

## THE CRY OF THE DREAMER

I Am tired of planning and toiling  
In the crowded hives of men;  
Heart-weary of building and spoiling  
And spoiling and building again.  
And I long for the dear old river  
Where I dreamed my youth away.  
For a dreamer lives forever  
And a toiler dies in a day.

I am sick of the showy seeming  
Of a life that is half a lie,  
Of the faces lined with scheming  
In the throng that hurries by.  
From the sleepless thoughts' endeavor  
I would go where the children play,  
For a dreamer lives forever  
And a thinker dies in a day.

I can feel no pride, but pity,  
For the burdens the rich endure;  
There is nothing sweet in the city  
But the patient lives of the poor.  
Oh, the little hands too skillful  
And the child mind choked with weeds.  
The daughter's heart grown willful,  
And the father's heart that bleeds.  
No, no, from the street's rude bustle,  
From trophies of mart and stage,  
I would fly to the woods' low rustle  
And the meadow's kindly page.  
Let me dream as of yore by the river,  
And be loved for the dream away;  
For a dreamer lives forever  
And a thinker dies in a day.

*John Boyle O'Reilly.*

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



## Stanolax Relieves Constipation

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

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

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

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

**Standard Oil Company**  
[Indiana]

# MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 16, 1927

Number 2269

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY  
THE TRADESMAN COMPANY  
GRAND RAPIDS, MICHIGAN

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

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in advance.  
Four dollars per year, if not paid in  
advance.

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Sample copies 10 cents each.

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

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of Grand Rapids as second class matter  
under Act of March 3, 1879.

### POISONING FUR ANIMALS.

People in the East are becoming familiar with the movement to prevent needless cruelty to animals from the trapping methods in vogue. In many instances it has been shown that animals have been subjected to lingering deaths because trappers were in the habit of looking after catches very leisurely. In California, however, it appears there is a different problem regarding fur-bearing animals. This has shown itself in a bill before the Legislature to prevent State and Federal agents from scattering poisonous meat or other baits broadcast throughout the State. The purpose of the poisoning is to kill of such predatory animals as coyotes, wolves and lynxes. It is asserted, however, that for "every coyote or wolf killed at least a hundred harmless fur-bearers have to die." This is partly because the coyote, wolf and members of the cast family are cunning and suspicious, and are, withal, so speedy afoot that they can catch their food alive. "A poisoned bait may lie around for days before one of these animals will touch it." It is declared, "while less suspicious but far more valuable fur-bearing animals will take it a hundred times more readily." Trappers in the course of their work during the winter months are said to catch approximately 5,000 wolves in California, while trapping coyotes from Oct. 1 to April 1 would do more to wipe them out than trying to poison them. Good dogs would also take care of the wildcats. The fur industry in California is said to be quite a valuable source of revenue, the pelts produced in a single season being estimated to have a value of \$600,000. So the advocates of the measure before the Legislature have a good talking point.

Price stabilization through the destruction of foodstuffs by dealers, commission brokers or warehousemen has been made unlawful and punishable by

fine, imprisonment or both under the terms of a law signed by President Coolidge. Hereafter the right to destroy such foodstuffs for the reason that they have become unsalable through age or accidents of climate or for other reasons becomes a question which the authorities of the Department of Agriculture must determine. The mere excuse that markets would be upset by the glut of farm produce in its various forms is now insufficient, and a practice which many have imposed a heavy burden upon many farmers comes to an end. At the same time it must be recognized that the new law is not going to be easy of enforcement. It may halt part of the waste, but it cannot stop it all. It will not be difficult to bring about conditions which make destruction mandatory, and the agents of the Department of Agriculture are going to be sadly put to it to decide just when the "degrading" of fruits, vegetables or meats has come about through an overcrowded market and slackening of consumers' demands and when it is the result of deliberately induced "accidents of climate," absence of adequate icing facilities or other cause of deterioration. But whether it works to perfection or not the new statute possesses a certain value which experience alone can measure.

Secretary Mellon's announcement that he will not permit prohibition agents to connive at violations of the law for the purpose of enabling them to "make cases" against lawbreakers will meet with the approval of all sane and honest men and women. This pernicious custom is not new. It is as old as the police system itself and has been and always will be a temptation in the way of those charged professionally with the detection of crime. The contention that the greater number of those who resorted to this practice were fanatics actuated by zeal for the enforcement of the law is probably true. The fanatic seeking to punish crime will often justify any means used in obtaining convictions, no matter how base and corrupt the means may be. It is impossible for him to realize that he is encouraging crime and doing more to injure the cause he is espousing than the most persistent violator. Another serious feature of this fanatical business is the fact it enables more cunning procurers, who look upon the law as a joke, to hide behind the mistaken zeal of the fanatic, exact tribute from the lawbreakers until they are exposed and then reap credit for enforcing the law. The system presents a curious combination of the Puritan and the blackleg. Secretary Mellon is performing a public duty in ordering the practice suppressed at once. Creating

crime in order to profit by exposing it is more vicious than the crime itself.

It is to be hoped that whatever practical suggestions are offered at the coming conference in Chicago upon the regulation of the sale and distribution of machine guns and small arms generally will be put into effect without delay. The National Crime Commission, in announcing the conference, points out the urgent need for greater restriction and adds that it has been suggested that the manufacture and distribution of machine guns be placed entirely in the hands of the War Department. Since the machine gun is a weapon of war and has no conceivable use except for warfare of one kind or another, this suggestion sounds eminently practical. As the Tradesman has pointed out on a number of occasions during recent months, rigid Federal control of the entire traffic in firearms is necessary if anything worth while is to be accomplished. State laws are largely vitiated by their lack of uniformity and by the fact that any sort of weapon from a vest-pocket automatic to a machine gun may be purchased from firms that advertise freely in newspapers and magazines and deliver their products through the mails or by express. The newest outbreak of civil war in Southern Illinois, a war that now has a death list of more than sixty, gives timeliness to the coming conference, for machine guns were used there and hand grenades as well.

After trying for a score of years to prohibit the sale of cigarettes, the Kansans have about decided to give up the task. At the time the law was passed, in 1907, the crusade against the little "paper cigars," often referred to as coffin nails, was at its height. Reformers of all shades agreed that they were sources of ill health, crime and mental decay. It was never quite clear why cigarettes were considered so much worse for young men than alcohol or cigars and pipes were, but the feeling on the subject was so strong that this question was not even debated. That young women would smoke these terrible things was at that time unthinkable. A girl entering a cigar store to ask for them would have been lucky not to find herself in the police station a few minutes later. The only practical effect of the law has been to increase the price of the article. But all things—even morals—change, even in Kansas. The lower house of the Legislature, by a vote of 83 to 35, has declared itself in favor of the repeal of the act. The Senate is reported to favor the measure by a vote of three to one, and the Governor has intimated that he will sign the repeal as soon as it is passed. The

failure of the Kansas cigarette law emphasizes the futility of making small things serious offenses in the eyes of the law.

No President in many years has done less traveling about the country than President Coolidge. As a partial substitute for the swinging around the circle, in which all other recent Presidents have indulged, the present occupant of the White House proposes an interesting innovation. He plans to have the summer White House this year in the West. The exact place has not been determined, but it is to be in a region whose dominant industry is agriculture. This decision is a fresh revelation of Mr. Coolidge's instinct for political strategy. By living for a while among real dirt farmers and talking with them about their troubles he will give them an exceptional opportunity for pressing their desires upon his attention. For supporting the McNary-Haugen bill Mr. Coolidge's potential rivals, Vice-President Dawes and former Governor Lowden, are supposed to be first in the hearts of the country men. Neither of them, however, could make a better stroke than the one now intended by the President. And if after seeing farming conditions in the dissatisfied West for himself and listening patiently to the complaints of its residents on the ground, Mr. Coolidge still insists that some better form of relief be found than price fixing, his contention will have a force which the farmers themselves will have to recognize.

Success in life consists in doing, each of us, what only we can do. When this is accomplished, sacrificing nothing of the elements of decency or kindness, retaining the love and respect of friends and gaining the gratitude of many a man whom we have helped by the way, then men reach the end of life with a supreme satisfaction of having done their duty. There have been doubts expressed in modern times as to whether life is worth living or not, but such doubts are never heard from the lips of men who have tried to be helpful to others as well as themselves in the struggle for existence.

One in eight people die of heart disease, one in seven of cancer and one in six of apoplexy. Every one of these is preventable and a curable disease if reached early enough. If we had a General Gorgas or some one of that type who would say we must have annual examinations, 50 per cent. of those diseases would be caught in their incipient stages. General Gorgas succeeded because he had autocratic power to do what he wanted to do in his fight against yellow fever.

## REMARKABLE GATHERING.

## First Annual Merchandising Conference at Detroit.

The Better Merchandising Conference, which was held three days last week at Detroit, was attended by about 700 merchants from towns outside of Detroit as follows:

Adrian, 4.  
Albion, 5.  
Ann Arbor, 27.  
Armada, 2.  
Auburn, 5.  
Bad Axe, 3.  
Battle Creek, 13.  
Barryton, 2.  
Bay City, 5.  
Bay Port, 1.  
Belding, 1.  
Bellville, 4.  
Birmingham, 6.  
Boston, 1.  
Breckenridge, 1.  
Brighton, 1.  
Brooklyn, 1.  
Cadillac, 6.  
Caro, 2.  
Carson City, 1.  
Cass City, 1.  
Charlotte, 2.  
Cheboygan, 1.  
Chesaning, 3.  
Clare, 2.  
Clarkston, 1.  
Clio, 5.  
Coldwater, 2.  
Crosswell, 1.  
Durand, 1.  
Davison, 4.  
Dearborn, 2.  
Deckerville, 3.  
Dowagiac, 1.  
Eden, 1.  
Ecorse, 1.  
Fairgrove, 1.  
Fenton, 2.  
Ferndale, 3.  
Flint, 36.  
Frankenmuth, 2.  
Freeland, 1.  
Gibson, 1.  
Grand Haven, 1.  
Grand Rapids, 2.  
Greenville, 1.  
Gwinn, 1.  
Halfway, 1.  
Harbor Beach, 3.  
Harbor Springs, 1.  
Hastings, 8.  
Holland, 6.  
Holley, 2.  
Howell, 1.  
Inlay, 3.  
Ionia, 4.  
Ithaca, 4.  
Jackson, 14.  
Kalamazoo, 8.  
Kent City, 1.  
Kinde, 1.  
Lansing, 8.  
East Lansing, 4.  
Lapeer, 1.  
Leslie, 1.  
Ligonier, 1.  
Linden, 4.  
Mackinaw City, 1.  
Marine City, 3.  
Marlette, 1.  
Marshall, 1.  
Marquette, 1.  
Maybee, 2.  
Memphis, 2.  
Milan, 2.  
Milford, 2.  
Monroe, 5.  
Mt. Clemens, 17.  
Mt. Pleasant, 3.  
Muir, 1.  
Muskegon, 1.  
New Baltimore, 1.  
New Haven, 2.  
North Branch, 2.  
Orland, 2.  
Ortonville, 1.  
Ovid, 1.  
Owosso, 3.  
Pigeon, 1.  
Pickford, 2.  
Plymouth, 3.  
Pontiac, 6.

Port Huron, 3.  
River Rouge, 2.  
Romeo, 1.  
Roseville, 1.  
Saginaw, 11.  
Sault Ste. Marie, 1.  
Sebewaing, 2.  
St. Johns, 1.  
South Lyon, 10.  
Stockbridge, 1.  
Suttons Bay, 1.  
Swartz Creek, 1.  
Traverse City, 1.  
Tekonsha, 1.  
Trenton, 3.  
Vassar, 1.  
Walled Lake, 2.  
Washington, 1.  
Wayne, 3.  
Weidman, 1.  
Wyandotte, 3.  
Ypsilanti, 12.

John B. Garver stated that when he

men from the store to help him build a temporary structure for his family—again on another occasion we assisted in a barn raising. Possibly you may call this 'country stuff' but it gets their trade.

Mr. Garver pointed out that what the small store in a small community must do to get business of that community or within a radius of fifty miles is to secure the confidence and friendship of the prospective customers. Building up of this confidence is one of the greatest assets the merchant can have. With it he can defy mail order house competition and that of the big department store of the neighboring city. He must carry the right goods the people wish and he

door, newspaper and circular, coupled with securing and holding the interest of the residents of the community. Paved highways connect this small town with much larger centers, such as Massillon, Canton, New Philadelphia, etc. Electric railways run from most through Strasburg. Garver Bros. advertise in the daily newspaper of each of these larger places as well as in the weekly papers surrounding their own town—the results are that they secure business from them all—many drive through Massillon, through Canton and other bigger centers to deal with Garver Bros. He stated the success of the small community store was chiefly a matter of advertising, of handling the right goods, giving service and establishing a direct contact and personal interest between the store and the people.

Frederick J. Nichols asked what was Service? The answer is that which makes the wheels of business go round. Owing to shortened time limit for his talk, the schedule being behind, he eliminated any preliminaries and would just discuss the bigger aspects of Service in business.

Better merchants, that is what is needed. When the retailer sells less, it hits the jobber, wholesaler and manufacturer and they have to cut down their volume. The retailer is the key. He pointed out that merchandising was a Service throughout.

The retailer must know what the consumer wants, then carry it. How? By keeping a record of what they ask for, what they buy, keep their ears and eyes open and study conditions constantly. Keep their eyes on the market, the styles, etc. Then buy such merchandise right. The old system of large stocks ordered months ahead, is gone. Changed conditions, increased distribution points and ever-changing styles and demand necessitate close buying, hand-to-mouth, as it were; stocks for just a few weeks, always ready, added to fast delivery conditions, ample markets makes prompt delivery, smaller stocks.

The third point in service he stated was telling the people by advertising—newspaper, direct mail, telephone—and every other method of modern advertising. Display, the fourth point, he stressed in service. The fifth point he made was selling the merchandise. The salespeople a big factor—the last two or three minutes of the affair when the deal was closed over the store counter are the crucial ones. Salespeople, one of the greatest factors in merchandising in a retail store, must be taught and trained. Do you train them? They must be given an incentive to take a real interest in their part of the work of selling. Must be properly paid, properly made to feel they are an integral part of the organization, not mere cogs in a wheel. More brains back of the counter was needed in stores.

The accepting of returned merchandise and its replacement another thing stores must do.

Stores must keep down operating cost. The average store, he stated, made 2c on the dollar of profit. There



Charles W. Collier.

graduated from Harvard he did not yearn for New York to conquer, nor even for Cleveland, but returned straight to his home town of Strasburg, Ohio, and became advertising manager of his father's general store in that small town. He is now assistant to his father, who is general manager.

The points he stressed in his talk at the Better Merchandising Conference on March 8 took the following line: He stressed the importance of securing the personal interest of the people in such a store and he likewise stressed the need of their personal interest in their clientele. "We do take a personal interest in them," he went on to state. "I remember one instance when a man's house burned that we sent

must sell them at a right price—he must give them service—but he must also hold their confidence.

