothing business in this State—in the days when I used to carry my store on my back. I have watched with interest the changes that have taken place within the men's clothing business. I can remember the day when I could buy a suit for \$10 and look like a dude. To-day a suit for \$30 makes you look like a tramp.

"The clothing business to-day is having to meet a good deal of cheap competition. It will take advertising to prove to the buying public that they cannot expect something for nothing. Of course, there are always some folks who expect that. They are the kind who invest their hard earned money in trick oil wells, fake mining stock and bogus bonds. They are the ones who go to a cheap store and expect to get a good suit at a price which only the manufacturer of shoddy garments can produce. Then when the suit pulls out of shape, doesn't keep its press and begins to go to pieces, they damn the whole clothing industry when they have only themselves to blame.

"If people would patronize legitimate merchants who offer good merchandise at fair prices, they would be assured of a square deal. Honesty is so essential to good business that legislation to enforce it seems unnecessary. The man who breaks this law of good business pays for it in loss of customers and he will learn from

experience that honesty is the only policy which endures. It is the satisfied customer who pays the dividends. So why increase our taxes by paying government inspectors for investigating our business ability.

"Even with higher prices, the clothing merchant to-day has to figure more closely than he did in former years. Prices have gone up for him, too. It costs more money to do business. Despite the larger volume of business, the margin of profit is much narrower and it takes the most careful buying and scientific merchandising to make a success. It requires the vision of a prophet for a merchant to gauge his buying so that his stock will always be in keeping with the styles and not to have left on his hands out-of-date merchandise."

Nainsook Prices Stiffening.

Stiffening prices because of a temporary shortage prevailing in men's nainsook underwear is looked for by some manufacturers for the remainder of the Spring season. Few large orders were received for these goods when the lines were opened last Summer. The tendency of wholesalers to defer making commitments as long as possible has resulted in the receipt of many orders during recent weeks. Some of this business will be lost to the mills on account of the difficulty of increasing production rapidly. The late activity, therefore, may not entirely offset the early slowness for which wholesalers were responsible.

Beige Shades Still Lead.

For the fourth consecutive month beige and blue shades lead in Spring color sales, the former having a slight preference over the latter, according to an analysis made by a leading silk manufacturer. Greens, reflecting their increasing vogue both here and abroad, are in third place, followed by grape, gray and mahogany shades. Two of the leading green shades are well to the front in individual colors, being led only by a beige known as sangold, according to the manufacturer mentioned.

Monkey Fur Prices Rise.

The suddenness and strength of the favor for monkey fur as a trimming for coats have brought about a scarcity of the article. The trimming dealers are consequently asking a higher price for it. Some coat manufacturers are paying the advance and are quoting higher prices on coats trimmed with the fur. Other makers, however, are more cautious and have eliminated entirely coats featuring this fur or have cut down the number of models which have it.

Conspicuous Public Service.

Col. D. N. Foster, the Ft. Wayne, Ind., merchant, manufacturer, banker and philanthropist, was the recipient Feb. 28 of a beautiful trophy from the Optimist Club of that city in token of its appreciation of his conspicuous public service. The affair was a most inspiring one and speaks volumes of the affection in which Mr. Foster is held by his fellow citizens.

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.

Figure It Out For Yourself and See.
 Written for the Tradesman.

As I recently related, a grocer took issue with me on future and quantity buying. He said he never had agreed with me and he talked about this way:

"Of course, if a man has little capital and a small store, your method may be all right for him; but we have this big space. It is ours. We use it for our business—could not use it for anything else. We have plenty of money. I figure it is more profitable for us to buy futures and take them in and buy quantities when I can get a better price that way than it would be for us to loan our money on the best kind of interest.

"Now, there is a pile of cooking oil. That is thirty cases. I suppose that is enough for three, possibly four months. We get 5 per cent. or 10 per cent., I am not sure which, for buying it that way. I think that is a nice way to make money."

Let us cut corners by figuring it out. That is the way to see.

Assume that we get 10 per cent. off. Then \$100 worth will sell for \$125. If that is done every month, that is \$25 per month gross or \$300 per year. That makes a gross earning of 300 per cent. on the capital employed.

Assume that we get 10 percent. off. Then we get twice the goods for \$180. Say we sell out every 60 days. Then we make gross earnings of \$420 a year, or 233 1/3 per cent. on capital employed. If we have to take three months' stock on this basis, we use \$270 and turn stock four times a year, getting the same gross of \$420, and that figures 155 per cent. plus on capital employed, gross.

Apparently, if we have plenty of money, ample storage and disregard incidentals—insurance, for example, and extra handling—there are extra earnings to be made by buying moderate quantities; but we also see that with all these advantages, we must be careful that we buy exactly the right extra quantities or we should do better at any kind of interest.

But it is also likely that 5 per cent. discount is the most that can be obtained for any moderate quantity purchase. And also, it is net earnings that we have to get our living out of. So let us examine these things from that standpoint.

Let us take 17 per cent. as representing the expense and 20 per cent. as the gross margin. Then here is the way it figures out:

Buy \$100 worth at list; sell for \$125; this gives \$25 gross. Take out 17 per cent. expense, \$21.25, and we have \$3.75 left as net. Do this twelve times a year and you have \$45, which is 45 per cent. on capital employed.

Get 10 per cent. off for taking three months' supply and you use \$270. This you sell for \$375, making gross earnings of \$105. Deduct 17 per cent. on sales of \$375, \$63.75, and you have left \$41.25 net. Do that four times a year

and you have \$165, which figures just over 61 per cent. on capital employed.

But if to get that 10 per cent. discount you have to buy enough to last four months, you use \$360 to buy goods to sell for \$500. This gives you a gross of \$140. From that take 17 per cent. expenses, \$85, and your net is \$55. You do that three times in the year getting again \$165 net; but this shows you just over 45 per cent. on capital and you are back where you were with a purchase at list—no quantity discount—using \$100 and selling out each month.

Again, such staples are not apt to be discounted more than 5 per cent. for quantity purchases. Then your double quantity would cost you \$190. Selling for \$250 with expenses of \$42.50 and turning stock six times a year, you would have earnings of \$105, or 55.52 per cent. on capital.

On this 5 per cent. discount basis, figures would go badly against you if you took a three months' stock to get that discount; for then you would use \$285, getting the same \$105 earnings in 90 days; and that would show only 36.8 per cent. on capital. You would be better off, decidedly, to buy with no discount, 30 days' supply and make 45 per cent. per annum on capital.

"All men are created equal," said the fathers of our country in a certain rather well known document. But that was not exactly what they meant. They meant that all men properly have equal opportunity and equal rights to do sundry things to the limit of their individual capacity. That capacity is extremely unequal, whether we refer to natural endowments or financial resources; whether we have in mind ability or industry. But we all have liberty and are free to pursue happiness in any way that pleases us with our own resources.

Hence, grocers can play with their funds if they want to. They can also buy without thinking. That consequence is that we fail to make money; or make less than we might otherwise make; or lose every thing we have.

Let it be noted, too, that \$1,000 extra stock demands \$1,000 extra fire insurance. Also, \$1,000 extra stock costs \$5 to \$6 per month for lost interest, if you use your own money. It costs \$5 to \$6 in cash if you borrow it. Again, every dollar extra of stock, beyond what you can unpack onto your shelves for immediate display and sale calls for extra labor costs to handle it in; pile and repile it; bring it forward for display.

So it is not the one item that you buy ahead or in quantity that puts a serious burden on your business. It is the habit of buying round lots and posing as a big buyer which gets away with your net earnings. It is the fact that a man must be pretty alert to buy, receive, display and sell anywhere from 500 to 4,000 separate grocery items in such a way as to gain from each its proper, logical quota of earnings in proportion to its importance, what investment it calls for, how perishable or seasonable it may be, to what special shrinkages it may be subject.

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MEAT DEALER

to be up to date have now before them a business factor formerly not considered. That is cash reserve. Such cash reserve is known to-day as business insurance. It is not money kept idle. It is funds invested in sound securities which pay a conservative return. These are not fly-by-night, big-yield stocks, which seldom result in anything but loss. They are investments which you select in consultation with your banker. They are such papers as you can lay on the bank counter any day and realize near what you paid for them, or against which you can borrow for emergency. They pay, now, around 6 per cent. in the West and from 5 to 5½ per cent. in the East.

The investor in such securities, regardless of whether he is a little grocer with \$500 surplus or a big manufacturer with \$50,000 between himself and trouble, is the employer of the finest, keenest brains in the country. He gets the smartest men in America to work for him. And those men work so hard and so effectively that the investor can sleep nights or go flivvering on a long holiday, while his money earns him a safe and certain return.

This thing may be explained in a thousand ways. Men may argue about it, pro and con, indefinitely. I might write this paper full for many successive issues. When it was all finished, we could start right over and the fellows who take the side opposite from me would have as plausible sounding a story as mine could ever be.

But this is indubitable: The merchant who operates on conservative lines buys goods as he needs them for immediate sale and keeps a reserve equal to at least 10 per cent. of his total capital, prospers, grows and accumulates a competence. The speculator sometimes does this, too, but the chances are all against him. Even when he wins he does not keep his winnings.

And what is a competence? It is a fund laid by sufficient to insure that when you are past working, when your children are grown and have jumped from the home nest permanently, the Old Folks—which means you and your wife—know precisely where they are going to get the wherewithal from day to day to keep them in security and comfort until their days are done.

And that sense of calm security is independence. It is the finest thing on earth. It comes to those who conserve. Paul Findlay.

Beef the Mainstay of the Meat Family

Lambs, veal and hogs are all rather aristocratic this year if money value can be taken as an indication of their mental state or social position. There has been many ups and downs in the price trend of these classes, but on the whole the carcass value of any of them has been high compared with beef. The percentage of veal and lamb consumed in the United States is not high, being around eight pounds out of every one hundred pounds of meat eaten including poultry and game. Pork, however, is quite im-

portant from the point of quantity consumed and when it is high it adds considerable to the meat bill for the average family. Pork is such a satisfactory dish and can be served in so many ways that it is only when it is scarce and high that its full value is realized. Who would have thought a few years ago that the time would ever come when people would pay ninety cents per pound for the center slices of a specialty cured and smoked ham. And yet it is not at all unusual for some of the better shops to charge that amount for their customers pay it with little complaint. The kind of ham a ninety cent slice is cut from will cost up to forty-two cents a pound wholesale and the retailer who slices the heart out of it claims he has only a nominal profit after disposing of the ends that are left after the slicing is finished. Not so many years ago these hams were bought for twelve to fifteen cents a pound wholesale. Beef is not high either relatively or any other way. When hams were selling as just stated steer carcasses of high quality were selling for about eight cents a pound, while to-day the wholesale cost is just a little more than twice that amount. Considering the purchasing power of the dollar to-day and then, beef is no higher at the present time. Beef is running unusually good this year, due to moderate priced corn and an abundance of it. Up to the present time there has been very few grass-fed steers offered for sale through the usual shop and it is highly probable that all through the summer beef quality will be above the average of other years. If all consumers of beef would fully realize that the chuck of grain-fed beef has some of the very best cuts of the carcass and would buy these cuts more liberally they would see an equalization of prices on beef cuts that would prove very satisfying to them and to dealers. The sixty-five cent stocks would disappear, for the retailer only wants a fair average on the whole carcass if he buys carcasses, and more would buy that way with chucks in demand.

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Calfskin, Cured, No. 2	11½
Horse, No. 1	3.00
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M. M. Forrester, dealer in general merchandise at Deckerville writes the Tradesman: "I enjoy the Tradesman more and more each week and think the money paid for its subscription is money well spent."

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The Small Goods Department in the Hardware Store.

Written for the Tradesman.

Hardware dealers quite often complain of the keen competition given them by the department houses and the 10-cent stores. Instead of complaining, however, a better procedure is to take a leaf out of your competitor's book and imitate to a certain extent his methods of going after the business.

A first step is to analyze the methods followed by the 10-cent store. Except in rare instances, its goods are not sold at cut or low prices. But everything is plainly displayed on bargain counters, within easy sight and reach of any customer. In fact, the goods are so displayed that practically no salesmanship is necessary. They sell themselves. And salesmanship is not a factor in the business, to any appreciable extent; the 10-cent store bargain counter is looked after by cheap help whose chief functions are to wrap the parcel and ring up the sale. The vast majority of these clerks are pleasant, efficient and polite; but few of them are skilled saleswomen.

It is no difficult matter for the hardware dealer to adapt the 10-cent store methods to the handling of small wares in his own place of business. Many hardware dealers have done so with conspicuous success.

The hardware dealer has two advantages. First, he need not restrict himself to articles of 5, 10 and 15 cent values. A range up to 50 cents is not unreasonable. In fact, anything in the way of small wares can be handled on the bargain-tables. At the same time, it is perhaps better to have a specific range of prices, with, say, 25 cents as the maximum.

The second advantage is the very definite idea many people hold that the goods bought in the hardware store are better quality than the 10-cent store commodities.

The sale of small wares, in the hardware store, too often requires a great deal more salesmanship than it is worth. The 10-cent store has the advantage that the goods practically sell themselves. The same will be true of the bargain-tables in the hardware store. With the goods grouped according to price, priced in plain figures, and openly displayed, the instances will be rare indeed where any great amount of salesmanship is required to sell them.

Quite a number of hardware stores have adopted the plan of a "novelty counter" or "small goods counter" making this one of the regular features of the store. In every hardware store are a great number of small articles selling at 25 cents or less. It is practically impossible to price them all in placards of sufficient size to attract attention, where they are displayed in connection with the regular stock. But, grouping articles of a uniform price

together, every customer looking for a certain article at that price cannot escape seeing everything else on display. He sees something else he wants, and buys it. The assorted nature of the stock, has quite as much to do with making sales as the price.

If, for instance, an assortment of nutmeg graters is placed on a shelf, together with other more bulky goods, they are quite apt to go unnoticed by customers. But if placed with similar small articles on a small goods counter, a great many purchasers will see them every day. Instead of asking a clerk for some small article desired, the customer forms the habit of going straight to the counter to find what she wants; and in the process she sees a great many other articles, some of which she is apt to want.

The interest which a department of this kind has for the women customers is one of the strongest points in its favor. This is not so important now, perhaps, as it was ten or fifteen years ago. In the old days, women hesitated to make purchases in the hardware store. It was traditionally a man's store. This was one of the reasons for the success of the 10-cent stores, which set out to cater primarily to women.

Even now, however, anything which helps to attract women to the hardware store is worth while; and the bargain table or small wares counter is certainly an attraction. Through its medium, women learn that bargains can be secured in the hardware store, as elsewhere; and they become regular shoppers. And their purchases of small goods pave the way to interesting them in stoves, vacuum cleaners, washing machines, and larger articles.

Another feature of the small-ware counter is that it meets the tendency of many feminine buyers to "shop around" without too much expenditure of salesmanship.

There is nowadays a quite common idea that the average retail merchant charges too high a price. This idea in the first instance tended to divert trade to the 10-cent stores. As a matter of fact the hardware store sells as cheap, if not in many instances cheaper; the more so when quality is considered. But there are a large number of people who, impelled either by the promptings of thrift or by financial limitations, constantly study ways and means of saving even a few cents on every article they buy. This leads them to shop around, to go from one store to another, to price a 20 cent article in a succession of stores before buying.

In such a process, the persistent "shopper" will cause the storekeeper to expend a large amount of time, effort and salesmanship for which no appreciable results are shown. The less persistent shopper on the other hand will make the round of the 10 cent and department stores, and will pass up the ordinary hardware store on the ground that it involves too much work to ask prices. Either way, the hardware dealer stands to lose.

But where he shows his small wares on counters, plainly marked the dealer caters to the shopping tendency and

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at the same time saves himself the waste of a lot of perfectly good selling effort. And he draws in those "shoppers" who want to get prices and examine goods at as many stores as possible and yet do not like to spend much time talking to salespeople.

The small wares counter spends one hundred per cent. of its energies in shouting price, gives strong values for less money, and goes a long way toward proving to the public in a positive and concrete way that money can be saved by buying at your store. For its purposes you need a line of home goods—articles that can be sold between 5 and 25 cents and that people will buy every day because they need them and because they are sold at popular prices.

There is a certain popular idea abroad that the hardware store charges more than the 10-cent store for the same article. There is a just and general idea that the average hardware store represents quality rather than price.

To some extent it is an asset to have people feel that you are running a store where they can get something extra good when they want it. Such an idea will bring you a lot of high-class trade. But you will not get the trade of the masses. To get this trade, you have to sell the things the masses buy, at the sort of prices the masses are willing to pay.

When the average man wants a good saw or a good hammer he goes to the hardware store to buy it. He does not buy this saw or this hammer because it is on display but because he needs it. A display will sell a hammer or a saw to a man who has momentarily overlooked the need; but no amount of display will sell a saw or a hammer to a man who does not need one. But a display of small goods that sell for anywhere from 5 to 25 cents will sell a lot of articles the need for which may be unrealized by the customer until she sees them, and the very existence of which may be unknown to her. The average woman is never able to buy all the things she wants; but with her, as a rule, to see a new thing is to want it. The buying comes later.

If you are running a small-ware counter, run it for all it is worth. A Middle West hardware dealer one time got the idea that such a counter would be a good thing. He arranged a long table down the middle of his store, and covered it with small articles. But he did not price a single article.

"Why," he explained, "if I put price tickets on everything, my competitors will know what I am selling for."

Yet he was complaining of 10-cent store competition—competition from a line of business where the outstanding feature was letting, not merely competitors, but everybody, know what the store was selling for.

Everything must be priced. Not necessarily cut—indeed, you don't need to cut, except in rare instances for advertising purposes. It is not a matter of underselling the 10-cent store or some other competitor; but of offering a very similar assortment of goods

similarly priced, and leaving your quality reputation to add to their value in the mind of the purchaser.

Play up this department for all it is worth. Keep it constantly before your public. Place your bargain tables where your customers can't help but see them. Price everything in plain figures. A very good system is to have separate tables, or separate sections, for articles at 5, 10, 15, 20 and 25 cents. Then place over each table the ruling price in big figures. "Any Article on this Table, 15c."

In addition to regular lines at regular prices, you can quite often put on some "feature" at an attractive price. These features will quite often be found in the regular stock—slow moving lines you will find it worth while to offer at a drastic cut in order to clear them out. Quite often, too, you can pick up some line, not belonging to the regular hardware stock, which you can offer as a feature at a phenomenally low price. Look out for such bargains.

You will notice that the 10-cent store at rare intervals offers a few phenomenal "specials." Such specials have done a great deal to create the idea in the public mind that these stores are selling at extraordinarily low prices. A few good specials, even where you lose money on the immediate sales, will do a great deal to establish a reputation for your small wares department and to attract the feminine trade.

Advertise the specials generously. What you lose on the immediate transaction, you will make up in your general sales in this department; and the popularity of your bargain-counter will help to draw trade in staple lines.

Victor Lauriston.

Kashas and Flannels Wanted.

Kasha-like weaves continue in excellent demand from the women's coat trade, according to mill representatives. Black is the biggest selling single shade, with navy and natural following. The latter has somewhat of a beige cast. Where the materials are used for trimming, the goya red shade is strongly favored. Flannels likewise still meet with a strong call. The catalogue houses are said to be exceptionally big buyers of these goods at the moment. Both plain and fancy effects are wanted. A wide color range is in demand, with particular emphasis placed on the pastel shades.

Dress Ornaments Selling Well.

Business in novelty jewelry continues to expand. Particularly active at the moment is the call for millinery and dress ornaments. The old style hat pin has become passe, but taking its place is the novelty ornament in many designs featuring rhinestones and crystals. Most of these ornaments are made of white metal, which affords a contrast to the color of the fabric. Dress decorations are of the same type. Bangle and spiral bracelets are still selling well, wholesalers say. In necklaces the long sixty-inch imitation pearl strand continues to lead.

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COMMERCIAL TRAVELER

Largest Canning Factory in the World

Honolulu, T. H., Feb. 17—The idea, sometimes attributed to the writer, that the pineapple is the result of the grafting of an apple scion upon a pine stump, seems to be erroneous, as I have discovered since coming here. It being my first and only error I trust it may be overlooked.

Few persons, even among those who know something about the growing of pineapples in Hawaii, realize the magnitude already assumed by this industry and the extraordinary rapidity of its growth. Probably not one per cent. of the population of the States know anything about the details of production and less than five per cent., even now, realize what an important factor it is in the canning industry.

Pineapples, in spite of any assertion to the contrary, do not seem to have been indigenous in the Hawaiian archipelago, and while in a small way they have possibly been propagated here for a century, it was not until 1880 that they were accepted to a greater extent than to be used for home canning and consumption.

About this time, however, the exportation of the fresh fruit began to create an interest in this peculiar product of nature and for many years the cultivation of same was limited to the shipping facilities, which were negligible. About this time also came to the Islands one Captain John Kidwell, a nurseryman from San Francisco who seems to have been an organizer of no mean merit. He proceeded to improve the strain and interest maritime men in supplying fruit freighters. Thus the industry, which is the most wonderful commercial proposition of the age, took root. Like the prophet who is not appreciated in his own home town, the Captain was the target for all sorts of ridicule; but most of the incredulous finally fell into line and are now, or their descendants are, rolling in the furrows of prosperity.

However, at that time the varieties were of an inferior quality, replete with acid and fiber and apt to bruise and rot at the slightest touch; hence it was a long time before the raising of "pines" became of any marked importance. Under cultivation there was some improvement in the size and appearance of the fruit, but it lacked the taste and crispness of the present finished product. When, a few years later, a tropical variety known as the "smooth Cayenne" was introduced, opportunity had finally knocked at Hawaii's front door. The pineapple produces very few seeds and seed propagation is long and slow; so it became necessary to secure the plants by the forcing process, known to all florists and nurserymen, and the discarded stump, similar to that of the cabbage or cauliflower, was cut up into sections and the plants created therefrom.

The erection of a cannery then became a necessity, but it proved but the beginning of further difficulties. Hawaiian knowledge was limited to fish canning; and though a supposed "expert" canner was imported from the Coast, the pineapple was an elusive quantity, the time required for cooking the fruit being a matter of much controversy. However, it was early discovered that the pineapple was a good "keeper," which minimized these difficulties.

Still, as late as twenty years ago the pineapple, except as a semi-tropical curiosity procurable only in the very best fruit stores, was scarcely obtainable; to-day it is acknowledged the peer of all fruits and familiar everywhere. Fifteen years ago the canning of the Hawaiian product was making but a slight impression in the world's markets. Peaches in various parts of the United States were being

preserved in large quantities but who ever heard of the pineapple. But in fifteen years, from a position of almost complete obscurity, it has advanced to world leadership, outclassing all other fruits, though they, too, have advanced steadily in commercial importance.

When to-day you say "canned pineapple" in almost any part of the world, the first thought will be Hawaii. This is particularly true of America. The two are inseparably linked in the minds of all, and now that I know Hawaii and have carefully inspected the enormous and efficient plants here, I do not wonder at it. Hawaii has made the industry. No other country in the world approaches it, either in quantity of production or quality of product. The quantity is a matter of statistics; the latter the verdict of the human palate.

In 1900 a young Harvard student, James D. Dole, believed he saw a future for the canning industry here, and with local capital, augmented by financial backing from California and one or two of the Eastern states, this enterprising young man launched the first canning company, with a capital of \$20,000 and twelve acres of pineapple plantation. The first year's output, in 1903, amounted to just 1893 cases all told.

From this modest beginning the infant industry grew apace, the capitalization increasing from time to time until to-day there are in the Hawaiian Islands fifteen establishments whose combined output is over six million cases of canned pineapple. The first factory established with a plantation of twelve, has increased to many thousand acres and from 1893 cases to over two millions.

Now I have finally discovered that the name "pineapple" became attached to the king of fruits because its external appearance resembled that of the pine cone, while the word apple was a very ancient word, dating back to the unfortunate episode in the Garden of Eden, denominating a fruit. The ancients apparently knew about it and for centuries, in tropical lands, it has been eaten and relished.

Pineapples grow on plants about knee-high, one or more to a plant. There are few sights I have seen which equal in beauty that of a field of this fruit. Here one sees miles and miles of straight, trim rows, absolutely weedless. The golden fruits look like jewels in a green setting.

The division of land in Hawaii between sugar cane and pineapples is largely determined by irrigation possibilities. The coastal areas which can be irrigated are occupied by sugar cane, while the upland mesas and foothills on which irrigation is too expensive are given over to pineapples, since the plants require no more water than comes in the average rainfall.

The trip to Wahaiwa, thirty miles away, the center of Honolulu's pineapple plantations, is beautifully scenic. There is a railroad conveying one practically around the Island of Oahu, but the highways are perfect and, like in Michigan, the auto does the business.

At first you go through long stretches of green cane fields, the road winding down deep gulches and up again, and finally rising to the central plateau country, several hundred feet above sea level, you go from cane to pineapple. On each side of the wide expanse of table land rises a lofty, jaggedly picturesque mountain range, a fitting background for the magnificent landscape spread out below, with the pineapple fields extending up the basal slopes and seeming to hang there like trim patterns of a great tapestry. Nature and man have seemingly entered into partnership to produce a maximum of artistic effects.

As I stated before, seeds rarely obtain in pineapples and do not produce unless given the utmost care in the greenhouse. New fields are started by



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80 Rooms—50 Baths
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C. L. HOLDEN, Mgr.

planting slips, "suckers" as we would call them in the orchard, the leafy crowns cut from the top of the fruit and less frequently the stump. Suckers are generally preferred as they grow faster, but the other processes are used extensively.

Preparation of the ground is much like it is with our own crops, deep furrows being left to carry off the surplus water from torrential rains.

Fields are mulched with an asphalt treated paper so spread as to provide spaces necessary for cultivation and harvesting. Plants which have lain exposed to the sun for a few days to become seasoned are set in double rows to the depth of an inch or two through holes punched in the paper. This paper also acts as a partial protection against parasites which abound as they do everywhere where fruit raising is an element. In a few weeks the plants take root and begin to throw new leaves.

This process of mulching with paper was reasoned out by an agricultural expert on the Island, and to it may be attributed to a large degree the growth of the industry. The increase in the yield more than pays for the cost of this treatment and it really acts as an insurance of a crop.

Now in this semi-tropical climate fruits and vegetables are very slow to ripen. They grow rapidly, but don't seem to want to quit. This is especially true of the potato. They grow to a large size, but are always "new", hence it requires about fifteen months to raise a crop of pineapples and ripen them. In the heart of the plant the first sign of fruit appears in the form of a blossom not unlike a thistle bloom. The development from this blossom is the flower head which appears at the top of each stalk, called the main "axis". These flower heads look like small pineapples, but have a number of blue or violet flowers projecting from the sides. After a week or so these flowers wither and disappear. In the next step of the evolution of the fruit, "bracts" become less prominent and the crowns grow larger.

In very rare cases, and only where fertilization takes place in the flowers do they go to seed.

Five or six months after the first appearance of these flower heads, the fruit matures and is ready to eat. Eighteen to twenty months elapse between the planting and the harvesting of the crop. The first or plant crop is usually very fine fruit. In tonnage, however, this first crop is not equal to the second which comes a year or so later. The second and succeeding crops consist of a larger number of fruits—there being at least two pineapples to each plant.

At a certain stage of ripeness the sugar and flavor of the pineapple are at their best and just then the fruit must be picked. If picked green the flavor is inferior, and if too ripe fermentation has begun. To manipulate the harvest of thousands of acres so that no fruit is picked green and none allowed to ferment, and at the same time to keep the daily quantity uniform that the cannery may be ever supplied, is the work of the field superintendent and might be said to be a man-sized job.

In harvesting the crop, each laborer, carrying a sack over his shoulder, passes down between two rows and plucks the ripe fruit by bending it over and breaking off the stems. If it does not separate readily from the stumps, it is not fully matured. The crowns are cut off, the "pines" packed in crates, similar to our apple crates, and hauled to the factory.

The quantity of fruit gathered depends naturally on the number of plants to the acre, which varies from 2,500 to 10,000, and, of course, the size and weight of fruit depends on the number of plants used and the fertility of the soil. Like in our own agricultural affairs, cultivation is the chief

factor in determining the result. Pineapples are bought by weight and prices vary according to quality. \$30 per ton seems to be the accepted price, and the weight varies from six to twenty-five tons per acre.

It is proper to state here that the reason why fresh pineapples are more or less expensive in the States is that they do not take kindly to salt water transportation, and besides the laws of various states through which they pass, require a system of fumigation, which retards shipments and adds expense. However, our friends at home are not missing a great deal, as the process of canning, which I will now treat, improves the quality of the fruit in many ways and removes certain fibers common to "pines."

Nearly all fruit on this island is raised by the canning companies themselves, which is an added guarantee to the consumer of quality. A few independent growers on this and the other island sell their products to the factory, especially some of National reputation who have no plantations, but supply much product.