He referred to how his store kept track of all deaths, of marriages, births and graduation of the various families' boys and girls and sent them appropriate notes of congratulation, or, in instances of deaths, of sympathy, etc. It all materially serves to obtain and hold the interest of the people.

The location of Strasburg as related to surrounding larger centers interested those listening to Mr. Garver. While it was in 1866 that his grandfather started the store, it was only in 1915 and since then that it really started to grow—only when they commenced to really use intensive advertising—out-

were the two big factors to contend with—high operating expenses and competition. Statements compiled must show conditions in each department of the store and be frequent. General statements made only occasionally, were useless. Must know each department in complete detail, what it is producing, what it is costing.

Supporting your local community, working with the Chamber of Commerce and local association is important; you must be a booster for your community. Providing free parking space for your clientele affords them co-operation when they come in.

One great trouble is that the retailers do not pull together, they do not profit by and make use of what they learn.

C. C. Parlin illustrated his talk by a series of maps showing various phases of the points he discussed.

He commenced by pointing out the great advertising growth of the past decade or twelve years, due to growth in incomes of the people, growth in education and in colleges and increase in transportation. He stated 88 per cent. of the farmers own autos.

Merchants, he stated, to-day find the people now able to buy what they wish, as a result of all this increase in income, increased education and he also largely attributed the changed conditions—especially developed since 1918—to the fact that it was a younger generation whose ideas were different from those of their fathers and grandfathers. A generation who believed in advertised goods—advertising based on quality.

Every eleven years, Mr. Parlin stated, the buying market is one-third replaced and a new third of the buyers comes in, the younger people. This is a big factor.

The big question is to sell what the public wants. He stated it was better to sell a large volume of goods at a 5 per cent. profit than but a third of such volume at 10 per cent. profit.

Good will is an essential factor. Do the people like to come in and trade with you? What can you sell your business for?

He then stressed the advantages of selling nationally advertised goods. It is such that the people stop and ask for. He pointed out that during the past decade the present generation have been educated to buy nationally advertised products. They know such have the quality. They insist on getting them. Small community stores handling such can sell the community.

Correlate local advertising and direct mail circulars, etc., coupling name of local store or merchant with the advertisements in the national magazines of such Nationally advertised goods.

He stressed the stable value of such goods, their value and reputation a big asset. The merchant must handle the goods the community wants—the consumer is the judge—his confidence essential.

Fred P. Mann first generalized in his subject, discussing the loss of business to the retailers by the operation of the mail order houses of ten years

ago and by those of the present-day chain stores and the peddlers—business lost because the retailers failed to meet it by advertising—said the wholesaler and jobber must get behind the retail merchant and afford him assistance in meeting such competition; he must be afforded a knowledge of how to compete with such and he must have credit afforded him.

Then he came to the Mann store and told the story of his early start, how he put in his first stock of groceries, obtained on credit, had to borrow the money from his father to pay the freight, how he was first induced to advertise by the publisher of the local paper.

The highlight stressed through his talk was advertising. He attributed the remarkable success his store has had—that they do a half-million dollar business in a town of 5200 people to advertising—consistent and persistent—in simple layouts. Advertising, Mr. Mann stated, required nerve. Without advertising no business can prosper.

Selling service and selling your store essential. Training your salesmen vital. He always gives them the benefit of anything he learns on his trips.

The selling by door-to-door salesmen of hosiery he dealt with, in passing, stating the basic reason they sold the women of the house thus was because they bought, knowing they could return any faulty goods and have them replaced without question. He stated his store always advertised they would replace any such goods returned "without conversation."

His mailing list was developed constantly. Every new customer buying in his store, unless a transient, was listed. His name and address was secured at the counter and immediately listed.

Mr. Mann answered a number of direct questions put to him by retailers present, following his address. The keynote of his story was built on advertising—newspaper and direct mail. To such he primarily attributed the success of the Mann store, with service and efficiency in operating also interwoven in the story.

The following resolutions were adopted:

Resolved—That the Better Merchandising Conference extend its heartfelt thanks to the supporting organizations whose endorsement and help have made possible the success of this conference and exposition:

The general staff of the Detroit Board of Commerce

The Retail Merchants Association of Detroit for their splendid and generous co-operation.

The Boards of Commerce and Retail Merchants Associations of cities in Michigan, Ohio and Indiana.

The Detroit Convention and Tourists Bureau.

The Adcraft Club of Detroit, and all the various other organizations which have put their shoulders to the wheel.

Resolved—That the Better Merchandising Conference extend its thanks to the hotels of Detroit, particularly the Statler, Book-Cadillac, Fort Wayne and Tuller, for the splendid co-operation rendered in housing the first annual conference of this Association.

Resolved—That the Better Merchandising Conference extend its thanks to the newspapers and publications of

Detroit and the State of Michigan for the splendid attention they have given to plans, as well as deliberations of this meeting.

Resolved—That the Better Merchandising Conference extend its particular thanks to the Detroit and the Michigan Tradesman for the splendid service rendered this meeting through the columns of these publications and also all the other various magazines which have helped bring this meeting to the attention of retailers and wholesalers of the Nation; and be it further

Resolved—That the Better Merchandising Conference express its thanks to each and every committee member who has helped make the first annual conference the outstanding success it is considered to have been.

Resolved—That the Better Merchandising Conference extend its sincere thanks to the exhibitors who so generously contributed of their time and money in support of the exposition, without which the conference would never have been held; and be it further

Resolved—That the Better Merchandising Conference extend its thanks to the J. L. Hudson Co., for publicly recognizing the conference by advertisements in the newspapers; and also for the splendid entertainment furnished by the Hudson quartette.

Resolved—That the Better Merchandising Conference extend its thanks to the speakers whose splendid messages will help to solve many a problem for retailers, and aid them to do more and better business in 1927.

Resolved—That the Better Merchandising Conference extend its appreciation of the wonderful co-operation and help of the Window Display Men's Club of Detroit in carrying out the program of window demonstrations for the Conference.

Resolved—That the Better Merchandising Conference extend its particular thanks to the radio stations of Detroit for their assistance, and in particular the Station WGHP and Station WWJ for special services rendered.

Resolved—That the Better Merchandising Conference extend its thanks to the personnel of the New Masonic Temple for splendid support in housing the conference and exposition.

Resolved—That the Better Merchandising Conference extend its thanks to the Milo Art Studio for unusual and splendid service rendered in fitting up and decorating the exposition.

Election of officers resulted as follows:

President—J. B. Sperry, Port Huron  
First Vice-President—Sydney M. Netzorg, Battle Creek.

Second Vice-President—H. C. Jorgensen, Cadillac.

Third Vice-President—R. A. Chandler, Sylvania, Ohio.

Fourth Vice-President—F. O'Neill Carroll, Coldwater.

Fifth Vice-President—Otto Louis, Bay City.

Governors—Darius Miletchaler, Harbor Beach; Chas. W. Miller, Flint; H. K. Frandsen, Hastings; F. E. Mills, Lansing; F. F. Ingram, Jackson.

At a meeting of the Board of Governors E. E. Prine was elected Secretary-Treasurer.

Headquarters for the new association will be at Commerce building, 320 Lafayette boulevard, Detroit.

Annual conventions of the Association will be held in Detroit with periodical meetings of the Board of Governors in other cities.

The report of Newspaper Advertising Exhibit Committee was as follows:

Your committee wishes to congratulate the cities that submitted advertisements for this advertising exhibit and hopes that next year's competition will

bring a much greater response from the smaller towns.

It is our experience that a great many small town merchants are producing especially fine looking and business-building advertisements constantly, and we feel sure that the only reason that these stores have not submitted samples of their work is because this particular exhibit was not well enough advertised to the merchants themselves.

1. Award to cities of 100,000 and over.

The advertising submitted by stores in Flint is particularly interesting. The first award is made to Smith-Bridgman & Co., for the series of institutional and selling advertisements for their anniversary sale. The institutional advance editorials in which industries of Flint are associated with the growth of the store is a particularly fine piece of work. If you will notice these advertisements, you will see that the store signature does not appear in bold type, but is made a part of the story.

To the Rosenthal Co., the second award is presented for the institutional series tying up with the opening of their new store.

To the Herbert Busch store the third award is made for the interesting series of three column merchandise advertisements.

(Advertising of Detroit stores was not submitted in this competition.)

2. Award to cities of 50,000 to 100,000.

The first award is given to the Schroder store for the excellent series of merchandise advertisements. Attention is particularly called to the economical use of space and good merchandising presentation.

The second award is given to the Credit Bureau of Pontiac for the series of newspaper advertisements presenting the activities of the Credit Bureau.

3. No award has been made this year to cities of 500 to 5,000 population.

Sidney Lightstone,  
Ass't Advertising Manager, J. L. Hudson Co.

Chas. J. Shower,  
Advertising, Detroit.  
Frank Pierce,  
Sec'y Nat'l Direct Mail Ass'n.

#### Dance Sets Sell Well.

New types of dance sets are proving popular items in women's underwear. Sets comprising bandeaux and step-ins of georgette or crepe de chine are in good demand to retail from \$2.95 up. Combination sets of two-toned radium, consisting of bandeaux and garter belts with side insets of silk elastic are said to be selling particularly well. Lace-trimmed garments of glove silk and celanese voile are being actively called for, as are the tailored types in these fabrics. The buying of rayon vests, bloomers and step-ins has been helped by the increased firmness in the price of the rayon fiber.

#### Silk Orders From Retailers.

Retailers have lately been placing increased orders for Spring silks. Flat crepes and georgettes are the outstanding fabrics sought, with interest in other sheer crepes also well maintained. Goods up to \$3 a yard, retail, are in most demand. Crepe romaine and figured silk crepes in small English print designs are likewise being bought. Of late there has been a growing call for washable sports silks in stripe and plaid designs. These goods are wanted to retail at about \$1.95 a yard.

**MOVEMENTS OF MERCHANTS.**

Detroit—The Java Tea Co., 5427 Grand River avenue, has changed its name to the Home Tea Co.

Battle Creek — The Porter-Frisch Co., 14 West State street, has changed its name to the Woods Furniture Co.

Wyandotte—Maurice Cohen, dealer in boots and shoes at 100 North Bidle street, has filed a petition in bankruptcy.

Detroit—The Chain Belt Co., 8855 Woodward avenue, has increased its capital stock from \$3,000,000 to \$3,500,000.

Detroit—Adolph E. Young, dealer in boots and shoes at 14140 Kercheval avenue, has made an assignment in favor of his creditors.

Detroit—The R. C. Mahon Co., 6548 St. Aubin street, roofing, sheet metal, etc., has increased its capital stock from \$50,000 to \$500,000.

Orangeville—Frank Edgett has sold his store building and stock of general merchandise to J. W. Sheffield, who took immediate possession.

Hancock — The Bridgman-Russell Co., wholesale and retail dairy products, has increased its capital stock from \$1,500,000 to \$3,000,000.

Kalamazoo—J. P. Culver, formerly connected with the G. A. Forbush Co., has engaged in the grocery business under his own name at 333 North Burdick street.

Monroe—The Monroe Drug Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Stratemyer & Teetzel Co., 1000 East Jefferson avenue, dealer in special furniture and interior decorator, has changed its name to the Teetzel Co.

Dearborn — Gregory's, Inc., 110 South Mason street, dealer in dry goods, men's furnishing goods, etc., has increased its capital stock from \$10,000 to \$20,000.

Holland—Martin Franzberg, grocer and wholesale butter and egg dealer at 315 Central avenue, left March 15 on a trip to the Netherlands covering a period of 100 days.

Jackson—The Jackson Roofing Co., 915 West Washington avenue, has been incorporated with an authorized capital stock of \$20,000, of which amount \$4,500 has been subscribed and paid in in cash.

Battle Creek—The Lovette Produce Co., 55 East State street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$3,000 has been subscribed and \$1,150 paid in in cash.

Detroit—The Vanity Box, Inc., General Motors building, has been incorporated to deal in women's apparel, with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—The Mohr Furniture Co., Inc., 8650 Michigan avenue, has been incorporated to deal in household furnishings, with an authorized capital stock of \$75,000, all of which has been subscribed and \$38,000 paid in in property.

Port Huron—The Lake Huron Brass Co., 505 Water street, has been incorporated with an authorized capital

stock of \$10,000 preferred and 10,000 shares at \$1 per share, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Spencer Heater Service, Ltd., has been incorporated to deal in plumbing supplies, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$20 in cash and \$4,980 in property.

Detroit—The Baker Motor Sales Co., 7744 Twelfth street, has been incorporated to deal in motor vehicles, accessories and parts, with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and paid in in cash.

Lawrence—Glen Phillips has sold his interest in the grocery stock of Fred Phillips & Son to his father and partner, Fred Phillips, and has accepted a position with Swift & Co. as traveling salesman, covering parts of Ohio, Indiana and Illinois.

Battle Creek—Karl H. Schooner, Inc., 33 East State street, has been incorporated to deal in motor vehicles, accessories and parts, with an authorized capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in in cash.

Carsonville — Two of the largest grain elevators in the Thumb, located at this place, are running their bean picking departments to full capacity. About ninety women are employed with prospects of a continuous run well into the summer months.

Detroit—The Ginzler Provision Co., Ltd., 2527 West Grand River avenue, has been incorporated to deal in meat and poultry at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,000 paid in in cash.

Detroit—Ernest Chamberlain, Inc., 127 West Woodbridge street, has been incorporated to deal in plants, shrubs, etc. and to conduct seed stores, with an authorized capital stock of \$15,000, \$10,000 of which has been subscribed and paid in, \$2,000 in cash and \$8,000 in property.

Detroit—The Dynamic Oil Co., 1601 Stroh building, has been incorporated to deal in petroleum and its products, with an authorized capital stock of \$100,000 preferred and 50,000 shares at \$1 per share, of which amount 30,000 shares has been subscribed and \$30,000 paid in in property.

Belding—Smith & Whitney have sold their shoe stock to J. E. Wyckoff and A. Busk, who will continue the business under the style of Busk & Wyckoff. Mr. Wyckoff is a member of the firm of Wyckoff & Smith, at Greenville. Mr. Busk was a former clerk for the same firm.

Utica—Church & Church, dealer in lumber, builders' supplies, feed, etc., has merged its business into a stock company under the style of Church & Church, Inc., with an authorized capital stock of \$75,000, of which amount \$60,000 has been subscribed and paid in, \$9,060 in cash and \$50,940 in property.

Detroit—Strong's Detroit School of Lettering, dealer in art supplies, has merged its business into a stock company under the style of Strong's Sup-

ply Co., 153 Stimson Place, with an authorized capital stock of 500 shares at \$100 per share, of which amount \$30,000 has been subscribed and \$5,000 paid in in cash.