Most of my readers have visited fruit canning factories and are familiar with their operations, but in pineapple canning there are certain processes not in evidence in ordinary packing, and these I will describe as best I can.

The factory which I visited covers an area of about thirty-five acres and is said to be crowded to the limit of its capacity. From galleries surrounding the principal departments one gets a good idea of the processes of canning without any risk whatsoever. You first view a veritable sea of pineapples, estimated to contain, on this particular day, thirty-five car loads. One comes, after descending a staircase, to where the fruit is dumped into hampers and placed upon the conveyors of the automatic machines, in which the pine is made to engage a high speed revolving knife (on the same principle of that operated in a wood planing establishment), from which it comes in a perfect fruit cylinder. This cylinder passes to another machine with a revolving turret, in which the top and bottom ends and the core are removed. In the "sizing" operation which follows, the outer skin or "bark", slit in halves, is forced against a grid within which a second knife revolves, which severs from the skin the edible portions of the fruit next obtaining. This meat, a choice part of the pine, goes into crushed or grated products.

The pineapple cylinder just spoken of slides into an endless belt, which carries it to the trimmers. Hundreds of women and girls, wearing rubber gloves sanitary aprons and caps, sit at the trimming tables and with knives remove any portion of the shell remaining.

The trimmed pines are placed on an endless belt and carried to the slicer. Here after being carefully washed, they pass through a set of stationary knives and are sliced, the thickness being gauged to the size of the cylinder. These slices are also carried on endless belts in front of women who place the pineapples in cans, being particular to assort same according to certain rules of grading. In all these processes the fruit is not touched by naked hands.

From this stage on the operation is similar to that prevailing in all fruit canning establishments. It is worthy of note, however, to remember that all the special machinery used in the preparation of this fruit was made in Honolulu.

There are three extensive canning factories in Honolulu, besides many on the island of Oahu. The cans are all made and supplied by the American Can Co. from an extensive factory contiguous to the cannery.

The motto of the Hawaiian Pineapple Co., whose factory I visited, is posted everywhere in the establishment: "A square deal to every em-

ployee," and it is carried out consistently and conscientiously in all transactions.

They are supplied with ideal, healthful and morally wholesome conditions, are given bonuses, an opportunity to make small purchases of stock at par values and provided with old age pensions.

I was especially pleased with the housing features. There is a large cafeteria for each sex, with accommodations for 2,000 persons at one sitting, and a generous meal is served for from five to thirty cents. Music is a feature with all meals. Free medical attention, a rest room provided with attendant nurses, who visit the homes of employes if occasion demands. Spacious dressing rooms with showers and baths, and adjoining the factory is a large recreation field for the sole use of those who desire to accept these advantages.

One can hardly realize the enormosity of this enterprise, the results of which reach every part of the known world. Every time the minute hand makes a revolution, fifty cases or 1200 cans of perfect fruit are turned out in this one factory.

Eighty per cent. of the entire world's product comes from the Hawaiian Islands.

Last Year the output exceeded ten million cases.

On leaving this largest fruit cannery in the world, one takes away mixed impressions, but the one outstanding thought is that in the whole world there is no product so well adapted to the taste and requirements of the human family as Hawaiian pineapple.

Great Auk McAdoe, a henchman of the late President Wilson, has again oozed out of his sepulcher and declared himself on the Volstead disturbance to this extent:

"I believe if an attempt was made to repeal the Volstead act and to substitute something else or leave it repealed, the Supreme Court would be constitutionally bound to hold that the repeal was void and of no effect, and that it would still remain a law."

I believe that if the attention of the Supreme Court judges was called to this statement, they would adjudge this party insane, being as clearly within their rights in one case as in the other, though to be sure, unusual.

To such readers as do not place this man McAdoe, it may refresh their memories somewhat to know that he is the Conceited Ass who, upon being appointed Director General of Railroads, issued an order—at a time when everybody was "paying until it hurt"—requiring all railroad companies to destroy all tickets and stationery on hand and replace same with a new issue bearing his name—at a cost of eighteen millions of dollars, and then proceeded to wreck the railroads, the latter process costing billions.

The Supreme Court will certainly establish a precedent upon the adoption of this original method of procedure.

Nearly every mail brings me letters from some of my Michigan hotel friends. From Detroit I learn that Wm. J. Chittenden, formerly with the Morton Hotel, in Grand Rapids, and, since its opening, resident manager of the Book-Cadillac, in Detroit, has been elected president of the Detroit Hotel Association, which means that the office hereafter will be something more than an honorary affair. In all Michigan there is not a more competent hotel operator than Mr. Chittenden, who combines hospitality with service and system. It is an honor to brush shoulders with him and a privilege to possess his friendship.

J. H. Burke, Sr., has purchased the Hotel Reynolds, at Kalamazoo, presumably for an investment, as it occupies a location which will be desirable for business purposes. Mrs. Burke is one of the principal stock-

holders of the building company which owns the Burdick Hotel in that city.

A Jewish syndicate is talking about building a new hotel at Fennville for resort purposes. They ought to have it, and I am wondering if it is the same outfit who built an expensive caravansary at South Haven, for the avowed purpose of putting out of business Dave Reid, one of the most popular hotel men in the State, and finally tapered off by quitting and quieting their nerves with bromo seltzer?

The new hotel at Sault Ste. Marie, will be called the Ojibwa. It will be six stories high, with two wings, each three stories high, and contain 100 rooms. If, as has been stated, it is to replace the Park Hotel, it will undoubtedly be made to pay eventually, though with the short seasons of Upper Michigan, there will never be a chance for much profit in its operation.

Other hotel propositions are talked of for the Soo, based on the supposition that Ontario's liberalized liquor law will make this point attractive for resorters. This as a proposition, however, is largely experimental. Detroit has, since the Volstead regime began, been flooded with liquor of all kinds, but dividends from hotel operation are still an unheard of quantity.

Plymouth is to have a new 50 room hotel, to be operated by one of the chain syndicates. As Plymouth is situated somewhat like Ypsilanti, it may go over satisfactorily. It will be a long time before they reap any benefit from Detroit's overflow, but they will be happily situated to pick up some of the incomers who hate to negotiate Detroit after dark.

The American Hotel Association will make another appeal for more funds to carry out their chimerical idea of getting somewhere. Its past performance has consisted largely of "heap talk" with little said or accomplished. It has supplied a vehicle for much junketing for a few of the so-called "big" fellows, and the various state hotel organizations have been called upon, not particularly to pay for the junkets, but to keep up the sporting organization.

Years ago the "big" hotels kept the organization afloat for its protective features, in which the "small" man had no interest, but now the little fellow forks over through coercion and reads all about it in the hotel journals.

Michigan hotels have paid their full share.

Frank S. Verbeck.

Pontiac—Purchase of the three acre site and buildings of the Van Auker Top Co. by the Baldwin Rubber Co. will mean the doubling of the company's daily output of rubber automobile floor mats, reported R. H. Baldwin, president of the concern. The present output of the plant is 8,000 mats. It is expected, that with the new facilities, production will reach 20,000 mats daily about May 1.

Detroit — The Detroit Consumers Co., Fullerton and Appeline streets, has been incorporated to manufacture and sell ice, fruit beverages, etc., with an authorized capital stock of 8,000 shares at \$10 per share, of which amount 7,500 shares has been subscribed, \$30,000 paid in cash and \$11,000 in property.

Benton Harbor—The Frutex Corporation, 160 Pipestone street, has been incorporated to manufacture and deal at wholesale and retail in fruit juices, flavors, etc., with an authorized capital stock of \$50,000, of which amount \$27,400 has been subscribed and paid in, \$400 in cash and \$27,000 in property.

JOHN BURROUGHS.

Beautiful Things Done To Perpetuate His Memory.

In December of last year, when the American Pomological Society convened in Grand Rapids, I met Harold Tukey, who for some years has been in charge of special investigations at Hudson, New York, promoted by the New York Experiment Station of Geneva, New York. We had several very interesting conferences concerning the future activities of the American Pomological Society, in which I have a vital interest as the result of a half century membership in the organization and an official relationship for some years.

In one of our conversations I asked him if he was not located near the home of John Burroughs and if he had visited the places of renown as attached to the life of this wonderful man. I told him my own interest had been quickened by the knowledge that Henry Ford, of our own State had purchased a considerable portion of the Burroughs estate and in memory of his own relationship to the Burroughs family planned to make the estate a permanent memorial to the great naturalist and author, maintaining its features intimately associated with his life and work.

My information had come from Ormistor Ray, the landscape gardener of high repute at Montreal, Canada, whom Mr. Ford had chosen to employ in his professional ability in furtherance of the plan.

Naturally, because of my great admiration for Mr. Burroughs, I wanted more information and Mr. Tukey assured me of his own interest and willingness to assist.

Since my arrival in Florida a missive has come from Mr. Tukey enclosing a letter from Dr. Clara Barrus, of Utica, New York, to whom he had appealed for information concerning the Burroughs estate. This letter was so replete in interesting matter that I desired to use it for the readers of the Tradesman and to-day I have received permission to use it in my discretion.

It is self-explanatory and I am certain the many lovers of John Burroughs among the clientele of the Tradesman will enjoy reading it.

How beautiful and appropriate is this last resting place of the celebrated author whose lovers are legion and who are living all over the globe where civilization has penetrated. He lived close to nature's heart whose throbbings inspired the rich productions of his brain and it seems so fitting that his burial place should be among the wildlings that he cherished and upon which he looked as his magic pen expressed his devotion to the production of what Dr. Bailey calls "The Holy Earth."

Charles W. Garfield.

Utica, N. Y., Feb. 4.—Yours of the 2d has been forwarded to me here from Roxbury, Delaware county, N. Y., which is only my summer home, and which was the summer home of John Burroughs during the last thirteen years of his life. It is also the place where he was born and where he is

buried, on the farm, about three miles above the village.

Mr. Burroughs lived for more than forty years at West Park on the Hudson, on the estate which he named "Riverby." That property is owned by his son, Julian Burroughs, who lives in one of the cottages on the place, rents the stone dwelling, runs the vineyards which his father used to cultivate for so many years while writing his books, and preserves intact the little Chestnut Bark Study with the library of his father, keeping it very much as it was in his father's lifetime. The family does not encourage visitors at Riverby, but if anyone is especially interested, I am sure, if Julian Burroughs is at home, he will always be glad to let visitors look around.

Slabsides, the little woodland cabin about a mile from Riverby back in the woods, where Mr. Burroughs used to go to write and to spend many of the summer months, is owned and maintained by the John Burroughs Memorial Association, the President of which is Dr. Clyde Fisher, American Museum of Natural History, 77th street, New York City. Slabsides is not open except at such times as various members of the Burroughs Memorial Association may meet there for a brief time; but many visitors who know of its location, drive in there to see the little place about which so much has been written and which was for many years a much loved retreat of the author.

The two other haunts especially associated with Mr. Burroughs are on the Burroughs Homestead Farm, about three miles above the village of Roxbury. The Homestead is occupied by John C. Burroughs, a nephew of the author, and is run as a dairy farm, as it has been for three generations. The house is not open to visitors. The property is owned by Henry Ford, who bought it, and the entire Homestead Farm, in order to keep it intact and preserved as a perpetual memorial to John Burroughs. This was the birthplace of the author.

Woodchuck Lodge is a cottage on the East end of the Homestead Farm, about a mile from the birthplace. It was the midsummer home of the author for many years. It is now my home. There I have gathered many souvenirs of Mr. Burroughs, and when I am there in the summer months I am very glad to welcome persons especially interested, although it is in no sense a public place and is only opened to callers at my inclination. I may add, however, that it is only very rarely that anyone calling there does not gain an entrance, even at the cost of great inconvenience on my part, as you may know, when I tell you that more than 3,000 persons called last season. After I am gone, I suppose Mr. Ford, who owns the property, of which I have only a life tenure, will, perhaps, make some provision for its becoming a public memorial, though it could hardly be, in effect more so than it is now of my volition.

Memorial Field is a certain part of the Homestead Farm in which Mr. Burroughs was buried. It is a short distance beyond Woodchuck Lodge. A bronze tablet on the large boulder (called "The Boyhood Rock") marks the gravesite just below it. Wild flowers grow at the base of the rock, on the grave and in the Field. This place is visited by thousands every season.

Opposite Memorial Field, near the beech woods, a picnic ground has been arranged for the convenience of any one who cares to come. Many hundreds avail themselves of this during each season.

Formerly the John Burroughs Memorial Association held an annual outdoor meeting, to which the public was invited, at the Burroughs Homestead Farm, and had appropriate memorial

services at the graveside; but the uncertainty of the weather, after five years of these meetings, made it seem wiser to concentrate on an annual meeting held at the American Museum of Natural History, to which the public is invited and on which occasion interesting programs are offered. This meeting is held on April 3 (Mr. Burroughs birthday) or as near to it as it can be arranged. This year it will be held on April 2, in the afternoon. Public announcement will doubtless be in the New York papers.

If you will attend this meeting on April 2, I think any questions I have failed to answer will probably be automatically answered by your seeing what the Association is trying to do to perpetuate the memory of John Burroughs.

Clara Barrus.

Costs Money To Keep Up a Museum.

What does a customer like to find in a grocery store or a meat market?

I had originally intended to start this with:

"What does a customer not like to find in a grocery store or a meat market?" I think, however, that if a few of the pleasing factors are enumerated it will be more tactful, for then those retailers who are not guilty of being highly efficient merchandisers may know just how a customer sometimes feels.

Has a dealer ever stopped to consider that he may hustle around and make some very good "buys" at the wholesalers, only to lose much of this advantage through some clerk lacking adequate knowledge of how to wait on trade?

We do not expect philosophers to work for clerks' wages, but there are a few fundamentals which are not too difficult to expect clerks to absorb.

There is one big thing every dealer should instill into the minds of his clerks: That the customer always has the money—or, at least, the will to buy—and you have the goods.

"Yes," you answer, "that is as it should be."

We don't want to argue with you on that, but keep in mind the fact that, unless the customer is pleased with the type of service you render, she can take her purse out of your store.

"Very true," you agree again, "and we haven't lost anything, for we still have the goods!"

What you say is true. You still have the goods.

"Yes! And I can sell these goods to other customers. I fail to see where I've lost anything," contends the dealer.

You've only lost those customers who walked out on you. And once a customer walks out dissatisfied, you can whistle a disconsolate tune before she ever returns.

And when customers enter your store try to remember that you have the goods—and she has the money.

And if any dealers still persist that by having the goods they have not lost anything when a customer walks out, remember that it costs money even to keep up a museum.

John C. Cutting.

What has become of the old-fashioned woman who never complained?

Grandeur and home comforts seldom live under the same roof.

DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.
Coming Examinations—Grand Rapids, March 15, 16 and 17; Detroit, June 21, 22 and 23.

Seen and Heard in a Drug Store.

Once in a while we run across a clerk behind the counter of a drug shop who seems to harbor the mistaken notion that argumentation is the quintessence of salesmanship; generally speaking, arguing with a customer gets the man behind the counter nothing except the ill will of the person on the other side.

"Drug store advertising is most effective when it is a plain truthful statement of facts," remarked a successful pharmacist who is a firm believer in advertising, continuing he said, "And in order to be effective it is not necessary to be hifalutin' or abstruse. When I write an advertisement I try to make it say to the reader precisely what I'd say to a customer visiting my store."

The manager of a down-town store was talking to his salespeople about making suggestions to customers with the idea of making additional sales. Some of his remarks were quite pithy, straight-from-the-shoulder stuff. This is the way he finished his little monologue, "Bear in mind that we're running a drug store, not an automat and that if the people behind our counters are content to hand out just what is asked for without making any effort to interest the customer in additional items of merchandise, we may as well install slot machines instead of employing clerks."

There are times when a customer makes a request or demands a concession that, to you, may seem a bit unreasonable, the granting of which, will perhaps be against the policy of the store, or may mean a small loss, but if the customer happens to be a good one and the demand is not too outrageous it is often advisable to grant it; but in order to get proper credit for so doing it must be done readily and cheerfully, if done hesitatingly or grudgingly it may as well not be done at all.

Your competitor may have a better location than you have, his store may be bigger and more elaborately equipped than yours; but he has no monopoly on brains or business ability nor can he corner good manners, politeness and a willingness to render helpful, intelligent service to the folks in the neighborhood who need drug store merchandise, and that's why you have as good a chance at the trade in your section as anyone else.

In conducting a retail drug store it is well to remember that there are certain well defined rules and ethics that it is advisable to observe. To disregard the rules of the mercantile or commercial game is to invite criticism and sometimes disaster. Occasionally a man will imagine that his business is different and he is safe in disregarding established, time honored rules and regulations, such instances are generally a case of self delusion,

inexperience or inefficiency, sometimes a blend of all three.

A little girl walked up to the serving counter, laid down a half dollar and in reply to the enquiry of the clerk as to what she wanted, replied, "A pint of tooth paste." It didn't sound just right to the young man behind the counter and he suggested that perhaps it was a pint of lime water that was wanted. However the tot insisted that it was tooth paste, "What you clean your teeth with" and after the proprietor had been consulted he suggested that the little woman go home and ask mother to write it down. In a little while she returned with a slip of paper on which was written, "Ipana Tooth Paste."

Regarding the habit a great many retail druggists have of giving up valuable space in their windows gratuitously for all sorts of things and making window displays of proprietaries that are sold at such a scant profit margin that they hardly pay overhead expenses, we quite recently heard the

proprietor of a big, busy pharmacy express his views in this wise, "I'll give up my seat in a public conveyance to a woman, a cripple or to an aged person, that's politeness. I try to do my share in contributing to any worthy cause, that's charity; but when a manufacturer—or anyone else—uses valuable space in my show windows, I'm going to get paid for that space, either in cold cash or merchandise, and the goods displayed have got to yield me a living profit, too, that's business." Likewise it sounded like a pretty good brand of common sense, too.

Prescott R. Loveland, Ph.G.

Some men may smile in the face of death

While others only frown.
But the man worth while
Is the man who can smile
When his garter's coming down.

Efficiency is the keynote of this modern industrial age, the road to success, the door to opportunity.

CANDY

The Big Nation Wide CANDY ADVERTISING Campaign is now on. The first big gun was fired in the SATURDAY POST of March 5, page 169. Did you see it!

From now on full page ads will appear regularly in several leading magazines for a long period.

IT'S YOUR BIG OPPORTUNITY. MAKE USE OF IT.

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- Porch Paint Auto Enamels
- Handcraft Stains
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Make your store Paint Headquarters by carrying the full Sherwin-Williams line.

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WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) --- 12½ @ 20	Boric (Xtal) --- 15 @ 25	Carbolic --- 34 @ 40	Citric --- 52 @ 70	Muriatic --- 3½ @ 8	Nitric --- 9 @ 15	Oxalic --- 16½ @ 25	Sulphuric --- 3½ @ 8	Tartaric --- 40 @ 50																																																																																																																																
Ammonia	Water, 26 deg. --- 06 @ 16	Water, 18 deg. --- 05½ @ 13	Water, 14 deg. --- 04½ @ 11	Carbonate --- 20 @ 25	Chloride (Gran. 09) --- 09 @ 20	Cotton Seed --- 1 25 @ 1 45	Cubebs --- 6 50 @ 6 75	Eigeron --- 9 00 @ 9 25	Eucalyptus --- 1 25 @ 1 50	Hemlock, pure --- 2 00 @ 2 25	Juniper Berries --- 4 50 @ 4 75	Juniper Wood --- 1 50 @ 1 75	Lard, extra --- 1 55 @ 1 65	Lard, No. 1 --- 1 25 @ 1 40	Lavender Flow --- 7 50 @ 7 75	Lavender Gar'n --- 85 @ 1 20	Lemon --- 4 50 @ 4 75	Linseed, raw, bbl. --- @ 86	Linseed, boiled bbl. --- @ 89	Linseed, bld. less --- 96 @ 1 09	Linseed, raw less --- 93 @ 1 06	Mustard, artifil. oz. --- @ 35	Neatsfoot --- 1 25 @ 1 35	Olive, pure --- 3 75 @ 4 50	Olive, Malaga, yellow --- 2 85 @ 3 25	Olive, Malaga, green --- 2 85 @ 3 25	Orange, Sweet --- 5 00 @ 5 25	Organum, pure --- @ 2 50	Organum, com'l --- 1 00 @ 1 20	Pennyroyal --- 3 25 @ 3 50	Peppermint --- 7 00 @ 7 25	Rose, pure --- 13 50 @ 14 00	Rosemary Flows --- 1 25 @ 1 50	Sandelwood, E. --- 10 50 @ 10 75	Sassafras, true --- 1 75 @ 2 00	Sassafras, art'l --- 75 @ 1 00	Spearmint --- 8 00 @ 8 25	Sperm --- 9 00 @ 9 25	Tany --- 5 00 @ 5 25	Tar USP --- 65 @ 75	Turpentine, bbl. --- @ 77	Turpentine, less --- 88 @ 1 101	Wintergreen, leaf --- 6 00 @ 6 25	Wintergreen, sweet birch --- 3 00 @ 3 25	Wintergreen, art --- 75 @ 1 00	Worm Seed --- 6 00 @ 6 25	Wormwood --- 9 00 @ 9 25																																																																																										
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 --- @ 76	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 @ 1 00	Camphor --- 1 00 @ 1 05	Guaiaac --- @ 80	Guaiaac, pow'd --- @ 90	Kino --- @ 1 10	Kino, powdered --- @ 1 20	Myrrh --- @ 60	Myrrh, powdered --- @ 65	Opium, powd. 19 --- 65 @ 19 92	Opium, gran. 19 --- 65 @ 19 92	Shellac --- 65 @ 80	Shellac Bleached --- 70 @ 85	Tragacanth, pow. --- @ 1 75	Tragacanth --- 1 75 @ 2 25	Turpentine --- @ 30	Insecticides	Arsenic --- 08 @ 20	Blue Vitriol, bbl. --- 07½ @ 15	Blue Vitriol, less --- 08 @ 15	Bordea, Mix Dry --- 13 @ 22	Hellebore, White powdered --- 18 @ 30	Insect Powder --- 35 @ 45	Lead Arsenate Po. --- 15½ @ 27	Lime and Sulphur Dry --- 8 @ 23	Paris Green --- 22 @ 33	Leaves	Buchu --- 85 @ 1 00	Buchu, powdered --- @ 1 00	Sage, Bulk --- 25 @ 30	Sage, ¼ 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	Cassia --- 4 00 @ 4 25	Castor --- 1 60 @ 1 85	Cedar Leaf --- 2 00 @ 2 25	Citronella --- 1 25 @ 1 50	Cloves --- 3 00 @ 3 25	Cocoa nut --- 25 @ 35	Cod Liver --- 2 00 @ 2 25	Crotor --- 2 00 @ 2 25	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. --- @ 80	Ipecac, powd. --- @ 60	Licorice --- 35 @ 40	Licorice, powd. --- 20 @ 30	Orris, powdered --- 30 @ 40	Poke, powdered --- 35 @ 40	Rhubarb, powd. --- @ 1 00	Rosinwood, powd. --- @ 40	Sarsaparilla, Hond. ground --- @ 90	Sarsaparilla Mexican --- 32 @ 52	Glycerine --- 35 @ 40	Hops --- 70 @ 85	Iodine --- 6 45 @ 7 00	Iodoform --- 8 00 @ 8 30	Lead Acetate --- 20 @ 30	Mace --- @ 1 50	Mace, powdered --- @ 1 60	Menthol --- 7 80 @ 8 50	Morphine --- 11 18 @ 11 93	Nux Vomica --- @ 30	Nux Vomica, pow. --- 17 @ 25	Pepper black, pow. --- 40 @ 50	Pepper, White, pw. --- 50 @ 55	Pitch, Burgudry --- 20 @ 25	Quassia --- 12 @ 15	Quinine, 5 oz. cans --- @ 59	Rochelle Salts --- 30 @ 35	Sacharine --- 2 60 @ 2 75	Salt Peter --- 11 @ 22	Seidlitz Mixture --- 30 @ 40	Soap, green --- 15 @ 30	Soap mott cast. --- 22½ @ 25	Soap, white castlle case --- @ 12 50	Soap, white castlle less, per bar --- @ 1 45	Soda Ash --- 3 @ 10	Soda Bicarbonate --- 3½ @ 10	Soda, Sal --- 02½ @ 03	Spirits Camphor --- @ 1 20	Sulphur, roll --- 3½ @ 10	Sulphur, Subl. --- 4½ @ 10	Tamarinds --- 20 @ 25	Tartar Emetic --- 70 @ 75	Turpentine, Ven. --- 50 @ 75	Vanilla Ex. pure --- 1 50 @ 2 00	Vanilla Ex. pure --- 2 25 @ 2 50	Zinc Sulphate --- 06 @ 11
Paints	Lead, red dry --- 14½ @ 15	Lead, white dry --- 14½ @ 15	Lead, white oil --- 14½ @ 15	Ochre, yellow bbl. --- 3 @ 6	Ochre, yellow less --- 3 @ 6	Red Venet'n Am. --- 3½ @ 7	Red Venet'n Eng. --- 4 @ 8	Putty --- 5 @ 8	Whiting, bbl. --- @ 4½	Whiting --- 5½ @ 10	L. H. P. Prep. --- 2 90 @ 3 05	Rogers Prep. --- 2 90 @ 3 05	Miscellaneous	Acetanolid --- 57 @ 75	Alum --- 08 @ 12	Alum, powd. and ground --- 09 @ 15	Bismuth, Subnitrate --- 3 70 @ 3 90	Bcrax xtal or powdered --- 07 @ 12	Cantharades, po. --- 1 50 @ 2 00	Calomel --- 2 29 @ 2 50	Capsicum, pow'd --- 35 @ 40	Carmine --- 7 00 @ 7 50	Cassia Buds --- 35 @ 40	Cloves --- 50 @ 55	Chalk Prepared --- 14 @ 16	Chloroform --- 51 @ 60	Chloral Hydrate --- 1 15 @ 1 75	Cocaine --- 12 10 @ 12 80	Cocoa Butter --- 70 @ 85	Corks, list, less --- 40-10%	Copperas --- 2½ @ 10	Copperas, Powd. --- 4 @ 10	Corrosive Sublm --- 1 86 @ 2 07	Cream Tartar --- 31 @ 38	Cuttle bone --- 40 @ 50	Dextrine --- 6 @ 15	Dover's Powder --- 4 00 @ 4 50	Emery, All Nos. --- 10 @ 15	Emery, Powdered --- @ 15	Epsom Salts, less --- 3½ @ 10	Ergot, powdered --- @ 2 50	Flake, White --- 15 @ 20	Formaldehyde, lb. --- 15½ @ 30	Gelatin --- 80 @ 90	Glassware, less 55% --- 60%	Glassware, full case --- 60%	Glauber Salts, bbl. --- 02½ @ 15	Glauber Salts less --- 04 @ 10	Glue, Brown --- 21 @ 30	Glue, Brown Grd --- 15 @ 20	Glue, White --- 27½ @ 35	Glue, white grd. --- 25 @ 35	Glycerine --- 35 @ 55	Hops --- 70 @ 85	Iodine --- 6 45 @ 7 00	Iodoform --- 8 00 @ 8 30	Mace --- 20 @ 30	Mace, powdered --- @ 1 50	Menthol --- 7 80 @ 8 50	Morphine --- 11 18 @ 11 93	Nux Vomica --- @ 30	Nux Vomica, pow. --- 17 @ 25	Pepper black, pow. --- 40 @ 50	Pepper, White, pw. --- 50 @ 55	Pitch, Burgudry --- 20 @ 25	Quassia --- 12 @ 15	Quinine, 5 oz. cans --- @ 59	Rochelle Salts --- 30 @ 35	Sacharine --- 2 60 @ 2 75	Salt Peter --- 11 @ 22	Seidlitz Mixture --- 30 @ 40	Soap, green --- 15 @ 30	Soap mott cast. --- 22½ @ 25	Soap, white castlle case --- @ 12 50	Soap, white castlle less, per bar --- @ 1 45	Soda Ash --- 3 @ 10	Soda Bicarbonate --- 3½ @ 10	Soda, Sal --- 02½ @ 03	Spirits Camphor --- @ 1 20	Sulphur, roll --- 3½ @ 10	Sulphur, Subl. --- 4½ @ 10	Tamarinds --- 20 @ 25	Tartar Emetic --- 70 @ 75	Turpentine, Ven. --- 50 @ 75	Vanilla Ex. pure --- 1 50 @ 2 00	Vanilla Ex. pure --- 2 25 @ 2 50	Zinc Sulphate --- 06 @ 11																																																		
Potassium	Bicarbonate --- 35 @ 40	Bichromate --- 15 @ 25	Bromide --- 69 @ 81	Bromide --- 54 @ 75	Chlorate, gran'd --- 23 @ 30	Chlorate, powd. or Xtal --- 16 @ 25	Cyanide --- 30 @ 90	Iodide --- 4 66 @ 4 86	Permanganate --- 20 @ 30	Prussiate, yellow --- 40 @ 50	Prussiate, red --- @ 70	Sulphate --- 35 @ 40	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. --- @ 80	Ipecac, powd. --- @ 60	Licorice --- 35 @ 40	Licorice, powd. --- 20 @ 30	Orris, powdered --- 30 @ 40	Poke, powdered --- 35 @ 40	Rhubarb, powd. --- @ 1 00	Rosinwood, powd. --- @ 40	Sarsaparilla, Hond. ground --- @ 90	Sarsaparilla Mexican --- 32 @ 52	Glycerine --- 35 @ 40	Hops --- 70 @ 85	Iodine --- 6 45 @ 7 00	Iodoform --- 8 00 @ 8 30	Lead Acetate --- 20 @ 30	Mace --- @ 1 50	Mace, powdered --- @ 1 60	Menthol --- 7 80 @ 8 50	Morphine --- 11 18 @ 11 93	Nux Vomica --- @ 30	Nux Vomica, pow. --- 17 @ 25	Pepper black, pow. --- 40 @ 50	Pepper, White, pw. --- 50 @ 55	Pitch, Burgudry --- 20 @ 25	Quassia --- 12 @ 15	Quinine, 5 oz. cans --- @ 59	Rochelle Salts --- 30 @ 35	Sacharine --- 2 60 @ 2 75	Salt Peter --- 11 @ 22	Seidlitz Mixture --- 30 @ 40	Soap, green --- 15 @ 30	Soap mott cast. --- 22½ @ 25	Soap, white castlle case --- @ 12 50	Soap, white castlle less, per bar --- @ 1 45	Soda Ash --- 3 @ 10	Soda Bicarbonate --- 3½ @ 10	Soda, Sal --- 02½ @ 03	Spirits Camphor --- @ 1 20	Sulphur, roll --- 3½ @ 10	Sulphur, Subl. --- 4½ @ 10	Tamarinds --- 20 @ 25	Tartar Emetic --- 70 @ 75	Turpentine, Ven. --- 50 @ 75	Vanilla Ex. pure --- 1 50 @ 2 00	Vanilla Ex. pure --- 2 25 @ 2 50	Zinc Sulphate --- 06 @ 11																																																																						
Seeds	Anise --- @ 35	Anise, powdered --- 35 @ 40	Bird, Is --- 13 @ 17	Canary --- 25 @ 30	Caraway, Po. --- 30 @ 35	Cardamon --- 3 75 @ 4 00	Coriander pow. --- 30 @ 35	Dill --- 15 @ 20	Fennel --- 25 @ 40	Flax --- 7½ @ 15	Flax, ground --- 07½ @ 15	Foenugreek, pwd. --- 15 @ 25	Hemp --- 8 @ 15	Lobelia, powd. --- @ 1 60	Mustard, yellow --- 17 @ 25	Mustard, black --- 20 @ 25	Poppy --- 15 @ 30	Quince --- @ 1 25	Rape --- 15 @ 20	Sabadilla --- 60 @ 70	Sunflower --- 11½ @ 15	Worm, American --- 30 @ 40	Worm, Levant --- 5 00 @ 5 25																																																																																																																		
Tinctures	Aconite --- @ 1 80	Aloes --- @ 1 56	Arnica --- @ 1 44	Asafoetida --- @ 2 28																																																																																																																																					