Detroit — The Baird Differential Control Co., 1140 West Bethune street, has been incorporated to deal in automobile locking device and other accessories, with an authorized capital stock of \$100,000 preferred and 100,000 shares at \$1 per share, of which amount \$100,000 has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The Consumers Fuel & Supply Co., 1650 Godfrey avenue, S. W., has merged its business into a stock company under the style of The Consumers Fuel & Building Supply Co., with an authorized capital stock of \$50,000 preferred and 25,000 shares at \$1 a share, of which amount \$17,050 and 1,770 shares has been subscribed and \$19,430 paid in in property.

Muskegon — Incorporation papers have been filed for White & Hallock, Inc., to deal in hardware specialties and do a general manufacturing and merchandising business in this line with a capital of \$50,000. This is one of the new industries brought to Muskegon during the past year by the Greater Muskegon Chamber of Commerce and through the Industrial Foundation. It is located in the former Muskegon Valley Furniture Co. plant on Nims street in which the Muskegon Wood Products Co. also is located.

**Manufacturing Matters.**

Marine City—The Marine City Motor Castings Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The Radiator Dust Cap Co., 8032 Mack avenue, has changed its name to the Radiator Dust Cabinet Co.

Detroit—The Wayne Electric Motor Co., 1344 West Fort street, has increased its capital stock from \$7,000 to \$10,000.

Detroit — The Mahon Structural Steel Co., 231 Meldrum avenue, has increased its capital stock from \$100,000 to \$500,000.

Detroit — The San Telmo Cigar Manufacturing Co., 1966 East Forest avenue, has changed its name to the Max Fruhauf Co.

Benton Harbor—The Fruitex Corporation has been incorporated with \$50,000 capital, to manufacture fruit extracts and juices.

Detroit—Boiler Settings, Inc., 56 Alfred street, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The City Metals Refining Co., 648 East Columbia street, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed, \$3,000 paid in in cash and \$500 in property.

Kalamazoo—Metzger & Triestram succeed John Meulenberg in the sheet metal business and have removed the plant to the old "Fruit Belt" station, West Main street, where they are now conducting the business.

Detroit—The Art Stone Manufacturing Co., 12821 Hillview avenue, has

been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$10,000 in cash and \$2,000 in property.

Detroit—The Zenith Thread Co., 1014 Lynn street, has been incorporated to manufacture and deal in thread, twine, cord and rope, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—The E. P. Bradford Co., 12287 Promenade avenue, has been incorporated to manufacture and sell salad dressing and similar food products, with an authorized capital stock of 500 shares at \$4 per share, \$2,000 being subscribed and paid in in property.

Detroit—The Tor-tis Co., 723 Gratiot avenue, has been incorporated to manufacture and deal in dyes for leather, shoe polish, etc., with an authorized capital stock of \$10,000, of which amount \$8,490 has been subscribed and paid in, \$7,390 in cash and \$1,100 in property.

Grand Rapids—The Electric Super-Starter, 1501 Paris avenue, S. E., has been incorporated to manufacture and deal in automotive parts with an authorized capital stock of 50,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Muskegon Heights — The Vento Steel Sash Co., Kanitz and 6th streets, has merged its business into a stock company under the style of the Vento Steel Sash Sales Co., with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in property.

Detroit—The Automatic Control Co., 1980 East Woodbridge street, has been incorporated to manufacture and sell automobile controlling device, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$5,000 paid in in cash and \$5,000 in property.

Detroit—The Kennedy-DeVoy Shop, 204 Metropolitan building, toilet preparations, etc., has merged its business into a stock company under the style of the Kennedy-DeVoy Toilette Co., with an authorized capital stock of \$100,000, \$71,000 of which has been subscribed and paid in in property.

Muskegon Heights—The Brickner & Kropf Machine Co., has merged its business into a stock company under the style of the Brickner-Kropf Machine Co., with an authorized capital stock of \$60,000, of which amount \$51,000 has been subscribed and paid in, \$16,000 in cash and \$35,000 in property.

**Linoleum Buying Sustained.**

Good Spring activity in linoleums is reported by manufacturers. Several varieties are in strong demand, among them tile patterns, both printed and inlaid; battleship linoleum, plain goods and novelties. Some unsettlement is being caused by the action of one large producer in selling stocks of old patterns at reductions, but the desirable merchandise has not been affected by this development. Good business is being received from hotels, office buildings and apartment houses.

**Essential Features of the Grocery Staples.**

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

**Tea**—The market is still very strong particularly primary markets, with advances reported in most grades. This applies particularly to Ceylons, Indias and Javas. American markets for these teas are responding and the situation all along the line of desirable teas is hardening in this country. China greens and Formosas are also wanted and are steady to firm.

**Coffee**—The market for green Rio and Santos coffee has not changed materially during the past week, but the undertone is still easy. There have been little suggestions of added firmness from Brazil during the week. All that has little effect. The undertone of the entire Rio and Santos market is undoubtedly weak and soft. Mild coffees have improved a little since the last report, due to the fact that the situation in primary markets has been somewhat better, on account of light offerings. The jobbing market for roasted coffee has shown no material change during the past week. The demand is fair.

**Canned Fruits**—California fruits are unchanged for the week. The demand is fair.

**Canned Vegetables**—An accelerated seasonal spring movement of canned goods into consumption is confidently looked forward to this time. For some time buying has been little better than hand-to-mouth in character, but it is gradually improving and is expected to reach much more impressive totals in the near future. The position of tomatoes, despite bullish forecasts from various members of the trade, has failed to show any improvement. Peas are scarce in the fancy varieties and there is little to add to recent discussions of this subject, barring the fact that buyers are expected to take hold of quality stock for future delivery. Much the same conditions as have ruled of late prevailed in corn. Stringless beans were firmly held.

**Dried Fruits**—Apart from a continuance of active prune distribution and some increase in the call for raisins from bakers and confectioners there are few new features in the market for dried fruits. Values as a general proposition are quite steadily maintained with a little firmer undertone discernible perhaps in figs.

**Canned Fish**—Maine sardines are unchanged since the advance of March 12. Further advances are predicted. Canned shrimp is particularly firm and wanted. California sardines are undoubtedly very short this year and the situation is strong. Some packers are only delivering 25 per cent. As to salmon, it is in fairly good demand, meaning red and pink Alaskas. No change has occurred in price.

**Nuts**—The various factors in the nut market are agreed that a good Lenten demand is running and there is little prospect, at least for the time being, for any noteworthy price reaction, since the market on most descriptions of nuts is so intrinsically firm. Of outstanding interest is the strong position

of walnuts and the strong views generally entertained by holders of California as well as foreign almonds. There has been but little activity in Brazil nuts or in filberts but this is not unusual at this season of the year. Bakers and confectioners have been taking hold in a generally satisfactory manner as a whole.

**Syrup and Molasses**—Molasses is selling in a fair way, the demand being principally for the finer grades of grocery molasses. No changes occurred since the last report. As to sugar syrup, it is in comparatively light supply and the demand, though light, is enough to keep the market steady. Compound syrup is dull and steady.

**Beans and Peas**—All varieties of dried beans continue weak and dull, with further declines for the week. This includes all the principal varieties: California limas, all grades of kidney beans, pea beans, marrows and so forth. Dried peas are weak and lower.

**Salt Fish**—The advent of Lent has produced a good active week's business in salt fish. Mackerel is wanted, but is very scarce and prices are almost nominal, because there is no fish to quote on. Smoked bloaters are a little easier.

**Cheese**—The market has ruled steady to weak during the past week, with a very slow demand.

**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—6½@7c per lb.

**Beets**—\$1.25 per bu. for old; \$2.25 per bu. for new from Texas.

**Butter**—Butter market has continued to show strength during the week and fine creamery butter has maintained the advance noted in our last report. The demand has been quite active and receipts of good butter have been well cleaned up. Jobbers hold fresh packed at 50c, prints at 51c. 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**—\$3.50 per doz. Celery—Calif. Jumbo, 75@90c; Rough Florida, 4 to 6 doz., \$3.50.

**Cocoanuts**—\$1 per doz. Cucumbers—\$2.25 per doz. for Southern hot house.

**Eggs**—The market has had a pretty steady week. Receipts have been pretty large, but demand has taken them all and has kept fairly well cleaned up, consequently there has been only a slight fluctuation in price. Jobbers pay 23c for strictly fresh. Cold storage stocks are exhausted.

**Egg Plant**—\$3.50 per doz. Garlic—35c per string for Italian.

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

**Green Onions**—Chalots, 75c 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. ----- 11c

**Onions**—Home grown, \$4@4.25 per 100 lb. sack; Spanish, \$2.50 per crate.

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

80 ----- \$5.75  
100 ----- 5.75  
126 ----- 5.75  
150 ----- 5.75  
176 ----- 5.75  
200 ----- 5.75  
216 ----- 5.75  
252 ----- 5.75  
288 ----- 5.75  
344 ----- 5.75

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

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

**Parsnips**—\$1.50 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@1.40 per 100 lbs. around the state with a few stations paying \$1.50.

**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@1.25 per 7 lb. basket.

**Veal Calves**—Wilson & Company pay as follows:

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

**Gabby Gleanings From Grand Rapids.**

Grand Rapids March 15—Geo. R. Perry surprised his friends by spending a half day in his office yesterday. He created something of a furor in the Lindquist building, where he has had his office for many years.

W. A. Gilleland, Manager of the Worden Grocer Co., assumed the duties of that office a year ago to-day and is very happy in his present environment. He has accomplished much more than he expected to be able to do during the first year. Sales volumes have increased every month over the corresponding month a year before and now he and his willing associates are starting out to beat their own records. Sales the first ten days of March this year were greater than they were the first fifteen days of March last year. The young ladies in the employ of the company decorated his desk to-day with a bouquet of roses, accompanying same with a congratulatory message. Mr. Gilleland is in love with his job and the creditors, stockholders and employes of the Worden Grocer Co. have every reason to feel thankful that they have so faithful, resourceful and masterful a man as Mr.

Gilleland to guide the Worden Grocer Co. into the paths of peace and prosperity.

Gerald J. Gay (Corn Products Co.), who recently underwent an operation for the wen on his head, is convalescent at his home at 1478 Lake Drive. Mr. Gay likes to work and naturally chafes under restraint, but he has the assurance of his surgeon that he will soon be permitted to resume his calls on the trade.

Harry Meyer has received a consignment of 2,000 dozen genuine Harlem oil from the original manufacturers at Haarlem, Netherlands.

**Six New Shoe Colors Selected.**

Six shoe colors, to be featured for the Fall and Winter season of 1927, have just been chosen by the Allied Shoe and Leather Committee appointed by the Tanners' Council, the National Boot and Shoe Manufacturers' Association and the National Shoe Retailers' Association in co-operation with the Textile Color Card Association. Three of the shades are new and three have been retained from the previous seasons.

The new colors are. Brierwood, a rich mahogany shade; Andorra, a warm deep-toned brown, and whippet, a neutral tone bordering on a medium fawn. The retained shades are stroller tan, a rust shade; sauterne, a light gold-tinted tan, and plaza gray, a pleasing medium tone. The shades have been carefully selected by the committee to harmonize with the new garment shades that the woolen, silk and millinery industries will promote for the Fall and Winter seasons.

**Seeds Scattered By Storm Grow Crops in Odd Places.**

Sebring, Fla., March 10—Many tales have been told about the magic soil at Moore Haven, but some friends of the Moore Haven refugees who returned recently from a visit, report that truck gardens are springing up in the most unusual places. During the storm the Moore Haven Seed Co.'s store blew over and hundreds of packages of seed were scattered by the wind and rain. Now one may find carrots, lettuce, cabbage or any other truck product forming a part of the landscape gardening of the Moore Haven Hotel or making "flower beds" in the front yards of the new homes that are replacing those wrecked by the hurricane. One enterprising workman thought the "home industry" of Moore Haven looked good to him, so he transplanted fifty healthy tomato plants from the front of the hotel to his own back yard and anticipates a good harvest.

**Shirtings Sell More Freely.**

Shirtings are selling more freely, converters report. The increased strength of the cotton market, as well as the better business which the shirt manufacturers are doing, is responsible for the improvement in these fabrics. The demand is mainly for fancy goods in both printed and woven fabrics. Printed fabrics in two and three color effects are selling well and a trend is noted toward fine mercerized fabrics. Many of the mills are fairly well sold up for near-by deliveries and prices are showing a firm undertone.

M. Calder, dealer in groceries and notions at 1214 Lincoln Ave., Kalamazoo, renews his subscription and says: "I enjoy reading the Tradesman and my business needs it."

## MEN OF MARK.

### Glen Buck, the Well-Known Advertising Agent.

Profound changes have taken place in the psychology of business during the past five years. Science has been brought more thoroughly into the service of commerce. The methods and principles of laboratory research have been successfully applied to the production and distribution of commodities. Merchandising, which formerly proceeded along lines of class and trade distinctions, has acquired a new trend in the direction surveyed and mapped out for it by experts whose training is essentially scientific.

Old truths, which were kept within the confines of academic discussion, have been released and their force carried into shop and marketplace. The schoolmaster is in demand in the factory and countingroom because precision of knowledge and accuracy of ideas have been found of vital import to industry. More and more ground is being gained for the recognition of the fact that business is the science of human nature.

One of the old truths voiced centuries ago by Cicero, is that "all the arts appertaining to man have a certain common bond and are, as it were, connected by a sort of relationship." The value of the skilled educator to a business is that he is not hampered by class or group prejudices. As G. Bernard Shaw phrases the thought in his preface to *Major Barbara*, "in nothing have the master-minds of the world been distinguished from the ordinary suburban season-ticket holder more than in their straightforward perception of the fact that mankind is practically a single species, and not a menagerie of gentlemen and bounders, villains and heroes, cowards and dare-devils, peers and peasants, grocers and aristocrats, artisans and laborers, washerwomen and duchesses, in which all the grades of income and caste represent distinct animals who must not be introduced to one another or intermarry. Napoleon constructing a galaxy of generals and courtiers, and even of monarchs, out of his collection of social nobodies; Julius Caesar appointing as governor of Egypt the son of a freedman—one who but a short time before would have been legally disqualified for the post even of a private soldier in the Roman army; Louis XI making his barber his privy councillor; all these had in their different ways a firm hold of the scientific fact of human equality."

Glen Buck was born in Cedar Springs, Mich., Nov. 4, 1876. His father, Curtis Buck, enjoyed the reputation of being one of the most dependable lawyers in Kent county fifty years ago. His mother whose maiden name was Elizabeth McRae, was one of the most gifted women who resided in Northern Kent county a half century ago.