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.

Table with columns: ADVANCED, DECLINED. Includes items like Lamb Mutton, Smoked Hams, Peanut Butter.

Table under AMMONIA listing various grades and prices.



Table under AXLE GREASE listing different sizes and prices.

Table under BAKING POWDERS listing various brands and prices.

Table under K. C. Brand listing product sizes and prices.

Freight prepaid to jobbing point on case goods. Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



Table listing various items under Beech-Nut Brands and their prices.

BLUING



Table listing different sizes and prices for blueing.

BREAKFAST FOODS

Table listing various breakfast food brands and prices.

Table under Post's Brands listing various products and prices.

Table under BROOMS listing different types and prices.

Table under BRUSHES listing various sizes and prices.

Table under Shoe listing different styles and prices.

BUTTER COLOR

Table listing butter color products and prices.

CANDLES

Table listing various candle brands and prices.

CANNED FRUIT

Table listing various types of canned fruit and prices.

CANNED FISH

Table listing various types of canned fish and prices.

Table under CANNED MEAT listing various types of meat and prices.

Table under Baked Beans listing different brands and prices.

CANNED VEGETABLES.

Table listing various types of canned vegetables and prices.

Table under CLOTHES LINE listing various items and prices.

COFFEE

Table listing different types of coffee and prices.

COFFEE ROASTED

Table listing various coffee roast brands and prices.

CATSUP.

Table listing different types of catsup and prices.

CHILI SAUCE

Table listing chili sauce products and prices.

OYSTER COCKTAIL.

Table listing oyster cocktail products and prices.

CHEESE.

Table listing various types of cheese and prices.

CHEWING GUM.

Table listing different brands of chewing gum and prices.

COCOA.

Table listing various types of cocoa and prices.

COCOA.

Table listing different brands of cocoa and prices.

CHOCOLATE.

Table listing various types of chocolate and prices.

COCOANUT

Table listing coconut products and prices.

CLOTHES LINE.

Table listing various clothing items and prices.



COFFEE ROASTED

Table listing coffee roast products and prices.

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees.

CUPON BOOKS

Table listing different coupon book grades and prices.

CONDENSED MILK

Table listing various brands of condensed milk and prices.

MILK COMPOUND

Table listing different types of milk compound and prices.

EVAPORATED MILK

Table listing various brands of evaporated milk and prices.

CIGARS

Table listing different brands of cigars and prices.

CONFECTIONERY

Table listing various confectionery items and prices.

Mixed Candy

Table listing different types of mixed candy and prices.

Fancy Chocolates

Table listing various types of fancy chocolates and prices.

Gum Drops

Table listing different brands of gum drops and prices.

Lozenges

Table listing various types of lozenges and prices.

Hard Goods

Table listing various hard goods and prices.

Cough Drops

Table listing different brands of cough drops and prices.

Package Goods

Table listing various package goods and prices.

Specialties

Table listing various specialty items and prices.

CREAM OF TARTAR

Table listing cream of tartar products and prices.

DRIED FRUITS

Table listing various types of dried fruits and prices.

Citron

Table listing citron products and prices.

Dates

Table listing different types of dates and prices.

Peaches

Table listing various types of peaches and prices.

Raisins

Table listing different types of raisins and prices.

FARINACEOUS GOODS

Table listing various types of farinaceous goods and prices.

Macaroni

Table listing different brands of macaroni and prices.

Pearl

Table listing various types of pearl and prices.

Bulk Goods

Table listing various bulk goods and prices.

Flavoring Extracts

Table listing various types of flavoring extracts and prices.

UNITED FLAVORING

Table listing various types of united flavoring and prices.

FLOUR

Table listing various types of flour and prices.

FRUIT CANS

Table listing various types of fruit cans and prices.

Mason

Table listing various types of mason jars and prices.

Ideal Glass Top Rubbers.

Table listing various types of ideal glass top rubbers and prices.



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

PER HORSE RADISH
Per doz., 7 oz. -- 1 10
JELLY AND PRESERVES
Pure, 30 lb. pails -- 3 30

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



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

Certified -- 24
Nut -- 18
Special Roll -- 19
MATCHES
Swan, 144 -- 4 75

Molasses
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
Fancy Mixed -- 23

Salted Peanuts
Fancy, No. 1 -- 13 1/2
Jumbo -- 16
Shelled
Almonds, Spanish -- 70

Walnuts
Almonds, Spanish, 125 lb. bags -- 12 1/2
Fibberts -- 32
Pecans -- 1 05
Walnuts -- 90

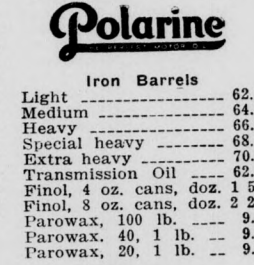
OLIVES
Bulk, 5 gal. keg -- 9 00
Quart Jars, dozen -- 6 00
Bulk, 2 gal. keg -- 3 75

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



Bel Car-Mo Brand
24 1 lb. pails -- 14
8 oz., 2 do. in case -- 12

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine -- 14.6
Red Crown Gasoline, Tank Wagon -- 16.7



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

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

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

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

FRESH MEATS
Beef
Top Steers & Hf. -- 17
Good Steers & Hf. 14 @ 16

Lamb
Spring Lamb -- 30
Good -- 28
Medium -- 27
Poor -- 25

Mutton
Good -- 20
Medium -- 17
Poor -- 15
Pork
Light hogs -- 16
Medium hogs -- 16

PROVISIONS
Barreled Pork
Clear Back -- 30 00 @ 32 00
Short Cut Clear 31 00 @ 33 00

Lard
Pure in tierces -- 14
60 lb. tubs -- advance 1/4
50 lb. tubs -- advance 3/4

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

Smoked Meats
Hams, Cer., 14-16 lb. @ 28
Hams, Cert., Skinned 16-18 lb. @ 30

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

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

Pig's Feet
Cooked in Vinegar
1/8 bbls. -- 2 50
1/4 bbls., 35 lbs. -- 4 50

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

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

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

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

SALERATUS
Arm and Hammer -- 3 75
SAL SODA
Granulated, bbls. -- 1 80
Granulated, 60 lbs. cs. 1 60

COD FISH
Middles -- 15 1/2
Tablets, 1/2 lb. Pure -- 19 1/2
Wood boxes, Pure -- 29 1/2

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

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
BLOATERS
Facy, 50s, per box -- 2 50

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

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

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

CORN
Kingsford, 40 lbs. -- 11 1/2
Powdered, bags -- 4 00

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96

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

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

CLEANSERS
Kitchen Klenzer
CLEANS-SCOURS
SCRUBS-POLISHES

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

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

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

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

Pure Ground in Bulk
Allspice, Jamaica -- @ 18
Cloves, Zanzibar -- @ 46

Seasoning
Chill Powder, 15c -- 1 35
Celery Salt, 3 oz. -- 95

STARCH
Corn
Kingsford, 40 lbs. -- 11 1/2
Powdered, bags -- 4 00

Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96

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

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

CLEANSERS
Kitchen Klenzer
CLEANS-SCOURS
SCRUBS-POLISHES

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

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

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

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

YEAST COMPRESSED
Fleischmann, per doz. 30

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

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

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

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

Oolong
Medium -- 39
Choice -- 45
Fancy -- 50
TWINE
Cotton, 3 ply cone -- 33

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

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

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

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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 28—In the matter of W. R. Goode, Bankrupt No. 2948, the trustee has filed in said court his petition for leave to conduct a sale at auction of the property of the estate. The request has been granted and such sale will be held at Traverse City, March 7. The sale will be at auction on the premises occupied by the bankrupt, at Traverse City. The property to be sold is a stock of radios, radio parts, electrical materials, parts and automobile parts and accessories, with the fixtures used in the business. The stock in trade is appraised at \$2,616.51 and the fixtures at \$2,941.65, less \$250 which has been set off to the bankrupt for exemptions. An inventory is in the hands of Ward B. Conning, trustee, Traverse City, and such inventory will be on the premises on the date of sale. The property may be seen prior to or at the sale by application to Mr. Conning. An inventory is also at the office of the referee in Grand Rapids. All interested should be present at Traverse City on the date and time set forth above.

In the matter of Walter S. Farrant, Bankrupt No. 2998, the trustee has filed his final report and account and a final meeting of creditors has been called for March 10. The report and account of the trustee will be passed on. Expenses of administration will be passed upon, approved, if reasonable, and paid as far as the funds will permit. There can be no dividends for general creditors.

In the matter of Frank E. Hathaway, Bankrupt No. 2723, the trustee's final report and account has been filed and a final meeting of creditors has been called for March 10. The report and account of the trustee will be considered. Expenses of administration will be considered and ordered paid. A first and final dividend will be paid to creditors, if the net funds will permit, although it is not probable that such dividend can be paid.

Feb. 28. On this day was held the first meeting of creditors in the matter of John Thornton, Bankrupt No. 3086. The bankrupt was present in person and represented by attorney Calvin L. Bancroft. Creditors were represented by Hilding & Hilding, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case closed and returned without assets.

On this day also was held the first meeting of creditors in the matter of Fred Sutton, Bankrupt No. 3086. The bankrupt was present in person and represented by attorney John W. Powers. Creditors were represented by Corwin, Norcross & Cook and by C. W. Moore, agent. Claims were proved and allowed. C. W. Moore was elected trustee, and his bond placed at \$100. The bankrupt was then sworn and examined without a reporter. The first meeting adjourned without date.

On this day also was held the sale of assets in the matter of Abraham Haddad, Bankrupt No. 3065. The bankrupt was not present or represented. The trustee was present in person. No bidders were present or represented. The offer of E. L. Howard, of \$350 for the stock in trade and fixtures was considered, and accepted and confirmed. The sale then adjourned without date. The expenses of administration to date have been ordered paid.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Otis Barlow, Bankrupt No. 3102. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Allegan, and his occupation is that of a section hand. The schedules show assets of \$73.04 with liabilities of \$1,127.50. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: First National Bank, Allegan \$800.00; Pullman Supply Co., Pullman 42.00; Mutchler Coal Co., Allegan 62.00; Levi Clawson, Allegan 55.00; First State Bank, Allegan 28.00; Jacob Eding, Hamilton 40.00; Blanz Brothers, Allegan 22.00; Allegan State Savings Bank, Allegan 62.00; Zennville Auto Sales, Fennville 14.00; Walter Jackson, Allegan 2.50.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Herman Teitsma, Bankrupt No. 3103. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$836.90. The court has written for funds and upon receipt of the same the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: City of Grand Rapids \$52.80; Kent State Bank, Grand Rapids 70.00; Menno Dykema, Grand Rapids 10.00.

Table with creditor names and amounts: Pearl Eberhard, Grand Rapids 12.00; John Ebling, Grand Rapids 45.00; Ezinga Milk Co., Grand Rapids 19.00; Dr. R. N. Freyling, Grand Rapids 27.00; Dr. P. T. Grant, Grand Rapids 5.00; G. R. Builders Supply Co., Grand Rapids 51.80; Theo. Groothoff, Grand Rapids 30.00; Harm Hamstra, Grand Rapids 10.00; Joe Huizingh, Grand Rapids 5.00; Drs. Hulst and Miller, Grand Rapids 25.00; Peter Joppe, Grand Rapids 18.60; Arthur Klodder, Grand Rapids 10.00; Peter Kooi, Grand Rapids 70.00; Nick Landstra, Grand Rapids 15.00; Mrs. Peter Medema, Grand Rapids 26.00; Mnsma's Market, Grand Rapids 15.00; Mrs. S. L. O'Brien, Grand Rapids 12.00; Dr. John Pedden, Grand Rapids 31.00; Claude L. Roscamp, Grand Rapids 7.00; Mrs. Grace Sims, Grand Rapids 30.00; Slager Supply Co., Grand Rapids 3.80; Steel Bros. Co., Grand Rapids 70.00; West Side Feed & Bldg. Material Co., Grand Rapids 6.00; Y. Vanden Berg, Grand Rapids 100.00; William DeVries, Grand Rapids 59.90.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Lewis R. Fleser, Bankrupt No. 3104. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Shelbyville, and his occupation is that of a merchant. The schedules show assets of \$784.56 of which \$250 is claimed as exempt, with liabilities of \$6,376.87. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Jackson Fence Co., Jackson \$191.00; Ogle Coal Co., Grand Rapids 456.43; Blue Diamond Coal Co., Grand Rapids 216.52; Jackson Fence Co., Jackson 606.00; G. A. Doster, Doster 402.00; Adrian Fence Co., Adrian 252.00; Pratt Food Co., Chicago 52.00; Easley Milling Co., Plainwell 80.16; Zeeland Box Co., Zeeland 94.50; R. & R. Salt Co., Manistee 173.08; Plainwell Farmers Co-operative Association, Plainwell 41.00; Armour Fertilizer Co., Chicago 240.44; A. T. French & Son, Middleville 132.52; Carl Voigt, Grand Rapids 418.50; Walter Gillit, Shelbyville 118.00; Burt Culver, Martin 421.26; Ed. Conway, Hopkins 36.58; John Norris, Shelbyville 87.32; Chas. Andres, Shelbyville 100.00; Wayland Lumber Co., Wayland 115.00; Charles Neison, Wayland 49.56; Morley Bros., Saginaw 200.00; Burt Walter, Martin 1,312.50; Eli Cross, Plainwell 591.50; Henderson Milling Co., Grand Rapids 249.00; Nane L. Peigo Co., Allegan 21.45.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Albert V. Zeller, Bankrupt No. 3105. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a millwright. The schedules show assets of \$275 of which the full interest is claimed as exempt, with liabilities of \$6,936.12. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Winegar Furn. Co., Grand Rapids \$46.00; Homer Zeller, Grand Rapids 5,285.00; Ohio State Bank, Fremont 300.00; George Monroe, Fremont 200.00; Fremont State Bank, Fremont 40.00; Fremont Grant, Fremont 150.00; Grant Market, Grant 16.00; Overly Brothers, Grant 36.00; Dr. Drummond, Grant 27.00; Dr. Lettings, Grant 5.00; Blue Brothers, Grant 12.00; Mr. Watters, Fremont 16.00; Fremont Lumber & Fuel Co., Fremont 40.00; Oosting Brothers, Fremont 75.00; D. Jones, Fremont 25.00; L. G. Puffs, Fremont 19.00; Orin L. Briston, Fremont 61.62; Dr. R. J. Hutchinson, Grand Rapids 130.50; Dr. H. M. Blackburn, Grand Rapids 19.00; S. H. Metcalf & Co., Grand Rapids 42.00; G. R. Isolation Hospital, Grand Rapids 21.00; Dr. H. H. Luton, Grand Rapids 15.00; Royal Zeller, Grand Rapids 75.00; Butterworth Hospital, Grand Rapids 85.00; Elmer Richards Co., Chicago 9.00; E. A. Prange, Grand Rapids 87.00.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Sherman L. Barnes, Joseph Den Houten and Edward Stehouwer, individually and as copartners doing business as Fairview General Store, Bankrupt No. 3016. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$5,650 with liabilities of \$7,681.49. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: City of Grand Rapids \$191.73; John Stehouwer, Grand Rapids \$1,100.00; Standard Computing Scales Co., Grand Rapids 10.00.

Table with creditor names and amounts: Detroit 160.00; Nat. Cash Register Co., Grand Rapids 368.50; Kent State Bank, Grand Rapids 90.00; Industrial Bank, Grand Rapids 45.00; Community Finance Service Co., Grand Rapids 130.00; G. R. Savings Bank, Grand Rapids 585.00; H. H. Jordan, Grand Rapids 107.00; Travelers Insurance Co., Grand Rapids 11.12; VandenBerg Cigar Co., Grand Rapids 28.44; Lewis Bahre, Sparta 10.68; A. Jannasch, Grand Rapids 16.96; Steindler Paper Co., Muskegon 34.38; Robert Jellb, Grand Rapids 109.69; Banquet Beverage Co., Grand Rapids 1.30; Brown & Seher, Grand Rapids 28.09; Roy Barkman, Grand Rapids 1.88; Butler Bros., Chicago 103.00; Consumers Power Co., Grand Rapids 6.50; Commercial Print. Co., Grand Rapids 10.00; Cox Margarine Co., Grand Rapids 2.55; M. J. Dark & Son, Grand Rapids 40.55; Frank Dowd, Grand Rapids 30.00; Kent Creamery Co., Grand Rapids 5.13; Norman Folger, Grand Rapids 15.00; C. J. Farley & Co., Grand Rapids 68.91; Franklin MacVeagh Co., Chicago 193.55; Peter Timmer, Grand Rapids 12.29; J. H. P. Cigar Co., Detroit 3.75; Gunns & Co., Milwaukee 12.45; J. P. Graham, Grand Rapids 61.80; Herold-Bertsch Shoe Co., Grand Rapids 202.00.

Table with creditor names and amounts: Hazeltine & Perkins Drug Co., Grand Rapids 8.15; Hoekstra Shoe Co., Grand Rapids 29.95; Hood Rubber Co., Chicago 10.75; R. M. Hologenshead, Detroit 77.33; Haan Calender Co., Grand Rapids 25.00; Robert Jellb, Grand Rapids 95.00; Judson Grocer Co., Grand Rapids 245.00; Kent Storage Co., Grand Rapids 132.43; Leonard & Son, Grand Rapids 18.00; John Kloet & Son, Grand Rapids 1.50; Mills Paper Co., Grand Rapids 125.00; Mich. Bell Tele. Co., Grand Rapids 28.00; Mich. Candy Co., Grand Rapids 60.00; Renolds Tobacco Co., Grand Rapids 1.90; Blatz Beverage Co., Grand Rapids 1.30; Hamilton Harris Co., South Bend 5.64; G. R. Calander Co., Grand Rapids 24.00; Marion Rubber Co., Grand Rapids 245.79; Sellright Produce Co., Grand Rapids 10.90; W. F. McLaughlin Coffee Co., Chicago 9.12; National Grocery Co., Grand Rapids 303.11; International Shoe Co., St. Louis, Mo. 100.00; Postma Biscuit Co., Grand Rapids 119.50; Richardson Garment Co., Kalamazoo 27.43; Rauser Quality Sausage Co., Grand Rapids 34.20; Rysdale Candy Co., Grand Rapids 80.86; W. E. Roberts, Grand Rapids 14.03; Paul Steketee & Son, Grand Rapids 100.00; Sherwood Hall Co., Grand Rapids 16.45; A. Schreter & Son, Baltimore, Md. 30.77; Stouten & Son, Grand Rapids 5.53; Standard Oil Co., Grand Rapids 15.00; A. J. Stehouwer, Grand Rapids 400.00; VandenBerg Cigar Co., Grand Rapids 167.47; Van Leeuwen Dry Goods Co., Grand Rapids 130.00; Van Westenbrugge, Grand Rapids 4.20; H. L. Barnett, Grand Rapids 9.54; West Brank Paint Co., Williamsport, Pa. 213.11; Wolverine Shoe Co., Rockford, Ill. 44.58; West Side Lumber Co., Grand Rapids 58.09; Washburn-Crosby Co., Grand Rapids 4.85; John MacKay, Grand Rapids 390.00; X Cigar Co., Grand Rapids 9.38; Tire & Rubber Co., Finlay, Ohio 81.00; Kent State Bank, Grand Rapids 45.00; Industrial Bank, Grand Rapids 45.00; Community Finance Service Co., Grand Rapids 130.00; John Kloet & Son, Grand Rapids 85.00; Dr. L. P. Thompson, Grand Rapids 15.00; Dr. Riddinger, Grand Rapids 40.00; Harley Smith Furn. Co., Grand Rapids 37.50; Wurzburg Dry Goods Co., Grand Rapids 105.00; Dr. Robert Hutchinson, Grand Rapids 40.00; Dr. John Kremer, Grand Rapids 660.00; William Den Houten, Grand Rapids 17.50; Dr. Rooks, Grand Rapids 10.00; Richmond Park Dairy Co., Grand Rapids 10.50; John Idsinga, Grand Rapids 10.50.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Harold R. Harner, Bankrupt No. 3107. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Baroda, and his occupation is that of a merchant. The schedules show assets of \$960 of which \$500 is claimed as exempt, with liabilities of \$3,206.94. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Baroda Coal & Lbr. Co., Baroda \$730.00; J. M. Raas, Baroda 1,065.00; Singer Sewing Machine Co., Benton Harbor 80.00; R. S. State Bank, Berrien Springs 350.00; Brown Brothers, Baroda 26.15; Bittner Brothers, St. Joseph 57.00; Brammell Supply Co., Benton Harbor 11.29; Farm Supply Store, St. Joseph 57.00; Eagle Oil Co., Cleveland 37.00; John Kinney, Baroda 8.00; P. M. Livengood, Battle Creek 70.00; George Moyer, Baroda 200.00; St. Joe Valley Oil Co., Baroda 66.00.

George Stover, Berrien Springs -- 95.00; Arthur Sattler, Baroda ----- 15.00; Edgar Sunday, Baroda ----- 300.00; Theisen Clemens Oil Co., St. Joseph 39.50.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Fred Phillips and Glen H. Phillips, individually and as copartners, Bankrupt No. 3108. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Lawrence. Their occupation is that of merchants. The schedules show assets of \$916.90 with liabilities of \$2,929.47. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Township treasurer, Lawrence \$21.36; Charles Whiteman, Lawrence 10.00; Toledo Scale Co., Toledo 48.00; Bangor Produce Co., Bangor 39.72; H. P. Buzzell & Co., Kalamazoo 20.98; Peter Eckrick & Son, Kalamazoo 50.77; Hekman Biscuit Co., Grand Rapids 13.99; Hartford Bakery Co., Hartford 28.88; Johnson Paper Co., Kalamazoo 24.21; A. J. Kasper Co., Chicago 20.00; Kidd-Dater & Price, Benton Har. 1,099.94; Kingnut Dis. Co., Kalamazoo 47.82; Kal. Cold Storage Co., Kalamazoo 5.15; Lee & Cady, Kalamazoo 64.58; Lewis & Co., Kalamazoo 69.28; Lockway Stouck Co., Benton Har. 13.46; Sawyer Biscuit Co., Chicago 59.13; Star Paper Co., Kalamazoo 29.30; Taylor Produce Co., Kalamazoo 68.91; Vette & Zunker, Chicago 15.63; H. Van Eeneam & Bros., Zeeland 7.40; A. W. Walsj & Co., Kalamazoo 31.80; Robert Williams, South Haven 14.26; John Wassman, Lawrence 35.54; West Michigan Light & Power Co., Fennville 13.05; Swift & Co., Chicago 25.98; Swift & Co., Kalamazoo 148.72; Carl F. Skinner & Son, Kalamazoo 6.30; Lawrence Creamery Co., Lawrence 39.01; C. E. Bursley & Co., Fort Wayne 10.49; Paul Ziebart, St. Joseph 13.45; Art Mahoney, Lawrence 19.10; Frank Gidden, Paw Paw 10.63; None Better Mfg. Co., Hartford City, Ind. 168.77; Eliza Phillips, Lawrence 70.60; Howard Slocum, Lawrence 22.89; Lawrence Mutual Tel. Co., Lawrence 6.94; Barvett & Barvett, Bangor 10.29; Standard Oil Co., Lawrence 24.44; Township of Lawrence 66.53; Michigan Mutual Fire Ins. Co., Dowagiac 52.80.

Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of Harry V. Leonardson, Bankrupt No. 3109. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Allegan, and his occupation is that of a laborer. The schedules show assets of \$300, of which \$250 is claimed as exempt with liabilities of \$1,974. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Allegan State Savings Bank, Allegan \$65.00; First National Bank, Allegan 427.00; John Tobin, Allegan 350.00; Estate of Mary Smith, Allegan 1,000.00; Gazette, Allegan 25.00; Dr. C. W. Young, Allegan 35.00; Liberal Credit Clothing Co., Muskegon 10.00; Standard Oil Co., Allegan 15.00; Dr. A. L. Robinson, Allegan 47.00. Feb. 28. We have to-day received the schedules, reference and adjudication in the matter of George D. Lathrop, Bankrupt No. 3110. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$325 of which \$175 is claimed as exempt, with liabilities of \$674.47. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table with creditor names and amounts: Industrial Mortgage & Investment Co., Grand Rapids \$92.07; Battjes Fuel Co., Grand Rapids 32.35; Ryskamp Bros., Grand Rapids 11.50; Louis Bunyk, Grand Rapids 100.10; Horace Beecher, Grand Rapids 12.50; Donavans Credit Clothing Co., Grand Rapids 21.50; Conroy Coal Co., Grand Rapids 21.50; Consumers Ice Co., Grand Rapids 12.50; Mich. Bell Phone Co., Grand Rapids 15.75; F. F. Wood Motor Co., Paw Paw 18.00; Giddings Auto Co., Grand Rapids 12.50; Jacob Nordien, Grand Rapids 27.55; Sweet's Battery Shop, Grand Rapids 9.00; Hoelsley Market, Grand Rapids 98.25; C. Tyson, Grand Rapids 157.50; G. R. Gas Co., Grand Rapids 6.50; Dr. A. D. Tyler, Grand Rapids 15.00. On this day also was held the final meeting of creditors in the matter of John H. Priggooris, Bankrupt No. 2832. The bankrupt was not present or represented. The trustee was not present.

The report and account of the trustee was approved and allowed. An order was made for the payment of expenses...

On this day was held the final meeting of creditors in the matter of Akevroula Priggooris, Bankrupt No. 2831. The bankrupt was not present or represented...