Mr. Buck was educated in the public school of his native village and graduated from the high school at the head of his class. From 1893-1896 he

was a student of Lawrence University, Appleton, Wis. He attended the Northwestern University, Evanston, Ill., during 1897. He then purchased the *News*, Park River, N. D., which he edited and managed until 1899. The next year he was connected with the *Gogebic Daily Journal*, Ironwood, Mich. He was employed by the *Chicago Record* from 1901 to 1904. From 1905-8 he edited *Buck's Shot* at St. Louis, Mo. From 1908-11 he was advertising manager for *Butler Bros.*, of Chicago. In the fall of 1911 he established an advertising agency in Chicago under the style of the *Glen Buck Co.*, of which he is President and Treasurer. In this capacity he has handled some of the largest advertising campaigns in America, particular-

ly for the Ford, Lincoln and Packard automobiles, the Mimeograph, Sheaffer pen, Sellers kitchen cabinets, Kuppenheimer clothes and Phoenix hosiery. He was propaganda writer and general publicity man for the United States Government during the kaiser's war. Mr. Buck is a man of numerous hobbies, including ornithology, horsemanship and painting, in all of which he has attained distinction. He is a popular lecturer on business subjects and his services are in constant demand. He wrote and published a book on *Trademark Power* in 1916. He has since written a series of books under the title of *Glen Buck Books*. He has lately published a book entitled *This American Ascendency*, which is a remarkable presentation of the vital part that American business plays in American life. His knowledge of business is first-hand and accurate, owing to the varied positions he has occupied as editor and advertising advisor. To the growing literature on the ethical and social side of American



Glen Buck.

ly for the Ford, Lincoln and Packard automobiles, the Mimeograph, Sheaffer pen, Sellers kitchen cabinets, Kuppenheimer clothes and Phoenix hosiery. He was propaganda writer and general publicity man for the United States Government during the kaiser's war.

Mr. Buck was married Jan. 8, 1906, to Miss Anne Flaherty, of Chicago. They have one daughter, Peggy. They reside in their own home at Evanston, being near neighbors to Vice-President Dawes and socially intimate with the latter's family.

Mr. Buck is a life member of the Audubon Society and the American Game Protection Association. He belongs to the Cliff Dwellers Club, Evanston Club and Evanston Country Club.

business, Mr. Buck is one of the most important contributors.

Mr. Buck has also written some poetry which is highly regarded and one play entitled *The Closet*.

In all of his dealings with his fellow men Mr. Buck has been actuated by a spirit of fairness which has always been a distinguishing feature of his career. As a careful observer of business methods and tendencies he has studied human nature and is adept in applying old truths to new conditions. As advertising counselor, he is necessarily an educator because the function of advertising is to teach and through teaching to develop desire for a particular commodity or group of commodities.

### Highlights of Speakers at Better Merchandising Conference.

Written for the Tradesman.

What were the outstanding points stressed by the eleven or twelve featured speakers at the first Better Merchandising Conference held in Detroit March 8, 9 and 10? What are the essential factors of present-day retail merchandising these men stress as imperative to improve the business of the retail store?

I sat and listened to the entire program, from John B. Garver on the first morning, until Bob Mooney wound the sessions up with his talk. What did these men bring out in the way of ideas and fundamentals of retailing for the retailers who listened to them?

This affair from its inception was based on the theme of the Seven Keys to Better Merchandising. Outstanding throughout the entire series of addresses was advertising—newspaper, direct mail or National—the last-mentioned being dealt with by C. C. Parlin, of the Curtis Publishing Co., who urged the advantages of merchants using Nationally-advertised products.

What was the gist of Fred P. Mann's story of how he built up a business until to-day Mann's store does over a half million dollar volume in a town of 5,000? It was primarily advertising, around which all the other things were built—salesmanship, good will, service, community boosting, credits, everything. The core and heart was advertising.

It must be properly prepared copy. It must put it over in words of two syllables, just the same as a merchant talking. It must be, as Mr. Brayton pointed out, written from the consumer's point of view, addressed to them as you, not as we (the merchant or store). It must show them why it is to their advantage to buy, not why the merchant wants them to purchase.

Service has hooked up with advertising, the lack of brains behind the counter, the lack of training the salespeople and the lack of making them feel an integral part of an organization and not merely a cog in the wheel. Proper compensation of sales members was stressed.

The essential of obtaining and holding the good will of the community was another stressed feature of merchandising—the need of every retailer to become a part of his community; to be active in its betterment and a booster; to be associated with his local chamber of commerce and association, to study the trend of choice of his local consumers as to the merchandise they want; to watch the styles in clothing; to watch what the consumer is buying. Then to purchase it at the right price.

Buying in small quantities was another featured factor. The day of large orders, made months in advance, has gone. As John B. Garver stated, the present tendency for constant changing of fashion and style in women's clothing has hit the mail order houses a blow, as their catalogues and literature are prepared many months in advance for autumn and spring. Their zenith has come and gone. The independent retailer has the edge, if he



grasps present-day requirements. Mr. Garver, who had just come direct to Detroit from New York, stated that it was not yet known what the spring style demand was going to be.

One of the best talks I listened to, effectively delivered and to the point, was that of Frederick J. Nichols, Director of the Merchants' Bureau, Dayton, whose subject was service. Mr. Nichols has been intensely connected with a study of the merchandising problems of to-day. He has studied them and he certainly knows his topic. Service is what makes the wheels of business go round. Better merchandising was the outstanding factor, he asserted. When the retailer sells less, the jobber, wholesaler and manufacturer are affected and it affects the production and distribution. The retailer is the key. Mr. Nichols also brought out, as his third point in Service, that of telling the people about advertising. Display was the next point he mentioned. His fifth point was the actual selling of the merchandise, the last two or three minutes of actual selling done by the clerk behind the counter. The training of the sales people was one of the great factors of better merchandising which he brought out as his chief factor. The sales force in every store must sell more merchandise. High operating expenses and competition were the two big problems the retailer had to solve. How to do this, he asserted, was in having his store statements show details of every department and the selling of more merchandise by the sales force.

Petty jealousies of retailers, lack of co-operation and failure to pull together—all prevented their being bigger merchants. Failure to profit by and make use of what they learn was another item, Mr. Nichols said, that should be changed.

What did E. S. Charles have to tell in discussing "How We Increased Our Business 42 per cent. in Six Months?" His story had as the heart advertising and, it being a small town in a rural community, primarily direct mail advertising, although he stated they also ran display space in the local papers. Good will was particularly essential in country communities—a personal contact with the people. But the keynote of his talk on how their store had built such a remarkable increase in the short space of time was, like that of most of the other speakers, he attributed to advertising. As one of the speakers pointed out, advertising requires nerve, but without persistent and consistent advertising no retail store can exist and show a profit. The ills of the mail order houses, of the chain stores, of the door to door peddler were all to be solved and remedied only through independent retail stores using proper advertising to the people of their community—the hub of the entire circle—from which all the spokes ran out.

The group meetings proved interesting and brought up various discussions. The demonstrations of window display proved educational and were watched by many of the merchants in session. The educational exhibits of retail newspaper display advertisements

and of D. M. literature for use by retailers was looked over by most of the retailers at the Temple.

The message these speakers gave the retailers was, as I visualize it, the hub advertising, with service, better merchandise, better window and store displays, better sales people, credit, turnover and better buying.

S. E. Sangster.

**Preparing Special Summer Lines.**

Style houses are beginning to devote attention to preparation of special lines for the Summer season. This will be started at wholesale by the Fashion Show of the Garment Retailers of America, which will be held two weeks from next Wednesday. Sports wear garments will be featured, and a larger number of manufacturers than heretofore is expected to prepare special offerings of such merchandise. Retailers have found the distinct Summer season idea of much value in stimulating post-Easter business.

**Business Wants Department**

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

Will Trade for Stock of Goods—Store building, hotel or other desirable property, one or more of four good farms. Address A. Mulholland, Reed City, Mich. 502

Furniture Building for RENT—Three floors and basement, 8,500 feet show space. Has been furniture and undertaking location for forty years. City 10,000 population. Five large factories. Home of Albion College, 800 students. Only one other store. G. H. Killian, Albion, Mich. 503

FOR SALE or Rent—Two-story brick store building in Portland. Fine location, good condition. Address Box 34, Portland, Mich. 504

Wanted—We will pay cash for a twelve-foot NOTION floor show case with eighty pull bins. State if in use; age; condition; price. H. G. Hicks & Co., Allegan, Mich. 505

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 Monroe, East Jordan, Mich. 496

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

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

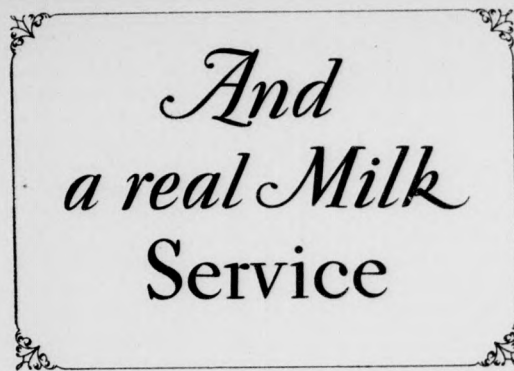
FOR SALE—General merchandise, fixtures, building, gas station, modern living rooms. Five blocks from largest sole leather tannery in world. Stock \$7,000. City 5,000. Located twenty years, decided to retire. Annual business \$50,000. Would rent building and fixtures. J. J. Parker, Boyne City, Mich. 488

FOR SALE—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 LEVINSON, Saginaw, Mich.

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



YOU know Borden's Products—of course. Eagle Brand Condensed Milk, Evaporated Milk, Malted Milk, Dry Milk, Caramels. You know that they're absolutely pure and good. Now a few words about Borden SERVICE.

The Borden Company has been in business for seventy years. It will be here tomorrow, next year, for years to come—always standing squarely behind every package, guaranteeing its quality through jobber and retailer, right into the kitchen.

The Borden Company offers a FULL LINE of milk products—a COMPLETE milk service. The dealer is sure of the same quality and constant supply of Evaporated Milk as he is accustomed to in Eagle Brand.

The Borden Company advertises its products—a SELLING service. Its brands are known and accepted everywhere. Four big Borden advertising drives are going on now.

Finally, there are Borden salesmen and representatives in every city ready to help the trade in any way they can—ready to back up the Borden guarantee.

With Borden's, quality is first and close after that comes service. The Borden Company, 350 Madison Ave., New York, N. Y.



**"—and include a package of Kellogg's ALL-BRAN"**

Grocers have heard that order millions of times. Consistent and intensive sales work throughout the country has made ALL-BRAN a national staple.

There is no "off-season" for Kellogg's ALL-BRAN. A customer once, is a customer always, for Kellogg's gives satisfaction. 100% satisfaction. IT'S 100% BRAN—THAT'S WHY!

Newspapers throughout America are carrying the Kellogg message of health, and this intensive advertising is supplemented by the most intensive sales and promotion work ever placed back of a food product.

Now is the time to recommend and suggest Kellogg's ALL-BRAN to your customers.



**ALL-BRAN**

### AMERICAN INCOME.

As nearly as can be reckoned, the 1926 American income reached a new record total of \$89,682,000,000, which is just about what the estimated total wealth of the country was twenty-five years ago. By the ebb and flow of the annual income of the Nation are determined in a measure the sums available for expenditure on the necessities and luxuries of life. This new total, then, computed by the National Bureau of Economic Research, throws fresh light on the general state of prosperity in this country.

It is not strange to find on turning back that the years during which people have enjoyed the most handsome income returns are the years that have brought the largest demands for goods. Since 1921 the Nation's income has gone forward by leaps and bounds, having increased more than 40 per cent.

Never in history until 1926 did the average person of any country command so much in annual income. It is far more than twice that for the typical pre-war year. In 1909 the per capita income was \$299. By 1914 it had reached \$320. In the inflation year of 1920 it got as high as \$697, only to fall in the following year to \$579. Since then it has been steadily and swiftly rising to the new and exceedingly comfortable level of \$770.

Even when allowance is made for differences in the general price level that affect the purchasing power of the dollar it will be found that the economic position of the average inhabitant in the United States is improving at the rate of about 7 per cent. per annum. Time was when the introduction of labor-saving machinery was, with the population constantly growing, looked upon as a barrier to general prosperity. Now, however, it appears that the modern organization of industry has given the worker more pay and also more leisure in which to spend his money.

It was not the accumulation of so large a total as nearly \$90,000,000,000 in National income last year that made the country prosperous but its wide diffusion. In a general way the rich man cannot consume very much more than the man of moderate means. Certainly he cannot eat more than three good meals a day or wear more than one suit of clothes at a time. But when, as in 1926, this vast income represents an accumulation of sizable contributions from almost every family in the country, there is laid the foundation of a great and lasting prosperity.

### DILATORY BUYING.

The matter of piece-meal or dilatory buying, especially when it comes to woolen fabrics, is gradually reaching the acute stage. At a meeting of the National Wholesale Women's Wear Association during the past week members of the cloak and suit trade were given the wholly unnecessary advice to refrain from making any other than most limited forward purchases of materials for the fall season. This kind of buying is just what most of them have been doing. And yet it is evident that, pushed to its extreme, it will put the mills in an untenable position.

Fabrics cannot be conjured up in an instant when they may be required. It takes time for their production. It is not safe, as the experience of the American Woolen Company shows, even to buy raw materials much in advance of their conversion into cloths, much less to manufacture the latter in any quantity and trust to luck to dispose of them. Again, if it is known that the mills have again made up and have on hand a considerable amount of fabrics, buyers will purposefully hold back in their purchases with a view to beating down prices. On the other hand, buyers have been rather insistent that the mills make early showings of their goods, even though there is no chance of selling them within a reasonable time. The mills might counter by shutting down operations for a period, but this would only result in injury to their organizations besides increasing the cost of their products. Any concert of action by either buyers or sellers seems out of the question because of the fierce competition among the latter and because there is no practical way of binding the former. So, for the time being, it looks like another case of an irresistible force meeting an immovable body.

### PRICES OF COTTON GOODS.

Some recessions in the price of cotton were noted during the past week, but they were not of an extent to cause much uneasiness. In a few days the final ginning figures of the last crop will be issued and these also are not likely to have any material effect unless they should unexpectedly show an increase over the last estimate. Factors have settled down to a basis consonant with the record yield, especially as the distribution of the output is no longer as conjectural as it was. One thing that appears to be pretty well determined is that prices of cotton goods, more particularly of fabrics, are on a fairly stable basis, with the indications favoring advances rather than recessions. This is shown by the action of the cotton printers in continuing present prices through June, and also in the guarantee of gingham prices until those for fall are named. Figures on gray goods have also been firmly held, even on days when the volume of trading was comparatively small. In general, however, the sales of most cotton fabrics have continued larger than in some years, and the demand has been such as to tax the facilities for delivery. Print cloth sales have been made for as late as delivery in September. In knit goods, the outlook remains uncertain in some respects. Spring underwear has been well bought but the fall lines are still lagging. Some manufacturers, apparently for the purpose of bringing about a show-down, have withdrawn their prices. Whether this will spur up buying is a question that will soon be determined.