In the matter of Peter Mickel, Bankrupt No. 3068, the trustee has filed in court his return showing that there are no assets in this estate over and above exemptions and secured claims...

Feb. 28. On this day was held the final meeting of creditors in the matter of Clyde G. Chaney, Bankrupt No. 2808. There were no appearances, save that of the bankrupt...

March 2. On this day was held the adjourned final meeting of creditors in the matter of Clyde G. Chaney, Bankrupt No. 2808. The bankrupt was present and represented by George B. Kingston, attorney for the trustee...

March 3. In the matter of Auto Paint & Varnish Co., Bankrupt No. 2859, the trustee has filed his return showing that there are no assets in the estate and the case has accordingly been closed...

On this day also was held the adjourned sale and hearing on liens in the matter of Michigan Box Co., Bankrupt No. 3057. The bankrupt was not present or represented...

In the matter of Purity Pie Shop, Bankrupt No. 3071, the trustee has filed in said court his report of the receipt of an offer of \$150, from Charles J. Chak, of Muskegon, for all of the stock in trade, fixtures, furniture and machinery...

In the matter of August Spuguzzo, Bankrupt No. 2861, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 17. The report and account of the trustee will be considered, expenses ordered paid and a final dividend to creditors declared and ordered paid.

March 4. On this day was held the adjourned first meeting, examination of the bankrupt and sale of perishable property in the matter of George Hawk, Bankrupt No. 3083. The bankrupt was present in person and represented by John J. Smolenski, attorney. The trustee was present in person and represented by Myron H. Walker. Creditors were present by Boltwood & Boltwood, E. W. Hoogsteen and R. L. Newnham...

March 3. We have to-day received the schedules in the matter of Sturgis Furniture Corp., Bankrupt No. 2987. This

- is an involuntary case. The list of creditors of said bankrupt are as follows: Sturgis National Bank, Sturgis \$2,200.00. J. O. DeMoney, Columbia, Ind. 136.55. Economy Furn. Co., Detroit 462.61. Dowick Bros., South Bend 157.00. Jackson Furn. Co., Detroit 74.90. J. A. Miller Co., Three Rivers 231.00. A. R. Spencer Furn. Co. 233.30. Marshall Morse Co., Detroit 185.55. MoneyBack Furn. Co., South Bend 545.30. Hamilton & Hamilton, Buchanan 3.50. Amer. Tapestry Mills, New York 508.59. Associated Mfg. Co., Philadelphia 76.50. Berry Bros., Detroit 159.08. A. F. Burch Co., Grand Rapids 575.61. F. Burkhardt Co., St. Louis, Mo. 325.84. Burton Die Co., Chicago 113.98. G. B. Carpenter Co., Chicago 15.00. Caxton Laboratories, Chicago 49.61. Cleveland Tanning Co., Cleveland 240.02. Coan Equipment Co., Fort Wayne 132.23. Crescent Paper Co., Indianapolis 429.04. Colonial Furn. Co., Grand Rapids 108.69. D'Arcy Spring Co., Kalamazoo 25.00. Daily Artisan Record, Grand Rap. 296.88. Delaney Moss Co., Natchez, Mass. 10.97. Doubleday Bros. Co., Kalamazoo 100.00. R. G. Dun & Co., Toledo 136.27. Edwards & Chamberlin Co., Kalamazoo 357.36. Fay McKinnon Co., Detroit 954.57. Craftex Mills, Inc., Philadelphia 479.63. G. R. Parlor Frame Co., Grand R. 62.87. Gobelin Textile Co., New York 1,311.50. Green Mfg. Co., Chicago 69.70. Greenburg Insurance Co., Detroit 35.82. E. B. Haskins, Grand Rapids 52.16. Hettrick Mfg. Co., Toledo 374.45. Henrose Co., New York 393.26. Imperial Carving Co., Allegan 797.80. LaFrace Textile Co., Frankfort, Pa. 86.25. A. L. Lakey Co., Kalamazoo 452.44. M. B. Leventhal Co., Philadelphia 18.09. Lindeman Wood Finish Co., Indianapolis 245.10. W. A. Lounsbury, Kalamazoo 26.50. Maant Button Supply Co., Chicago 182.55. Milwaukee Tack Co., Milwaukee 293.78. Nachman Spring Co., Chicago 21.92. Nat. Mill Supply Co., Fort Wayne 40.50. Nat. Retail Furn. Agcy., Grand R. 14.97. Patterson Bros., Detroit 178.50. Phila. Pile Fabric Co., Philadelphia 913.60. Payne & Co., Dayton 57.84. Peaslee Gaulbert Co., Louisville 55.00. Remington Typewriter Co., Detroit 145.97. Rhode Island Plush Mills, Woonsocket, R. I. 58.50. Richard Pick Co., Chicago 471.25. R. I. Schwing Co., Plaquemine, La. 16.59. Singer Sewing Mach. Co., Chicago 51.00. Chas. W. Snell Co., South Bend 41.45. S. B. Supply Co., New York 30.60. Spool Cotton Co., New York 35.85. Tuttle Corp., South Bend 983.21. United Tapestry Mills, Philadelphia 15,000.00. Sturgis Nat'l Bank, Sturgis 807.87. Velsel Plush Co., Frankfort, Pa. 50.49. Wayne Belting & Supply Co., Fort Wayne 146.50. West-Dempster Co., Grand Rapids 130.61. Wissichickon Plush Mills, N. Y. 600.00. W. R. Rupe, Muskegon 77.09. March 4. We have to-day received the schedules, order of reference and adjudication in the matter of Ward R. Brown, Bankrupt No. 3111. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a farmer. The schedules show assets of \$6,740.30 of which \$2,287.55 is claimed as exempt, with liabilities of \$9,135.38. 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: Township of Wakeshma 32.00. Township of Climax 500.00. Mary M. Brown, Climax 330.00. Frank L. Willison, Climax 298.84. Kalamazoo Loan & Investment Co., Kalamazoo 75.00. Federal Land Bank of St. Paul, Minn. 3,871.45. Wood & Woodroof, Athens 600.00. Bank of Fulton, Fulton 235.00. L. C. Best, Fulton 100.00. Kelsner & Martin, Fulton 5.00. Bertol Long, Fulton 125.00. Climax Bank, Climax 186.00. Frank L. Willison, Climax 15.00. Dr. O. R. Bares, Climax 775.00. Jerry Roe, Climax 90.00. Dr. Zelinski, Battle Creek 90.00. State Mut. Rodded Fire Ins. Co., Flint 60.00. Memorial Hospital, Battle Creek 1,380.00. Mable Carr, Battle Creek 2.50. March 4. We have to-day received the schedules, order of reference and adjudication in the matter of Etta McCormick, Bankrupt No. 3112. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and her occupation is that of a clothing dealer. The schedules show assets of \$512.25 of which \$400 is claimed as exempt, with liabilities of \$2,492.95. 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 \$28.00. E. S. Miller, Grand Rapids 335.35.

- Alport & Cutler, Chicago 178.68. Bretcher-Armold, Chicago 285.16. Gevritz Mfg. Co., New York 33.00. Greenwald-Freeman, New York 96.00. Samuel N. Weiss Co., Chicago 149.50. Lees Bros., Chicago 93.25. H. A. Lather Co., Cleveland 383.89. J. J. Fagan & Co., Muskegon 375.00. Hugh Lyons Co., Lansing 7.75. Wm. Buck Constr. Co., Muskegon Heights 50.00. Paul J. Schlossman Co., Muskegon 75.00. Vogue Fashion Co., Muskegon 300.00. Charles L. Hoyland Co., Chicago 102.37. March 5. We have to-day received the schedules, reference and adjudication in the matter of Claude M. Faude, Bankrupt No. 3113. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$12,082.46. 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: Merchants Life Insurance Co., Des Moines \$169.00. Claud D. Doyle and Francis Doyle, Ionia 5,341.02. Troost Bros., St. Joseph 1,660.41. Barcalo Mfg. Co., Buffalo, N. Y. 534.50. Fred E. Lawrence, Kalamazoo 249.00. Herman Schoonbeck, Grand Rap. 1,000.00. H. Schoonbeck Co., Grand Rapids 1,000.00. N. B. Furn. Co., North Branch 688.55. Jasper A. Miller Co., Three Rivers 125.00. Soph & Hank, Muskegon 60.00. Farkas Lamp & Wire Co., Chicago 300.00. Bishop Furn. Co., Battle Creek 97.00. Timmerman Motor Sales Co., Lima, Ohio 140.00. Ferris-Fowler Co., Detroit 52.00. W. R. Osgood & Son, St. Johns 40.00. Fred Schmieding, Shelby 600.00. Glen C. Webb, Lima, Ohio 17.92. Davidson Furn. Co., Ionia 53.00. D. Stelzer, Lima, Ohio 455.06. March 5. We have received the schedules, reference and adjudication in the matter of South Haven Hotel Co., Bankrupt No. 3114. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at South Haven. Schedules show assets of \$210,000 with liabilities of \$270,814. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows: City of South Haven \$2,000.00. Amer. Trust Co., South Bend 107,000.00. Century Mortgage Co., Chicago 94,000.00. American Trust Co., South Bend 10,000.00. A. J. Scofield and D. A. Klein, Chicago 10,450.00. Anway Peerless Furn. Co., G. R. 100.00. Book Shop, South Bend 2.00. Barron Bros., Chicago 54.50. Blum, Blum & DeLaney, Chicago 25.00. Bd. of Pub. Works, South Haven 500.00. Chamber & Crow, South Bend 123.65. Colgate & Co., Jersey City, N. J. 65.00. Alexis Coquillard, South Bend 146.86. Crane Co., Indianapolis 29.39. Dick's Restaurant, South Haven 55.70. Walter Dickinson, South Haven 2,000.00. Donnelly-Kelly Glass Co., Holland 426.97. Edward Iron Works, South Bend 1,777.50. M. Hale & Co., Niles 79.93. C. C. Harrah, Niles 2,126.75. A. T. Hall Co., Benton Harbor 1,874.82. Garlander Bros., St. Joseph 2,800.00. Indianapolis Terra Cotta Cotta Co., Chicago 6,500.00. Johnson Paper & Supply, Kala. 7.25. Julius Parbach & Co., Chicago 77.75. M. Kallis & Co., Chicago 96.32. H. R. Hemenway, South Haven 8.25. Kal. Tank & Silo Co., Kalamazoo 327.00. Kellogg Mackay Co., Chicago 109.59. Kawneer Co., Niles 1,060.00. Calvin Knight, New Buffalo 4,500.00. LaVera Cigar Co., Chicago 69.80. Marble Fireplace Co., South Bend 6,000.00. Mich. Fuel & Light Co., S. Haven 65.80. Meech, Arnold & Meech, St. Joseph 1,000.00. Moore Hardware Co., So. Haven 403.93. Niffenegger & Pomeroy, So. Haven 75.00. No. Side Sash & Door Co., Chicago 4,000.00. Russell's Ry. Guide Co., Cedar Rapids, Iowa 4.00. Reliance Elev. Co., St. Joseph 1,070.00. Herbert Reusch, South Haven 7.00. Fred Reule Hdw. Co., Lafayette, Ind. 1,070.00. So. Bend Supply Co., So. Bend 111.98. S. H. Laundry, South Haven 270.08. Schabbel Bros., South Haven 2.50. Gary Saunders, Bangor 2,144.00. Security Metal Weather Strip Co., Grand Rapids 175.00. Tyler Co., Chicago 659.00. Van Buren C. Tel. Co., So. Haven 1,017.00. John Willy, Chicago 44.46. Windsor Furn. Co., Grand Rapids 561.25. W. W. Wilcox Mfg. Co., Chicago 72.14. Wentland Home Co., St. Joseph 10.00. John Wallace Co., St. Joseph 90.00. Wood & Myers, South Haven 112.20. G. R. Insulating Co., Grand Rap. 750.00. John Miller, South Haven 192.00. Albert Pick & Co., Chicago 14.24. Hardt & Clark, So. Haven unknown. Thomas D. Stafford, South Haven 451.00.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, 5¢ per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Good clean stock of dry goods and shoes located in one of the best little towns in the state. Old established business. Address No. 495, c/o Michigan Tradesman. 495

For Rent—Desirable location for studio or offices. Also modern apartment. John Monroy, East Jordan, Mich. 496

FOR SALE—Real opportunity, live wire only. Frolic Sweet Shop, Midland, Mich. Adjoining theater, opening into lobby. Stock and fixtures \$3,500, \$1,500 down. Up-to-date. Summer business pays well. Real opening, light lunches. Ice cream and confectionery well established. Rent occupy full time, reason for selling. Real town, 8,500 and growing. Act quick. Frolic & Mecca Theaters, W. A. Cassidy, Midland, Mich. 497

160 LOT RESORT SUBDIVISION ready for lot sale (sold only as a whole). 60 lots fronting beautiful lake. Two hours' drive from population center of Michigan. All wooded; good roads. Free information and blue prints. Myers, Cooper & Watson, Mt. Pleasant, Mich. 498

FOR SALE—A good going drug business in an excellent farming community located on one of the best lakes in Michigan. Splendid resort business. Address A. W. O., c/o Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 499

FOR SALE—\$1,500 spot cash takes a \$6,000 stock men's clothing, dry goods, and gents' furnishing goods—for quick sale. Address Levinson's Department Store, Petoskey, Mich. 500

DISPLAY MAN WITH DEPARTMENT store experience, who is familiar with men's wear selling. Married man preferred. State experience and salary expected. Sol Friedstein & Sons' Co., Marinette, Wisconsin. 501

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 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. Flennery, 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

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

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 county. 482

For Sale—Grocery, fine building, stock, fixtures. Cash business. Main street, central, nice residence city. Price wholesale inventory. Ernest Lawson, Howell, Mich. 484

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

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

Items of Interest To Grand Rapids Council.

We regret to report that two of our good brothers are in Blodgett hospital, Grand Rapids, for major operations. Robert J. Ellwanger, living at 1212 Bemis street, S. E., and representing Ladd Creamery and Dairy Supply Co., of Saginaw, and Thomas J. Rooney, residing at 1249 Turner, representing the Detroit Scale Co. in Western Michigan. A hospital is not the most sociable place and the hours drag on rather wearily at times and we who are enjoying good health and strength will do well to call on these brothers. We all want to meet them on the territory again soon, so let us just call for a few minutes and tell them so.

The annual meeting of Grand Rapids Council was held in council chamber last Saturday, March 5. It was a wonderful meeting. It has been a long time since we were in a meeting where issues were brought before the Council, including the election of officers and everything disposed of with the complete harmony which prevailed. So many of the "old boys" were there it seemed to be a reunion and the manifestations of good will were much in evidence. The Council voted a "Distinguished Service Medal" to Mrs. A. F. Rockwell for her untiring efforts as chairman of the social committee for the past two years in making the social part of our monthly meetings one of the most attractive features. Grand Rapids Council has learned that the short cut to progress and prosperity is to have the ladies enthused about the meetings and they will see to it that the men attend and maintain an interest.

Brother G. V. McConnell, residing at 1342 Sigsbee street who has been ill for several months past, spending ninety days in bed, was there with the old time greeting and a number of the boys breathed a silent prayer of thankfulness as "Mac" came into the room. We hope in the realm of health he will have only the best handed to him in the future.

For the ensuing year the following officers were elected and installed:

- Past Counselor—Dan M. Viergever
- Senior Counselor—Raymond W. Bentley.
- Junior Counselor—Henry T. Koesel.
- Secretary-Treasurer—Allan F. Rockwell.
- Conductor—Roland A. Otton.
- Page—Robert E. Groom.
- Sentinel—Abraham Bosman.
- Chaplain—Rutledge Radcliffe.
- Executive Committee—Martin Vermaire (one year).
- Executive Committee—L. L. Lozier (two years).

Senior Counselor, Dan M. Viergever, who was presiding, earned a vote of thanks for the businesslike dispatch with which he handled the affairs which came before the meeting.

The silver jubilee banquet and ball was held in the Pantlind Hotel ball room in the evening and most of us are willing to vote that twenty-fifth annual banquet and ball was the best

one held during the twenty-five years that this event has been celebrated.

There are many things we would like to tell about this annual celebration, for we have recently learned that some of our former members now living in California and Florida who are subscribers to the Michigan Tradesman actually read these news items about Grand Rapids Council and enjoy keeping in touch with former friends and associates. But there is too much; we cannot tell it all, so we will just hit a few of the high spots.

The arrangement for seating the guests was without a fault. Surely the coupon ticket is here to stay and the use of the boy scouts as ushers is one of the finest courtesies we can extend our guests. A few years hence many of those boy scouts will be eligible for membership in the United Commercial Travelers of America and will be wearing the emblem with credit to themselves and to the order.

The guests were at their places at 6:45 p. m. promptly and the banquet was opened by singing the first stanza of America, followed by invocation delivered by Chaplain Gilbert H. Moore. The service during the dinner which followed was nearly 100 per cent. efficient and the food pleased the most exacting taste.

Music was furnished by Dude Dietrich's orchestra and community singing was led by P. R. Jeffrey and solo work by Mr. Jeffrey, who has the title of "America's Foremost Radio Casting Tenor." At the close of the dinner, the newly elected officers were introduced and a brief outline of our aims for the ensuing year was presented by Senior Counselor Raymond W. Bentley.

Lee H. Bierce Secretary of the Grand Rapids Association of Commerce, was then introduced as toastmaster by John B. Olney, chairman of the banquet committee. Mr. Bierce enjoys almost a National reputation as a toastmaster and he delighted the guests with his cleverness and originality. Mrs. Calvin Bancroft, of Hastings, rendered the very pleasing cantillation, "I dun-no" at the piano and responded to several encores. The next part of the program always pleases the membership of Grand Rapids Council. I refer to the presentation of the two charter members of the Council, which was founded in October, 1898. Brothers D. E. Keyes and A. W. Brown, and the fine thing about it is the fact that they are younger men each year at the annual banquet. They seem to have Father Time on the run and are giving him the laugh. May we greet you for another twenty-five annual celebrations.

The address of the evening was delivered by A. H. Landwehr, President and General Manager of the Holland Furnace Co., of Holland. He spoke on "Business, yesterday, today and to-morrow." Every thoughtful man and woman present felt deeply indebted to Mr. Landwehr for the inspiring address. As an indication of the marvelous progress made in the last two generations, he cited that in 1834 the head of the U. S. Patent office resigned because everything

useful and needful had been invented and there would be nothing further to do as head of the United States Patent Office. And that was in 1834, scarcely two half centuries ago. Today, we wonder what they had invented up to that time.

Olney, chairman of the committee, with his usual thoughtfulness, then introduced his assistants, Mr. and Mrs. L. L. Lozier, Mr. and Mrs. Roland A. Otton, Mr. and Mrs. Roy H. Randall, Mr. and Mrs. John Honton, as members of his committee, and the hosts and hostesses of the evening, Mr. and Mrs. Gilbert H. Moore, Mr. and Mrs. Robert E. Groom, Mr. and Mrs. Karl W. Dingeman, Mr. and Mrs. Ernest B. Ghysels, Mr. and Mrs. E. W. Klein.

Following the banquet, dancing was enjoyed until midnight, the dance opening with a grand march led by Mr. and Mrs. Raymond W. Bentley. So well established in the minds and hearts of the members of No. 131 is the annual banquet and ball that it would positively be a hardship to many if for any reason they were unable to be present. Preparing for this event involves some effort on the part of the members of the committee, but they are richly compensated, for they have learned that the way to keep happiness yourself is to give it away to some one else. In doing that they are giving a practical demonstration of the spirit of the founders of the beneficent order of United Commercial Travelers of America.

L. L. Lozier (Scribe).

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 8—The farmers are taking advantage of the good roads to deliver their hay to the cars. Many cars are loaded each day. While the hay is selling at low prices, they seem to want to unload as soon as possible. The hay buyers have all agreed to discontinue buying at tag weight, so that all hay is bought at scale weight on delivery.

Trembley & Vachon have opened a new meat market and grocery on East Spruce street, near the water power canal. Mr. Vachon has had several years experience as a meat cutter at Newberry and other places, but recently was in charge of the J. Macki & Co. market here. The new location was formerly occupied by the Baldwin Grocer Co. and is considered one of the best locations on the East side. The new firm expects to conduct a cash and carry store and intends to deal in the best grades of meats and staple groceries.

William Fleetham, the well-known jeweler, who has been laid up in the hospital for the past week with a broken hip sustained while playing hockey, is getting along as well as could be expected, but it may keep him confined for the next two or three months.

R. W. Cowan, of the Cowan & Hunt Co., is in New York purchasing spring stock. He is accompanied on the trip by his wife. They expect to be away about two weeks.

It is only those who do not know how to work who do not love it. To those who do it is better than play—it is religion.

Rev. R. A. Bartlett died at the Memorial hospital Tuesday after a long siege of sickness. He suffered a stroke of paralysis last fall and had been sinking until the end. He was one of the best ministers who ever preached here. For seven years he was in charge of the First Presbyterian

church, largely increasing its membership and paying off one-half of the old church debt. He was frequently called to address religious organizations and public meetings. Unable to resist the temptation of doing some service for his country during the kaiser's war, and too old to participate actively, he enlisted in 1918 with the Y. M. C. A. and served as Secretary at Camp Custer. He left a widow, two sons, Prof. Robert Merrill Bartlett, a missionary teaching in the University of Peking, China; Paul Bartlett, a student in the high school here, and two daughters. The bereaved family have the sincere sympathy of the community.

L. H. White, of Boyne City, was a business visitor here last week. He is connected with the White Lumber Co. Nothing is high in price if it is worth it. This includes alimony.

A. Pingatore has opened a grocery store in the building formerly occupied by Art Deverney on Seamour street. The interior has been redecorated and new fixtures installed. Situated as it is with more than half a mile to its nearest competitor, Mr. Pingatore should make a success of his new venture.

No matter how long the Volstead act remains in force, you find a little whisky still.

M. McQueen, who for the past twenty years has been in charge of the dry goods department of the Cowan & Hunt Co., has resigned and expects to move with his family to LaCrosse, Wis., where they expect to locate. During their residence here they have made many warm friends who will miss them.

Fishing is good at Hessel and Cedarville this winter, but different than it is during the tourist season, when perch fishing is the principal catch. Now you chop a hole in the ice where the water is deep, hook up a line with plenty of hooks and bait, bob it up and down until you get a pull that jars you, then take a pull, put the line over your shoulder and run for the shore until the trout—anywhere from three to twenty pounds—is brought to the surface. He never stops from the time he bites until he is safe on the ice. Some of the natives find this kind of fishing very profitable, as there is a market for all of the trout that can be bought at 22 cents per pound.

Edward LaLonde and Edmund Berube will open a new and antique furniture store about May 1 at 511 Ashmun street.

A sign displayed in one of our restaurants: "No checks cashed. We have arranged with the bank that we cash no checks and they sell no soup."

Edmund Berube, who has been in the grocery business on Fort and Gros Cap streets for the past several years, has disposed of his stock to his son, Edward Berube, who will continue the business as heretofore. He is a young man and has had several years experience. He is well acquainted with the trade and a hustler.

Making the best of what you have is the best rule for getting ahead.

William G. Tapert.

Meeting of Old Time Traveling Salesmen.

Grand Rapids, March 8—A meeting will be held at the Pantlind Hotel at 1 o'clock, March 19, to promote and plan the holding of a reunion of Old Time Traveling Salesmen in the near future, under the direction of the following Old Timers:

- Geo. E. Abbott.
- W. Y. Barclay.
- Leo A. Caro.
- Sam R. Evans.
- John Grotomat.
- R. M. Dively.
- W. R. Keasey.
- Manley Jones.
- John H. Millar.
- J. S. Perkins.
- Geo. W. McKay, Chairman.

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C Baking Powder

Same price for over 35 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

we have established the price—created a demand and insured your profits.

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

Millions of Pounds Used by the Government



Uncle Jake says--

Even the housewife who fails to sweep in the corners, insists that her meat and her groceries come to her neat and clean.

K. V. P. DELICATESSEN

a high quality low price paper that protect, preserves and makes a good impression. Ask for prices and samples.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

MICHIGAN BELL TELEPHONE CO.

A Carload of Canned Goods

Sold Daily by Long Distance



December Sixth, 1926.

Michigan Bell Telephone Company,
Grand Rapids, Michigan

Gentlemen:-
In those days of modern business and modern merchandising, it would be quite impossible for us to do business without the telephone and we are glad to say to you that your efficiency and your service has improved 100% in the last year.

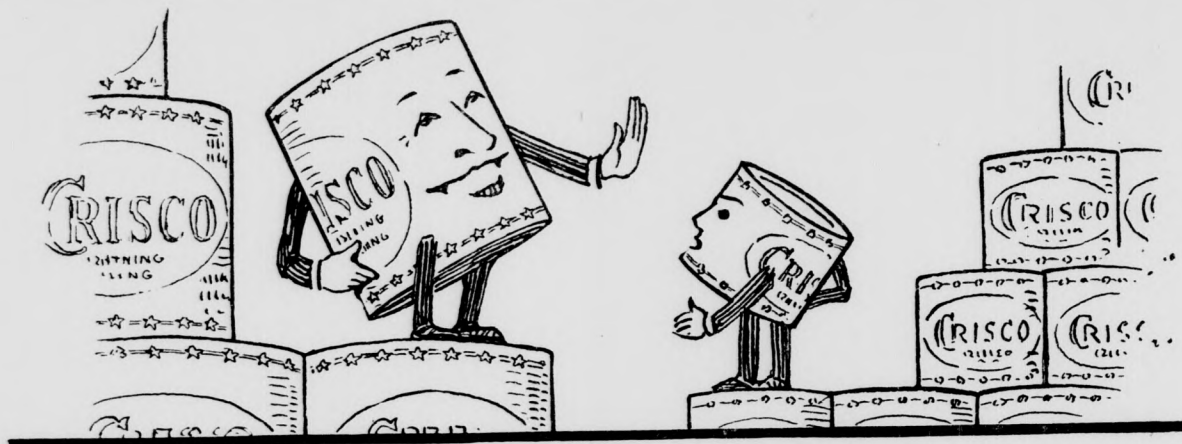
It becomes necessary for us to use your toll lines in the selling of our Hart Brand products throughout the United States every day in the year, and there is hardly a day goes by that we don't sell a car of our products through the efficiency and service of your toll lines.

Very truly yours,
W. R. ROACH & COMPANY
Per: *W. R. Roach*
President & Gen'l. Manager.

BCH:4

Long Distance builds sales for Hart Brand and is a necessary aid to the customer as well as to the producer.





Grocery Shelf Gossip

3 LB. CRISCO—"Well, well, if there isn't my little brother. Hello, Cris, how's everything?"

1 LB. CRISCO—"Good! How are things with you and why are you feeling so cocky this morning?"

3 LB.—"Oh, I'm fine! I was just wondering if you'll ever grow up. No reason why you shouldn't because you've got good stuff in you. What puzzles me most, though, is why the Boss needs you around when I'm here."

1 LB.—"Say, I'm just as good as you are, even if I am only a 'one-pounder'. With all your size you can't do a better job in the kitchen than I can."

3 LB.—"No, perhaps not, but I can do some jobs that you can't

—deep frying, for example. I don't want to hurt your feelings, but the Boss likes me better than he does you. I make more steady customers for him. When a woman buys me, she gets enough Crisco for a real trial—enough to make her 'sold' on Crisco results. And besides, every time he sells one of us, the Boss makes about three times as much profit as he does from one of you."

1 LB.—"Yes, I guess you're right, but you've overlooked one point. Where there's only two or three people in a family, women often prefer us. They say you're too big for their needs. And because of our size, women have to come into the store oftener to buy us and our Boss has more chances to sell them other things."

3 LB.—"Well, I guess I can afford to admit that point. After all, I don't want to quarrel with you. We belong to the same good family and we both are welcomed into homes that want the best in cooking."

It will pay you to keep Crisco where your customers can see it. When properly displayed it is a rapid seller. And remember this—every time you sell a can of this superior vegetable shortening and cooking fat you are stimulating the sales of many other cooking ingredients in your store, such as flour, raisins, baking powder, sugar, chocolate, etc.

Free display material to help you sell more Crisco—or any other Procter & Gamble product—will be sent to you upon request. Use the coupon below.

PROCTER & GAMBLE
CINCINNATI, OHIO

Procter & Gamble Cincinnati, Ohio K-227 Please send me free the number of display pieces indicated opposite:	BRAND	Window Trims	Counter Cards	Price Posters	Have you a copy of our 26 page booklet—"Windows that Sell"—which contains valuable information on effective window displays? A copy will be mailed free upon request. Name _____ Street _____ City _____ State _____
	Ivory Soap (large size) .. Ivory Soap (medium size) .. Guest Ivory .. Ivory Flakes .. P and G White Naphtha .. Chipso .. Crisco ..				