### WOOLS AND WOOLENS.

Another test of the conditions affecting wool will be afforded this week when the auction sales in London are resumed. In all, 166,400 bales are to be offered. Of these 83,650 are Aus-

tralian, 57,000 New Zealand, 4,450 Cape, 19,100 South American and 1,300 sundries. About one-sixth of the offerings are left-overs from previous sales. It is predicted that there will be slight advances on the finer merinos and crossbeds, but this prophecy may be based on a knowledge of the upset prices fixed by the sellers. There is not now, nor has there been for some years, a really free and unrestricted auction sale of wool. In this country wool buying is quite limited in its scope, the mills showing no disposition to add to their holdings while the demand for fabrics remains as small as it is. Imports of wool during the last month or so have been fairly heavy. This is somewhat curious in view of the fact that values here have been below the parity of those abroad. In the goods market, sales agents are frankly disappointed at the lack of buying for fall. For that matter, much of what ought to have been secured for spring still remains unsold. Unless conditions change soon there is a likelihood of there being another trying year ahead for the makers of woolen fabrics. Under the circumstances there is no incentive to an early opening of women's wear fabrics.

### THE SUFFERING FARMER.

However much disgruntled with his uncertain returns and low profits the American farmer may be at the present time, it is still possible for him to live better off his own land than most of his city brethren who are forced to pay in coin of the realm for all their foodstuffs.

Last year was a particularly hard one on the Southern cotton planter, who is still in a bad way financially, but if he lacks money he can, if he has heeded the talk of diversification that has gone on for so many years, put his feet under a table that groans from its weight of good things, all produced at home.

Here is a typical menu, served at an every-day dinner in the Mississippi hills by a farmer who isn't worrying too much because he cannot sell his cotton at a profit:

Home-made sausage, home-grown chicken, baked; home-grown Irish and sweet potatoes, lye hominy, sweet milk and butter, and, of course, home-made biscuits and corn bread, not to mention a variety of home-made preserves. "And," adds the letter describing this mouth-watering menu, "this farmer has just killed 3900 pounds of hogs and has enough corn to do him for two years."

The farmer's suffering, in these circumstances, must seem only relative to the city man accustomed to feeding from a delicatessen.

### PERFIDIOUS GERMANY.

Notwithstanding the fact that the official word of Germany has never been good in her dealings with other nations; notwithstanding the fact that she has wilfully violated every pledge she entered into in order to secure immunity from the war measures rendered necessary in dealing with her, the Allies have now released control of German armaments on her agree-

ment to demolish all the forts she has constructed on her Eastern frontier since the kaiser's war.

If any one has any lingering suspicion that Germany will keep this agreement, he has another guess coming. Germany's word is absolutely valueless. Her pledge is a byword in every civilized court in the world. Within a week after entering into agreement and her release from Allied surveillance she began to make surreptitious increases in her military strength in the locality where she had promised to disband. The only way to treat Germany is to regard her as an outlaw, unworthy of any consideration by people who believe in doing as they agree.

### DRY GOODS CONDITIONS.

Spring buying at retail in this market has just about set in, and it was helped by the moderate weather during most of last week. But it is far from being what was hoped for. There has been a fair scattering of purchases in many lines, but not the seasonal buying which the near approach of spring should produce. Some of the dilatoriness is ascribed to the lateness of Easter, which is still more than four weeks away. Buyers have been seeking coats and dresses, millinery and accessories at various price levels, but their purchasing, as a rule, has been of small quantities. A great deal of reordering remains to be done to fill the usual quotas. So far as women's wear is concerned, the period of style uncertainty has passed, and this is a favorable element. Summer fashions will be shown at the end of this month, but it is quite likely that, at the same time, the sales of spring goods will be in full blast. Lately the business in men's wear has been picking up and the indications point to a rather busy season. Suits, topcoats and haberdashery are sharing in the activity.

It has remained for a follower of chess to point out the possibilities of sharp practices in playing that most sedate of all games which are unknown in all other contests. Dr. Emanuel Lasker, the former world's champion, declares that at the time he lost the championship the specially constructed clock that is used was so arranged that when it was his turn to play it broke into a gallop. But when it became his opponent's turn to move, the other side of the clock was slowed down to a leisurely walk. Dr. Lasker contends that no man can beat an educated clock. Of course not. But the general belief among chess players is that the doctor lost his championship because some one appeared who could play better class than he could. Still, if this sort of clock is introduced into other sports, all records will be smashed frequently—at least until they reach the zero mark. Even an educated clock has some limit.

Give a little, live a little, try a little mirth; sing a little, bring a little happiness to earth. Pray a little, play a little, be a little glad; rest a little, jest a little, if the heart is sad. Spend a little, send a little to another's door; give a little, live a little, love a little more.

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

When it was time to head for the country last Saturday there was a steady rain falling, which continued at intervals all afternoon. By the time we reached Grand Haven the low places everywhere were covered with water and Crockery Creek and other streams were turbulent with muddy water.

My first call was on Arthur J. Van Woerkom, whom I helped out of an unpleasant predicament he got into with a Detroit jewelry house a couple of years ago. Arthur says the dotted line has no attractions for him any more and that strangers who solicit his signature to sinister documents are wasting their time when they call on him.

I found G. Ekkens making plans for opening his branch store at Highland Park for the summer season. He proposes to push business at the branch more actively than ever this year.

C. C. Whistler has been closely associated with the feed trade for many years and is widely respected.

I found two very congenial spirits in the Peoples Mercantile Co.—William and Tony J. Baker, whose father established the business about forty years ago. They have conducted the business thirty-three years under the present style, twenty-two years at the same location. Although mature in years, they are young in spirit and action and richly deserve the success they have achieved.

Chas. S. Zellar says he has no patience with the wail of the average grocer over the competition of the chain store. He holds the opinion that the retail dealer who forgets all about the chain store and attends strictly to his own business, devoting every energy to serving his customers acceptably and adding to the list as rapidly as possible never need worry over chain store or any other kind of competition. I confess I have a good deal of admiration for the position assumed by Mr. Zellar. Hamlet says, "There's nothing either good or bad but thinking makes it so," which I interpret to mean that success in this world depends largely on whether a man thinks constantly along the lines which lead to success or diverts his thinking machine into a worrying mechanism which precludes the possibility of success.

Speaking of chain stores reminds me that I have during the past week received a large number of letters from manufacturers replying to my enquiry as to why they advertise in chain store publications instead of trade journals which cater solely to the independent dealer. In nine cases out of ten these manufacturers assure me that the goods they exploit in the chain store publications are not such as they sell the independent dealer—that they are short weight, short count, short strength or inferior in some other respect.

I am told that the A. & P. store at Scottville is selling \$2,000 worth of

groceries per week, giving it the largest volume of any A. & P. store in Michigan, outside of Detroit. A singular feature of the situation is that local dealers in other lines than groceries patronize this store exclusively and recommend it to their friends. I am unable to explain this situation, because I cannot see how any local merchant can go out of his way to deliberately destroy the town with which his future is associated by building up a concern which has alien ownership and never leaves a penny in the place in which it is located that can possibly be avoided.

At the merchandise conference held at Detroit last week, which was attended by over 700 Michigan merchants, a gentleman from Des Moines related the particulars concerning the withdrawal of a J. C. Penny store from a city in Northern Iowa. I think the Penny Co. is the largest handler of merchandise in the world. It has 4,750 stores, located in forty-four different states. It made a ten year lease on a store in the city above referred to, put in a new front at its own expense and installed a line of Penny merchandise. The local manager advertised cut prices on certain staple articles once a week. The other merchants in the town got together, looked the situation squarely in the face and decided to go the Penny store one cent a yard better on all cut prices it undertook to exploit. They kept this up every week for eight months, when the Penny management ordered the store closed and the stock removed to another point. It is the policy of the Penny people never to remain long in a town where the competition is so strong they cannot make good profits for themselves. I think the Iowa merchants showed a better spirit than those Scottville merchants who aim to destroy local merchandising by contributing to the prosperity of the A. & P. concern.

I spent last Thursday in Detroit, where I gave close attention to the concluding sessions of the Merchandise Conference, which held the boards for three days. The attendance from outside of Detroit was about 800 and the character and standing of those who participated in the affair was above the average. Mr. Collier, who managed the undertaking under the auspices of the Wholesale Merchants' Bureau, made a wonderful record for initiative, expediency and efficiency.

Notwithstanding the very wonderful growth of Detroit in the past, she is now evidently at the parting of the ways, owing to the unfortunate fact that she is literally a one man town—and that man is Henry Ford. In peak times the employes in the automobile factories of Detroit number 225,000, of which 120,000 are engaged in the various Ford industries. Working five days a week and figuring the average payroll at \$5 per day gives these men an income of \$3,000,000 per week. At the present time Ford is employing only 80,000 men three days per week, which reduces the Ford payrolls to \$1,200,000—or a net loss of \$1,800,000 per week, most of which would go into the tills

of the merchants. The shrinkage is so enormous that the human mind can hardly comprehend the loss it involves. Everyone is wondering whether Ford will ever "come back" or whether he will have to accept defeat at the hands of the General Motors Co. which has displaced the antiquated Ford car with the up-to-date Chevrolet in the minds of the buying public.

I regard Mr. Ford as a menace to Detroit, because he claims to have \$400,000,000 idle money deposited in the banks and trust companies in the East, which is doing no one any good and which has been removed from the possibility of keeping the wheels moving by the avarice and selfishness of its custodian. Mr. Ford constantly rails at Eastern bankers for hoarding their money, when it ought to be accessible to the needs of commerce, while he goes them one better by hoarding more money than any dozen bankers.

At the conference above mentioned someone asked Fred R. Mann, Sr., of Devils Lake, N. D., what he thought of the future of the Ford car. He replied that he had traveled 6,000 miles since Jan. 1, speaking to merchants, and that everywhere the sentiment prevailed that no more Ford cars or trucks would ever be purchased by merchants; also that Ford's strictures on the farmer had made him the laughing stock of agriculturists everywhere.

E. A. Stowe.

## River Pilot Worthy Adjunct of Rafting Business.

Grandville, March 15—The river pilot was a man to be reckoned with in early lumberwoods days.

And why not? It required no inconsiderable courage and ability to pilot the long lumber rafts from Croton, Newaygo and Bridgeton to the mouth of the river.

White pilots were few and far between, and even when found did not average up with those native sons of the forest who were born and bred to the woods, and came naturally by their love of water navigating. These half-breed hunters and fishers were sought out and brought into service by the mill owners along the Muskegon.

Very seldom were they found wanting, while on the other hand a white pilot oft times let his feelings run away with his judgment.

Long double rafts were run from Newaygo and Bridgeton until the Dam was reached, when two sets of pilots were required to get the lumber floats into safe harbor at Muskegon.

The halfbreeds who became river pilots were not numerous, yet all sufficient for the work required. Most of these rivermen were averse to doing any of the hard work required at the lumber camps, so that a skilled pilot seldom calloused his hands with the work of the camps. Being known as a skillful pilot was sufficient to give these men ample employment at their chosen calling at the highest rate of pay.

A lumber camp cook and river pilot were the two highest rated persons on the payroll of the lumberwoods, neither job, however, interlacing with the other. Some of the pilots worked early in the spring on the log drive.

The river pilot's job was not wholly without its thrills. It required a keen eye and steady nerve to make good as a pilot, and those who took up the calling prided themselves on possessing an abundance of the latter.

The river was a tortuous stream, and it required skill to keep the heavy

rafts in the channel, away from the jutting land at the curves. There were innumerable sunken roots and sawlogs which presented points of danger. The channel of the stream was changeable, the loose sand drifting along the bottom of the river like the wind-driven snows of winter.

Keep to the channel; avoid sunken snags and floating logs, was the advice given every pilot in the early stages of his stewardship.

Had there been no logs there would have been less trouble in making the trip from mill to the big lake where the lumber was loaded on the boats for the Chicago market. A large majority of lumber manufacturers resided at Muskegon and did their lumber cutting from logs floated down the river each year. The upriver mill owners were up against many a hard problem in those days, and sometimes hard feelings existed between the mouth millmen and those far up the stream.

A river pilot was usually a man of consequence, even though his skin was not white. Lumber rafts were more easily managed than the shingle cribs which were floated down the waterway for shipment to Chicago.

I call to mind the trouble and expense which resulted from substituting a white for a halfbreed pilot one spring morning when Merrill's long raft of shingles set out on its way to the mouth. A white man who shall be nameless induced the mill owner to believe he was an expert riverman. The regular pilot being ill, the white man was accepted and the big raft, composed of several hundred thousand shingles, floated gaily from its moorings at the mill dock down the majestic Muskegon.

It was a smiling spring morning. Before noon came a report that the lower reaches of the river were clogged with logs. This report was afterward substantiated, when the pompous white pilot returned to Bridgeton with a sad story of wreck and disaster.

It seemed that a log jam clogged the river down toward the mouth, into which the shingle raft had plunged, to be twisted and torn to fragments. The white pilot and his helper, sadly at a loss what to do, deserted their charge and returned home.

The lumberman hastened down the stream with a crew of men, only to find a confirmation of the pilot's story. The log jam had broken and that crib of shingles floated unguided into the swift current among the rolling, tumbling logs which ground it to pieces, the shingles being almost a total loss.

For a week the shingle owner worked to save his property. That was a dear experiment with a white pilot. A skilled halfbreed would have snubbed his raft before it reached the jam, and awaited the opening of the river in comparative safety.

This one experience convinced the mill owner that it did not pay to experiment where any property, such as lumber and shingles, were at stake.

"My boys never do such a trick as dat," chuckled old man Lixy when he heard of the mishap. And this was true, the Lixy boys were capable pilots and seldom out of employment during the rafting season.

The river pilot was a most worthy adjunct to the rafting business and the sun of his usefulness did not set while a vestige of lumbering remained on the Muskegon river.

The Badeaus, Lixys and Aitkins flourished in that day and were worthy a monument to their faithfulness in those days that tried men's souls. Not until the history of the lumberwoods is written in letters of fire by some aspiring author will the shadow and sunshine of those heroic days come to be known in all their glorious outlines.

Old Timer.

What some folks need is a good dose of insomnia—during the day.

## SHOE MARKET

### Reverse Plate Advertising Plan For Selling Hosiery.

An unusual advertising idea for advertising hosiery in conjunction with footwear—suggesting shades most appropriate—has been introduced by the Smith-Kasson Co., Cincinnati, Ohio.

An advertisement three columns by approximately ten and one-half inches was headed, "Aristocrat Footwear and Hosiery—How to Combine Them for Smartest Effect."

The layout consisted of a succession, down the space, of interesting arrangement based on reverse plate triangular in shape, with the upper side five and one-half inches long, the two lower sides three inches. The long side was horizontal in the advertisement, and paralleling it, was, near, a wide rule of equal length. Above this, at the left or right—alternately—was the cut of a shoe. Opposite the shoe was a small body of descriptive type, for example—

"Parchment Kid or Patent Leather, \$10.

"Graceful, and on entirely different lines, Narrow piping of brown kid to emphasize its charming lines. Can be worn with or without a buckle. 2 3/4-inch spike heel and hand-turned sole."

On the reverse plate below this shoe was, four lines, light lettering, "Champagne hose are smart with patent leather—the new Grieger with parchment kid slippers, \$1.95."

Thus, the entire advertisement offered four items in footwear, and four in hosiery. The golden brown and field mouse kid pump had a hosiery reverse plate reading, "No color blend in footwear is smarter than Rose Blonde Aristocrat hose and 2-tone slippers \$1.95."

Patent leather and copper kid had, "Rosewood Aristocrat hosiery blends with this copper and black combination, \$1.95."

### Have You a Markdown Department?

Ends of lines and their more rapid accumulation than disposal forms the greatest National problem of the shoe merchant to-day, and it is a more acute problem than in any previous times. There is already a marked tendency to decrease the number of pairs ordered on a given shoe. Whereas formerly big merchants would order a liberal run of sizes on a style, now they buy a style in several combinations in smaller lots. This, of course, multiplies the number of short lines piling up.

In short, individualism is running rampant in shoe styles feminine, just as it always has in millinery. This in a business where we have to contend with a range of sizes unknown in any other apparel.

Shoe merchants and salespeople must approach their problem by recognizing the individualistic trend and develop more ingenuity in setting forth the value of the odd pairs as sales getters. We must concentrate sales effort on these odd lots, and change our whole viewpoint toward them. Formerly we have looked on them as nuisances to be gotten rid of at a

price. Now we must look on them as intrinsically as good values as they were when sizes were complete, because with such a riot of style, no style is wholly bad in the eyes of some customers.

P. M.'s offer a means of disposal more or less successful but styles come so fast that the human weakness of wanting to sell the easiest and fastest overcomes to a great degree the incentive offered by P. M.'s and hence speed and ease in selling something new and running a bigger book are working against the disposal of short lines fast enough to keep pace with the natural accumulation.

Many merchants have a "hash" section in which all lines sold down to a few pairs are sized. These are P. M.'d liberally. Sales conferences are held and stress laid on the importance of working on this section, and the possibilities of increasing earnings are held up to the sales force. One of the largest merchants in the country with a shoe volume well over \$1,500,000 mark is doing the best disposal job we know of along these lines.

After working with indifferent success in stimulating the efforts of his salesforce toward securing 100 per cent. co-operation he finally led them up to the point where he secured a pledge from every employe that at every sales opportunity he would first go to the "hash" section and make an honest endeavor to find there something to please the customer in hand. He has now firmly established a good habit and the selling force are with him 100 per cent. Ends of lines sell so freely and easily that it cuts down the necessity for such fast buying. In the "hash" section some shoes are left at old prices and some are reduced to fit the desirability of each style.—Shoe Retailer.

### Willing To Sell His Leg.

Shoe workers can get along with one leg or in many cases without any legs. At least George W. Adams, a shoe worker residing at 526 Walnut street, Columbus, is willing to get along with but one leg for compensation, the amount of which was not disclosed.

He was the first to volunteer recently to permit a leg to be amputated and grafted on the stump of James Tatom, a Dayton, Ohio, machinist who advertised that he wanted such a leg and would pay the man supplying it from the money made from moving pictures of the grafting operation.

Tatom declared that a New York physician claimed that he could graft a healthy leg on his stump and thus he could discard his cork member.

Adams who is employed in a local shoe factory says he has no definite price in mind for his leg, but expects a goodly sum. He is alone in the world, having no family.

### Had To Marry Her.

We were recently told the sad case of a Scotchman who became engaged to a girl who got so fat he wanted to break off the engagement. But the girl couldn't get the ring off, so he had to marry her.

### Have You Ever Wished

to have your fire and casualty insurance with one concern, to deal with only one office and yet have your insurance placed in different Companies?

### That's Us

We represent fifteen of the strongest Board Rate Mutuals doing business in this State and we are in a position to give you this service.

### On Top of That

we save you 25 to 50% on your insurance premiums.

### THE CLASS-MUTUALS AGENCY

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

305-06 Murray Bldg.  
GRAND RAPIDS, MICH.



## The 1927 FIRESTONE

Line will include the

### "RITZ" GAITER

the  
Season's  
Sensation

## in colored FOOTWEAR

The exclusive Firestone Franchise may be open in your community.

WRITE IMMEDIATELY TO THE

### Herold-Bertsch Shoe Company

Distributors for  
Michigan

Grand Rapids  
Michigan



Where  
Tire Trouble  
is most apt  
to occur

The sidewall is the vulnerable point of attack on all tires. Here every jolt and jar makes an attempt at destruction.

The CORDUROY CORD is the only tire possessing real Sidewall Protection. Investigate CORDUROYs for yourself. Obtain this genuine saving and economy. Test a CORDUROY against the other tires on your car. Results will convince you. Try it.

CORDUROY TIRE COMPANY  
GRAND RAPIDS, MICHIGAN

## Corduroy Cords

### Sidewall Protection

(REG. U.S. PAT. OFFICE)  
Added Reinforcement—An Original Patented and Visible PLUS feature

**Build a Monument To Our Boy Soldiers.**

Grandville, March 15—War brings out the heroic in man.

It was so in our Revolution, down through the ages to the last war in which the United States was engaged in which millions of our young men crossed the ocean to be in at the death in the greatest war known to history.

The Union army at the time of the civil war was composed of boys in their teens hardly fit, one would think, to withstand the hardships of military campaigns, and yet the Army of the Potomac did as splendid fighting, even though composed of boys, as did the veterans of the Peninsular at the time of the Napoleonic wars.

You cannot keep Young America down. At the time volunteers were wanted to make up armies to defend the integrity of the Union so many youngsters pushed to the front, anxious to enlist, it became something of an embarrassment to the enrolling officers.

I call to mind many young fellows yet in primary school who laid down their books to become soldiers for Uncle Sam.

A young shingle-edger in our saw-mill gained his parents' consent, and at the age of fifteen became a member of the Eighth Michigan infantry. How many others of such age composed the regiment I do not know, but when reports of numerous engagements came back home not one of the boys but accredited himself as became a soldier.

The boy who went from our mill was the son of a backwoods preacher, his father being an exhorter for the Union from every school rostrum and country church in the neighborhood.

The Eighth regiment formed one of an expeditionary force which sailed from a Northern port for the South, landing somewhere in Carolina. News came back that in an assault on a Confederate fort many brave boys had fallen, among them the son of this preacher.

"So young to give up his life for his country," sighed sympathetic mothers. Although reported mortally wounded the boy came home again and resumed work in the mill. Before he was seventeen another regiment went from our vicinity, the Tenth Cavalry, into which this wounded hero went, ready to again do duty for home and country on the battle field.

The wound from which the minister's boy had recovered had been a dangerous one, a bullet having passed through his body not far from the heart. In fact, it disqualified him for active service in the ranks and he was detailed for hospital service.

Serving to the end of the war, graduating from the greatest civil conflict in history, this stalwart hero became a veteran at the age of less than eighteen.

There were countless others in that splendid army of the Union, a few of whom still live and are drawing pensions from the Government.

"We are coming, Father Abraham, three hundred thousand more," echoed across the hills as a host sang the words, and went pell mell to join the ranks of the patriot army going South to fight.

If one were to undertake to count the boy heroes of our wars, what a task would be his. Some of the most dangerous and brilliant feats of arms were performed by the boy soldiers, who when at home had never attempted any heroics greater than chasing wildcats and wolves in the woods. Hunting human enemies was a novelty and yet the boys readily fell in with the new phase of things and acquitted themselves with the utmost credit.

It was the boy soldiers of the Potomac army who signalled their resolve to "follow little Mac until the hot place froze over, then camp with him on the ice."

It did not come to that, however. Little Mac failed to go so far as that, and it was under the lead of other generals that the boy soldiers of the Republic won a glorious victory at the end of four years of battle.

History records the brilliant deeds of our boy soldiers. There were leaders of the soldiers who had scarcely attained the age of manhood. Most of the great soldiers who were in at the final collapse of the rebellion were young men. We have only to mention Sheridan and Custer, two of the famous cavalry commanders of the civil war.

When we think of all the wars which have rent this beautiful country of ours, we wonder what there would have been worth recording in history had there been no wars.

All history is the record of wars which in many instances have changed completely the conditions of the world.

Without war there could never have been a United States of America. Without war one-half of this country at least would be still buying and selling men, women and children from the auction block of the slave driver.

And without our courageous boy soldiers, what would our wars have amounted to? It is the youths of teen age who have illumined the pages of history as people of more mature years have been unable to do. Then shall we not pay due homage to the patriotism of our boys by building them the greatest monument ever conceived by man, dedicating it to the boy heroes of the Republic?

A boy volunteered for service in the Potomac Army from a Michigan village. That boy was the only son of a poor widow who felt proud of her splendid son as he donned the uniform of his country. Within six months thereafter he was a deserter, and that mother felt the humiliation in bitterness of soul, until later she heard that he had gone West and enlisted under another name to continue his fight for the Union. Old Timer.

**Confining Distribution To Jobbers.**

The conviction is growing among selling agents for cotton textile mills that the old methods of distribution exclusively through wholesalers were better than the modern method of selling much of the mills' product direct to department store syndicates, chain retail stores and mail order houses, according to Willis P. Munger, President of the Burnham, Munger, Root Dry Goods Co., of Kansas City. Mr. Munger, who was a member of a special committee on distribution of the National Wholesale Dry Goods Association, which met a distribution committee of the Association of Cotton Textile Merchants of New York last Wednesday to discuss distribution problems, declared after the conference that wholesalers were convinced that direct selling to the large retailers was a transient phase of merchandising.

"While the wholesalers have no grievance against the mills because of the trend in recent years toward direct selling," Mr. Munger said, "they feel that the selling of mill-branded goods to these large retail organizations has often resulted in the latter disposing of them to the consumer at prices which have discredited in public estimation the small retailer who buys through a jobber. However, the wholesalers feel that the situation will right itself by a return to pre-war distribution methods, and many selling agents are beginning to share this view."

**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.

**Always Sell LILY WHITE FLOUR**

*"The Flour the best cooks use."*

Also our high quality specialties

- Rowena Yes Ma'am Graham
- Rowena Pancake Flour
- Rowena Golden G. Meal
- Rowena Buckwheat Compound
- Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

**VALLEY CITY MILLING COMPANY**  
Grand Rapids, Michigan



"The Bank on the Square"

**GRAND RAPIDS NATIONAL BANK**

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

**GRAND RAPIDS NATIONAL COMPANY**

Investment Securities

Affiliated with Grand Rapids National Bank

**Fenton Davis & Boyle**

Investment Bankers

**Chicago**  
First National Bank Building

**GRAND RAPIDS**  
Grand Rapids National Bank Building  
Phone 4212

**Detroit**  
2056 Buhl Building

## FINANCIAL

### Some Facts About This Changing Land of Ours.

The United States ushered in the present year of grace, 1927, with much fervid and solemn self-congratulation. Every message, every address, every sermon, every editorial has echoed and re-echoed this story of twelve months' unexampled prosperity. The echoes have varied in tone, but not in substance. Politicians and newspaper men, who wish to please, have intimated that we are great because we are good; that "our moral and spiritual life has kept pace with our material well-being;" and that we are by way of deserving the best that fortune can bestow. This is always a popular point of view and very convincing to people who do not read the criminal records of a country which leads the civilized world in crime. More modest commentators say with truth that all the educational and charitable institutions in the land have profited by the year of plenty. Money has been lavishly given and casually received; and a great deal of good work will be done with it.

Money has also been spent with "passionate prodigality." The notion that we must have what we want has strengthened with every month of affluence. If the record of New Year's eve in New York could be accurately reported, with the cost of theater tickets at fancy figures and the cost of "covers" in hotels and restaurants at fabulous figures, and every waiter and taxi driver expecting to be enriched for life, it would make the waste of ancient Rome seem like the thrift of Scotland. Moreover, the Roman feasters were few and the Roman fasters were many, while in New York everybody, according to his degree, paid too much for what he bought, and was immensely gratified to do it.

There are not lacking urgent appeals for thrift and very urgent reminders of the financial uncertainties of the future. Neither are there lacking increased temptations and opportunities to spend. On the one hand, we have had a National Thrift Week, with such inspiring slogans as "Financial Independence for Everyone" and "A Half Million New Budgeteers for 1927." On the other hand, we read of a brand new company with the modest capitalization of thirty-one millions, which has formed for the augmenting of installment houses and to make possible a vast added expenditure. The argument advanced in behalf of this species of debt is that the buyers have something substantial to show for their money. It is not frittered away day by day on trifles, because it must be paid out week by week to insure possession of the utilities and luxuries in which it has been invested. "We have found," says the formal statement of the new company, "that installment sales in many industries are advisable and necessary, and that it is vital to increase domestic sales in such industries, in order to maintain the present status of National prosperity."

If one could be perfectly sure of

maintaining national prosperity by this or by any other device, there would be little room for discussion. But change of a sort is bound to come in a mutable and unstable world. A contributor to the Yale Review, who is himself a business man, as well as a student of economic conditions, writes thus in the January issue:

"As certainly as that the sun will rise to-morrow morning, there will begin within the next two or three years a period of business depression. When it comes, profits will be converted into losses; interest rates will rise; security values will fall; prices will decline; there will be unemployment on an abnormal scale, together with some general liquidation of labor; and there will be a total collapse in some elements of the economic complex."

Perhaps the rising and setting of the sun are surer things than any prophecy of good or evil. Nevertheless what has befallen us before is liable to befall us again. If it comes, even in a modified form, we will doubtless take comfort in the possession of a house, a car, a washing machine, a vacuum cleaner, a Victrola and a fur coat, provided these things are paid for, or so nearly paid for that we need be under no acute apprehension of losing them. But solid securities, equal to their value, would be a veritable wall against the rising tide of trouble. In a country endowed like ours with great natural resources, periods of depression must necessarily be brief. No man who can do anything worth the doing need greatly fear them. But the wise and balanced words: "In time of peace prepare for war" carry no saner counsel than the words: "In time of gain prepare for loss." Lord Dunsany, in one of his plays, tells the story of a great Eastern king who had a secret door bulletin an inner chamber and communicating through a hidden passage with the river Euphrates, on which his palace lay. Here a small boat waited day and night throughout all the years of his reign, providing means of escape. It was never used, because men who prepare for emergencies are not overwhelmed by emergencies, but live their lives securely.

It has been pointed out more than once by financiers and economists that, apart from our merits and apart from the never-failing possibilities of a big country not yet over-populated and rich in farmland and minerals, the United States has been exceptionally lucky during the present century. The extirpation of the cotton weevil was so timed as to permit us to export maximum cotton crops just when the foreign markets were emptied. The wonderful grain crops of 1924 were coincident with a European shortage. The Federal Reserve act and the ratification of the Sixteenth Amendment came just in time to safeguard us during the kaiser's war and enable us to realize our resources. It almost seemed as though fortune played into our hands, and the spirit of confidence so engendered has had a great deal to do with the Nation's ever-increasing extravagance.

Every good principle can be pushed too far. The promoters of the Na-

## Credit and Capital

These are the two essentials necessary for the success of individuals or corporations.

Both are important factors, and can be strengthened and developed by the right kind of a banking connection.

This institution offers its facilities to individuals and corporations to help them develop credit and capital.

### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes  
501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

## Suggestions

### MICHIGAN TAX FREE INVESTMENTS

Grand Rapids Trust Co. Bldg.---	5	%	1955	100	5.00%
St. Mary's College & Academy--	5½	%	1932	100	5.50%
Highland Park Trust Co. -----	5½	%	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 -----	4¾	%	1954		4.35%
(Oakland County)					
Paris & Wyoming Twp., School--	5	%	1940		4.35%
(Kent County, Mich.)					

(Select the Firm before the Bond)

### GRAND RAPIDS TRUST COMPANY

Telephone 4391

tional Thrift Week, who represented the business interests as well as the social interests of the country, evidently perceived an underlying peril in this merry game of buying and selling. It broadens the surface but it narrows the depths of life. It teems with excitement, but it denies satisfaction. It begets pleasure, but it kills content. Mr. Coolidge's reiterated appeal for rational economy is probably not based on any especial love for thrift, but on a clear understanding of Nation-wide waste. He knows, as every close observer must know, that nothing steadies a man or a woman like a bank account. It means a stake in the country's prosperity, and the strength and security of our banks is a recognized factor in American life. The four cardinal virtues which have been bequeathed to us by pagan wisdom are Prudence, Justice, Fortitude and Temperance. They are none of them very popular in an age of luxury, sentimentalism and excessive law-making, but they have carried mankind through many troubled centuries, and they are the pillars on which rests the structure of civilized life.

There is probably only one emotion in the human heart which is strong enough to induce the sacrifices entailed by thrift, and that is pride. Very few people are prepared to deny themselves what they want for the sake of future security. They feel that life itself is tolerably insecure in a land where more human being are killed by motors than used to be killed by wars. But there are always some men and women to whom independence is a sheer necessity. They simply cannot breathe the air of obligation. No pleasure, no indulgence, no rest from labor can compensate them for the shame of taking help, however generously given. They must be able to live and die immune from even the gentlest form of mendicancy. For hundreds of years the world has jested at the Scotchman's thrift, and for hundreds of years the Scotchman has looked with scorn at his neighbors who stooped to beg.

The pioneers of America were of sturdy breed. They left most forms of self-indulgence behind them in comfortable Europe. They set a low value upon ease and a high one upon freedom. They did without a multiplicity of things, but they demanded space to breathe and land to live on. Perhaps they had visions of the future; of their great unknown wilderness expanding into a mighty and magnificent republic; of their thrice fortunate descendants inheriting the beauty and the riches of the world, inheriting also some measure of their spirit, their purpose and their pride. The spirit of the adventure, without which we should shrivel and dry. The purpose to achieve, without which we should slip backward in the ranks of civilization. The pride of self-dependence which makes us stand on our own feet, looking all men in the face and asking help of none. Agnes Repplier.

Many small profits are usually better and surer than one big profit.

**Burdens of Taxation Fall Unevenly on Different Corporations.**

The burden of taxation falls unevenly on corporations notwithstanding the splendid efforts that have been made to switch the basis of taxation from benefits received to ability to pay. This is a point strikingly brought out by the National Industrial Conference Board, Inc., in a recent study based on the 1924 returns, these being the latest available in complete form. That the inequalities are most pronounced in State and local jurisdictions, everybody knows, but as the board points out the ideal distribution has never been accomplished even in the case of the Federal income tax. In 1924 only seven and a third million persons filed a Federal income tax return and of these 39 per cent. were exempt from tax.

How much more heavily the burden falls on some shoulders than on others may be seen from a compilation just completed by the board. It shows, for example, that 5.98 cents of every dollar taken in by the railroads, telephone and telegraph, electric light and power, gas and electric companies, went for taxes. Similarly, 4.74 cents of every dollar taken in by finance, banking and insurance companies went for taxes. In no other major groups did so large a portion of gross receipts go for taxes. Indeed, taking all corporations for 1924, "if all taxes were added to the sales price of the goods and services provided, they would add somewhat less than 2 cents to the average dollar taken in by all corporations combined in 1924."

Two per cent. does not represent a large proportion of gross receipts but if the amount thus represented is applied to net profits it will be found that taxes in that way consume nearly a third of the total corporate net profits of the country. To be exact, taxes took 30.14 per cent. of the net profits. The different groups did not contribute equally to this proportion. More than 98 per cent. of the agricultural net profits were needed to pay taxes. In the case of the mining and quarrying industries taxes actually aggregated more than 138 per cent. of net profits. This does not mean, of course, that every corporation paid taxes to that extent but it does throw light on the relation of taxes to net income for the industries as a whole.

In connection with the high ratio of gross receipts paid to the Government by public utilities, the board says, "The outstanding fact about the classes of enterprise just discussed is that they are more subject to Governmental regulation and control than any other. In the case of railroads and public utilities rates of service are largely fixed, and banking, finance and insurance enterprises are likewise subjected to considerable Governmental supervision. Whatever effect this may have upon the incidence of taxation upon the customers and investors in these enterprises, the situation suggests a sobering reflection upon one aspect of the agitation for Governmental ownership of public utilities."

Paul Willard Garrett.

**Investment Securities**

**E. H. Rollins & Sons**

Founded 1876

Dime Bank Building, Detroit  
Michigan Trust Building, Grand Rapids

Boston  
Denver

New York  
San Francisco

Chicago  
Los Angeles

**Kent State Bank**

**"The Home for Savings"**

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

*Banking by Mail Made Easy.*

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

**FINANCIAL STATEMENT**

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

Price to net 4.50%

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

**VANDERSALL & COMPANY**

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

**THE OLD NATIONAL BANK**

It's not too early—now—to see the Old National Travel Bureau about this summer's vacation plans!

**A Bank for Everybody**

MONROE AT PEARL

NO BRANCHES

**FLIVVER GROCERY STORE.****How It Handles the Crowds Which Patronize It.**

[Not long ago A. W. Sievert, of Columbus, Ohio, in company with four other members of the Home Market Association of Columbus, visited the grocery and general store of Henry Ford's company at River Rouge, Mich. Here is his description of its stock, its appearance, its prices and its business methods.]

Henry Ford's store at his Fordson plant in River Rouge is not called a grocery, neither is it called a food market nor a general store. It is always referred to around River Rouge as the Commissary.

It is probably the poorest located large store in the entire world as location is usually considered. It is located on Miller Road at the extreme end of the mammoth Fordson plant, in a section that is entirely industrial; nothing around it but factory buildings and railroad tracks. The nearest house is over a half mile away.

The outside of the Fordson commissary looks like any other factory building, but the inside is very neat, clean, light and sanitary.

As a customer enters the commissary he or she is handed a cardboard traveler which is made up of three pieces of different colored cardboard bound together, one on top the other. The top piece, is shorter than the second piece and the lower piece is the longest of the three, probably one and a half or two inches longer than the second piece. One piece of cardboard is for shoes and the bottom or longest piece is for drugs and food supplies. The clerk who makes the sale marks his number and the price of the article on the traveler. When the customer has finished his buying he takes his traveler to one of the cashiers who totals up each of the three sheets and brings down the grand total of all three. She receipts the traveler and the customer must hand it to the guard at the exit in order to get out.

After entering the commissary the first department you see is the shoe department. All kinds of shoes are sold at what seems rather low prices, but there are no standard or well-known brands of shoes sold. Every pair of shoes has the single word "ford" written in script, impressed into the instep. The word "ford" is written in the same manner that we see it on ford motor cars.

After the shoe department, comes the general store, where the customer can buy, if they have the cash, groceries, meats, fish, dairy products, baked goods, paint, sash doors, coal, stove wood, auto tires, plate glass, storm doors, blankets, lumber, etc.

On the right side and running the entire length of the store, probably 100 feet, is the meat department. This has one long continuous refrigerator meat display case, in which all kinds of meats are displayed, and cut up in sizes ready for the customer. There is no visible cutting of meat, as this is all done in the coolers. On Wednesday afternoon there were nineteen men working behind this long counter case. We counted a total of eighteen computing scales in this de-

partment. There are no meat blocks, slicers, grinders or anything of like nature visible. Up against the cooler in back of the counter, shelves are built the entire length of the store. On these shelves was displayed nothing but Armour's lard in two-pound, four-pound and six-pound pails. Imagine a display probably 100 feet long, with nothing but Armour's lard pyramided, pile after pile.

On the grocery and drug side the counter is glassed in front with half of the top glassed. This makes the articles on the counter accessible to the clerks but inaccessible to customers. On the counter one finds jams, jellies, packages of cheese, carton eggs, butter, sardines, patent medicines and merchandise of a similar nature. The shelves back of this counter are built between the sales room and the stock room and have no back. They are deep shelves and are stocked from the rear by stock clerks. In this way the old stock is pushed forward and is always sold first. The stock man never gets in the clerks' way nor makes any unnecessary steps. This is the most efficient way of stocking shelves that I have ever seen.

While the commissary carries some fancy groceries the bulk of their business is done on staples. Everything is priced plainly. The entire grocery stock is duplicated several times, but the same line-up is followed in the arrangement of the stock. All cereals and grocery specialties are well advertised brands. For instance they have Kellogg's corn flakes, Shredded Wheat, Post Toasties, Mother's Oats and other well-known articles. In fancy canned goods, preserves, olives, canned fruit, etc., they stock Weideman's line exclusively. In standard canned goods they have brands that I am not familiar with. When it comes to coffee, tea, flour and articles of that nature, they handle only one brand, and that is ford brand, with the word "ford" in script on every package.

In the meat department the following prices were being asked: Round steak, 25c per pound; sirloin steak, 28c per pound; porterhouse steak, 33c per pound; veal steak, 50c per pound; veal loin chops, 40c per pound; veal rib chops, 35c per pound; butter made expressly for the ford Motor Co., 54c per pound; codfish, 18@24c per pound; Michigan cream cheese, 28c per pound; New York State cream cheese, 34c per pound; Swiss cheese, 35c per pound; brick cheese, 30c per pound; pimento cheese, 38c per pound.

In the grocery department the following prices were being asked: Thompson's malted milk, 46c can; small Toddy, 29c can; Eagle brand milk, 17c can; Kellogg's corn flakes, 9c; Shredded Wheat, 10c; Kellogg's Pep, 11c package; eggs, 38c dozen; sugar, five pounds 36c; potatoes, 38c peck; corn meal, five-pound bag, 18c; ford flour, \$1.14 for one-eighth barrel; bar candy, well-known brands, three bars for 10c; chewing gum, 3c package.

We noticed on the butter and on the egg cartons the word "Supreme" in big letters. It was not Supreme

## Automobile Insurance at Cost Assets, Over \$840,000

**MR. AUTOMOBILE OWNER:**

Insure in this Company for the Following Reasons:

1. The company was organized in 1915 and had the first pick of the successful business men and farmers in all parts of the state.
2. The company maintains reasonable rates. It has been successfully managed, building up a large agency and adjusting force to bring the service home to the party insured.
3. During the life of this company, five different companies have started business and retired from the automobile insurance field.
4. The company confines its business to writing automobile insurance in the state of Michigan only and in case you have a complicated claim, you are able to bring the matter to the attention of the officers in your own state.
5. It has taken many years of successful planning to organize and build up the company to properly handle your complicated claims.
6. The company has increased its assets \$140,000 per year for the last five years and on December 31, 1926, had assets of over \$840,000.

See the Local Agent or Write:

W. E. ROBB, Secretary

of the **Citizens'**

**MUTUAL AUTOMOBILE INSURANCE Co.**  
Howell, Michigan

## The United Light & Power Co.

The Board of Directors of The United Light & Power Company has declared the following dividends on the stocks of the company:

A quarterly dividend of \$1.63 per share on the Class "A" Preferred stock, payable April 1, 1927, to stock of record March 15, 1927.

A quarterly dividend of \$1 per share on the Class "B" Preferred stock, payable April 1, 1927, to stock of record March 15, 1927.

A dividend of 60 cents per share payable in cash on May 2, 1927, to holders of the old Class "A" and Class "B" Common Stock, of record April 15, 1927.

A dividend of 12 cents per share payable in cash on May 2, 1927, to all holders of the new Class "A" and Class "B" Common Stock of record April 15, 1927.

Grand Rapids, March 9, 1927.

L. H. HEINKE, Treasurer.

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

**SET UP and FOLDING PAPER BOXES**

GRAND RAPIDS MICHIGAN



brand, but Supreme quality. The name is brought out so large that under the words "Supreme quality" is a diamond with the capital "A" in it, and below that "Churned expressly for the ford Motor Co."

In the fruit department were nice looking sealedsweet grapefruit, probably 54 size, marked three for 25c and another pile of mixed grapefruit running from 90 size to about 64 size, marked 6c each or two for 11c.

The fordson factory let their men out at intervals of fifteen of twenty minutes apart in changing shifts. When a shift comes out of the factory, the commissary immediately fills up with grim looking, determined men who never smile or joke, but rush over and buy their supplies in the most determined sort of way. No shopping, just speed; no unnecessary talk, no time wasted by either customer or clerk, just cold-blooded ford efficiency. His employes seem to be trained that they buy their groceries and supplies in the same way that they work and that is by the count.

We were in this commissary probably an hour and saw the crowds rush in and dwindle out about three times during that hour. At one time there would be probably forty or fifty customers, then a rush filling up the place with hundreds, and ten or fifteen minutes later only forty or fifty customers again. During the short lulls between these terrible rushes the clerks were very busy arranging their stock in order to be ready for the next grand rush.

No retailer anywhere in the world can hope to do business with such a small overhead as we saw in ford's commissary for these reasons: Any merchant hoping to do such a large volume would necessarily have to have his store in a business or thickly built up section which would mean big rent or high priced land; ford has built his store on cheap land miles from anywhere. If the merchant hoped to do much business he would have to advertise in order to let the public know what he was trying to do. ford doesn't have to spend a cent in advertising. He controls the working hours of his employes in such a way that he keeps his commissary crowded sixteen hours a day, and has his employes so trained that they do not hesitate or waste a single second in their buying. It would take years of effort to get the public to do their shopping in this manner.

**A Social Viper.**

Of all the crimes, human, inhuman and preterhuman, that befoul the dockets of American law courts, none but murder is quite so base and so slinking as arson. In one respect, indeed, it even exceeds in heinousness the capital offense, for, unlike murder, arson by its very nature can scarcely be committed except in cold blood.

Hardly to be conceived is such a pleading as unpremeditated arson. The dastardly plot of arson always must be concocted in advance, the lurid torch kindled beforehand by steady fingers, the sickening flames nursed into strength with cool attention. Neither

a blinding passion, a numbing rage or a momentary state of unbalance incites the act of arson; in fact, the presence of any one of these conditions could serve but to embarrass the commission of the deed, not further it. There can be no recklessness, nothing of the accidental; all is calculation and express design. Although instances do occur wherein the torch is brandished by a mental or moral pervert, they are rare as compared to the cases in which the scheming and responsible mind figures.

It is, therefore, in this despicable light that arson should be viewed by juries and by the public generally which supplies the talesmen. Abundant proof is in the records that such an attitude as this is coming to be taken, more and more, and it is only so that incendiarism can finally be stamped out. The deliberate burner of property is a viper who thrusts at the body of society. He should be gorund under heel.—Safeguarding Ameraci.

**Woolen Colors For Next Fall.**

Advance selection of the forty-eight woolen colors for next Fall was announced last week by the Textile Color Card Association. The color card containing the shades will be issued within a short time. Prominent in the new colors are browns in copper, rust and mahogany shades. Rose tones of brown are also featured as are medium and dark tans. The list contains two ranges of green, one of a yellowish and grayish cast and the other of a blue type. New blues include Roma and Neapolitan blue, soft yet bright shades with violet undertones. Continental blue is a rich navy shade. A group of twelve sports colors is also shown. These include muskmelon, a salmon pink; flash, a vermilion tint; rose tone, a mushroom tone; Araby an old rose shade; ripple green, which possesses a bluish tinge, and blue aster, an intense light violet blue. The woolen card is endorsed by the American Association of Woolen and Worsted Manufacturers.

**Suede Slippers Sponsored.**

Suede house slippers are being actively sponsored by manufacturers to take the place of the felt variety, and good orders on the new types are being received. Sellers say that price cutting on the felts was of such a keen nature that profits were negligible. While the suede slippers cost more, the dealers will find them more profitable for a time at least, it is said. They come in a variety of high shades for men and women.

late business and reorders are looked forward to during the next few weeks. For the most part the retail price level of the Fall season will be continued on standard hats, this being required by the higher cost of skins for felt. The outstanding feature of the new merchandise is the liberal use of high shades, more of these being stressed than at any previous period in the history of the industry. Contrasting or matching novelty bands will also be very prominent.

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**THE GRAND RAPIDS MERCHANTS MUTUAL  
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**320 Houseman Bldg.**

**Grand Rapids, Mich.**

## AROUND CAPE OF GOOD HOPE

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

Santos, Brazil, Feb. 2—Our three days in Rio were delightful. They have a fine harbor, with a narrow entrance between two mountain peaks. Along the shore all the way into the dock there are fine buildings along the boulevards. Sugar Loaf Mountain is the land mark for all ships, as well as passengers, at the entrance to the harbor.

We tied up at a fine dock at the foot of their main business street, Avenue Rio Branco, at 10 o'clock Sunday, Jan. 30. If someone tried to describe Rio to me before my visit I could visualize it better had they told me to take for its boulevard routes an angle worm a hundred miles or more long, give it a punch so it would get a good wiggle, then use as a back-ground some places half a mile, some places three miles, a lot of different sized watermelons set on end two and three miles apart with the Atlantic Ocean in front with valleys running up between these melons, with many fine homes and small farms of vegetables, sugar cane, bananas, etc. With some of these mountains represented by the watermelons of solid rock, so smooth and steep that a swallow could not get foothold to build a nest, think it would give me some idea of how it is laid out. These peaks are from 100 to 3,000 feet high. Along these boulevards in the central part of the city are fine business blocks, most of them four and six stories high, solidly built of stone and stucco. Running back from these boulevards are also fine business streets and on the outskirts are fine homes built with gardens in front and running back 500 feet or more with a row of 100 feet high Royal Palm trees. The flowers here are our Michigan garden flowers as well as the tropical buginvillea. These boulevards twist and turn along the water front and the seven bays which go to make up Rio harbor. Everybody in the suburbs can have a bathing beach of his own at his own front door. One of these boulevards, Avenue Flamingo, for two or three miles has first the ocean front, then six foot sidewalk with rows of trees, then a twenty foot asphalt road, then a double track trolley road, then another six foot sidewalk with its rows of trees. Most of the boulevards are two way drives.

I think I would call it a city of Royal Palms. They have them all over and one place for a mile they have a double row of them 100 feet high which means they are a hundred years old. Many of the private residences have them as a border to the entrance to their homes and the Botanical Garden walks have miles of them on both sides. In their 200 acre Botanical Garden they showed us the mother of all the Royal Palm trees in the city brought from Africa 137 years ago. It is 117 feet high. From its sprouts all the other Royal Palms have been started.

In starting out from the boat our party, as usual, was divided into four sections to go in different directions. We each had an automobile number and kept the same machine for the three days we were there. They have all been fine up to date, five and seven passenger Buicks, Studebakers, Chandlers, Hudsons and other makes, some sixty of them, all open cars, as the closed car fever has not hit them down here yet. We first drove through the business section to the top of Pas Asuca or Sugar Loaf Mountain at an elevation of 1100 feet. The power house with two large wheels or drums, over which run two one inch cables, from which is suspended a little car about eight feet square and twelve feet long carrying sixteen passengers. They have the usual appliances for safety. After we had entered and seated ourselves the door opening in

the end was closed. The engines started up and we were on our way to the first peak, about 1500 feet away and 500 feet high. It took us five minutes. We disembarked, walked across this mountain about 300 feet and boarded a similar car for Sugar Loaf 1100 feet high. It took not only trust in the cables, but trust in Providence, to make the trip, but you get a wonderful view of the harbor with its blue waters, the mountains with their trees and green foliage and the city below with its cream colored buildings. As a lady said, no adjectives can describe it. After a stop of ten minutes we made the return trip and were all glad to get back safely. Our cars were waiting and we were driven to the Gloria Hotel, one of the new hotels of Rio, a six story, 200 feet long stucco building with a view from its balcony of Sugar Loaf and the entrance to the harbor. They did not economize space to make more stores and bedrooms, but have a big lobby and lounge twice as large as the Pantlind, with dining rooms at both ends seating 500 people and looking off into a beautiful flower garden, an ideal location and first-class hotel. We had a fine \$2.50 luncheon.

After luncheon we again took our cars and were driven to the Jocky Club building and track and again adjectives fail me. It is a mile track, two of them, one of dirt and one grass for running races. The grandstands, four of them of cream colored stucco, four stories high each seating 2500 people with a hanging roof built of reinforced papier-mache. Beyond the race track is background of the Atlantic ocean. It is on such a large scale and so beautiful that one of our people said it looked like a million dollar movie. Set up below the grandstands were the betting booths, hundreds of them. Our guide said it was a common thing during the races to have \$20,000 change hands on one race.

On our drive back we stopped at their Botanical Garden, which contains all manner of tropical trees, shrubs and flowers. Then a drive through their park and we noticed on the drive a number of small parks along our route, then back to the ship at 5 o'clock for dinner. After dinner sitting on deck we counted three Brazilian gunboats or cruisers and I counted eighty other steamers and smaller vessels and there are other anchorages in the harbor besides this one. In the evening we could see for miles along the harbor the boulevards lighted up making a very pretty effect with the lights of the ships in the harbor.

Monday morning we were up and had breakfast at 7:30. The weather is very pleasant like our June. We started out in autos at 8:30 for a sixty mile drive to Tiuca Mountain, one of the highest around Rio, 3,000 feet. It was a beautiful drive and they have three others to the top of other peaks, but this is considered the best. There were many Accacia trees with their yellow bloom, many trees with white bloom, the buginvillea and many red blossom trees they call the Bonha. The road is well built, but in order to get up this elevation it twists and turns, some of them so sharp that some of the autos had to back up before they could make the turn. At different points you could look down the valleys with the ocean in the distance, with some beautiful homes built along on some of the points where they could get a view of the ocean from their front porches. We stopped for ten minutes at Chinese View, named not from the view but because of a small Chinese pavilion. In the distance we could get a view of the city, the ocean and the adjacent mountains. At one point for half a mile there were bamboo trees on both sides of the road so tall that they met at the top, making an archway for the road. Another stop was at Devils Rock, where a tunnel went in covered by big rocks. After walking and climbing



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142,000,000

copies of Grape-Nuts advertisements will appear in the leading national publications during 1927! That's just one of the things being done to help the grocer—and the man who supplies the grocer—sell more Grape-Nuts.

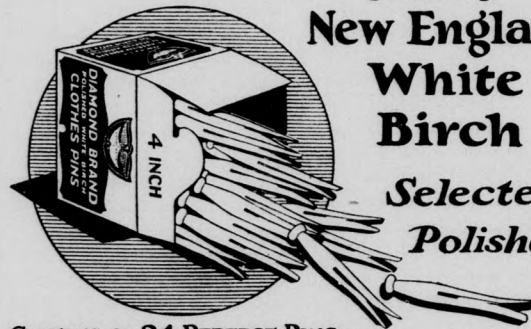
POST PRODUCTS CO., INC.  
New York, N. Y.

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Made of  
New England  
White  
Birch

Selected-  
Polished



CARTONS OF 24 PERFECT PINS-

TRADE MARKED QUALITY  
OF  
THE DIAMOND MATCH CO.

Sold and Recommended by

ALL LEADING DEALERS

under this for 200 feet you came out onto another beautiful view. If you give your imagination play you may be able to realize how beautiful a drive this would be with its mountain views, ocean views and hillsides brightened by these flowering trees. Some books say Rio is the most beautiful city in the world. If you think of it only as a business city it is not, for its business district is surpassed by any of our American cities, but if you mean by city, a place of fine homes, mountain and ocean views which are unsurpassed with the Atlantic Ocean at your door and a combination of mountain, sea and city, I doubt any place on earth can surpass Rio. It combines Atlantic City with the White Mountains by, looking in any direction from any place, and it makes a delightfully blended color scheme, homes and business blocks of yellow or cream color, the dark blue of the ocean and the vivid green of the tropical trees and vegetation. When you consider all this the claim made for it is probably true.

On our drive we saw small animals looking like dwarf kangaroos about as big as a cat, but with its hind quarters about twice as high as in front. They call it cotia.

They have along some ocean front walks as well as the walks or pavements on Avenue Rio Branco pavements made out of white and black pieces of stone, very mosaic looking in very elaborate designs. I have never seen them any place else. I was disappointed in their stores. They say, and I suppose it is true, that there is lots of wealth here and the ladies are fine dressers, but they do not have a store window which will compare with our stores in Grand Rapids, either in the quality of goods displayed or in the arrangement of the windows. In all of their stores the window display is cluttered as if they wanted to put a sample of everything in their store in the window and all of their stores of every kind, drug stores, jewelry stores, shoe stores and men's furnishing stores, have a cheap look. The prices in the shoe stores and in men's furnishing stores are about like ours, but they do not have as good quality of goods as do we in Grand Rapids, to say nothing of Chicago. So far as its stores are concerned they look like 13 cents as compared to Chicago.

They say living here is not expensive. In talking with an English resident he said they bought very good meat at 25 to 30 cents per pound. Potatoes and flour, he says, compare with London. I was also surprised at their banks. They all have fine big bank buildings, but the inside fixtures Henry Idema would not take as a gift for his ranch out in the 22nd ward. Italy, Portugal, England and U. S. have branch banks here on account of the fluctuating price of the milreis, which is their unit of value. On the boat they gave us 6.60 milreis for our dollar. On the wharf they gave us 8.40 and in the stores 8.50 milreis for one dollar. It goes up and down from day to day like the French franc. The milreis for their smaller coin is divided into 1000, of which it takes 118 for one of our American cents. I noticed in the cigar stores and in the grocery store windows there were very few, if any, American brands. The boat steward said most of their wines and liquors come from Portugal and they use a lot, for, like the old days in Grand Rapids, almost every street corner is a drinking place. They have a number of restaurants and I asked an Englishman how their prices compared with ours. He said you could get a business lunch for 25 to 30 cents. I stopped at several street corner news stands to see what papers and magazines they sold. They were mostly in foreign language to me but in all of the three stands I stopped at they had our Saturday Evening Post, Physical Culture Magazine, Everybodys, Cosmopolitan and Harpers' Magazine.

They have a good system of street cars, well patronized, and a good motor bus system, all controlled by the electric light and railway company. Their fares for long distances are 10 cents, American, but shorter distances are 3 cents. The drivers and conductors get only \$1 per day, so the cost of operating is lower than ours. Our guide told us it is no trouble to loan money on property down here at 25 per cent., with security three times the loan. The exchange bankers display all kinds of money. Two or three of their windows must have had two or three thousand in gold coins of all foreign nations and bills of all kinds. I saw in one window three \$100 U. S. gold coin bills, something I had never seen at home. They seem to have their movie houses, or all of their big ones, all in one location. There were four adjoining one another all larger than our Majestic at home. They also have a large municipal theater. Their public buildings and college buildings, of which there are many, are of much handsomer construction than their business blocks, I suppose, because they are newer. There seems to be no drive-in filling stations, such as we have at home. Gasoline is 40c per gallon. Most of our American auto companies have splendid large show rooms. That industry, as well as movie films, seems to be the outstanding industry represented here from America. They have fine water, piping it in from two mountain streams. The guide said they also have a good sewerage system, pumping it into the ocean some distance from the city. They have a population of about one million one hundred thousand and as you walk down the street both men and women walk alertly and dress very much as they do at home. If most of them were not darker, more like Spaniards in color, it would be hard to believe you were not walking down the streets of Grand Rapids, but I think for this time of year, which would correspond to an August at home, the men dress in darker clothes; 90 per cent. of the men I met on the street were in dark suits. Of course, they were light such as alpaca and other light weights, but I saw very few of what we call Palm Beach suits. Some few of them had white trousers with blue coats, but not nearly so many light gray linen suits as men wear at home in August. We have been cool and comfortable at night in our staterooms. Everybody saying it would be so hot tied up at the dock at night; that to be comfortable you will have to go to a hotel. Some of our passengers did go, but said the hotel rooms were much noisier. Some of them returned to the boat after trying the hotel one night.

Tuesday dawned bright and clear with a fine breeze blowing and our division took autos for the depot where we took a cog road tram for Corcovado Mountain, 2300 feet above sea level. It was a beautiful ride. As the road twisted in and around the mountain, you obtained glimpses of the valleys and different views of the city, bays and ocean below us. The most of the trees of these mountains and valleys is a smooth white and brown bark tree they call Prainairo, none more than twelve inches in size. We also noticed on the mountain sides flowering trees with purple blooms which they call the Manaia or Passion flower. As we reached the summit we had a panoramic view of the city, mountain and ocean from every direction. Most of our party declared they had never seen anything to equal it in beauty.

We returned to the ship for lunch at 1 o'clock. Everybody was enthusiastic about our three day stop. Rio has certainly done everything possible to capitalize her advantages by good roads to four of her peaks, a cog road to another and cable to another. Although the party each had a different day for seeing the different places, each seem to think that their

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party worked up to the climax of views the last day, so all are happy. From our mountain views we could see that much of the shore in some places was made land. The highland originally was so near the ocean that in the bays it gave them a chance to fill in the shore as they do in so many Florida cities.

We left at 5 o'clock passing out between Sugar Loaf and a prominent point of land on which they have a good sized fort. As when we entered three war ships and eight Brazilian gun boats or torpedo chasers were at anchor. Our next stop is at Santos, a night's run by water, a two hours' journey if one wanted to go by train.  
C. C. Follmer.

**Mellon Causes Big Investors to Revamp Programs.**

A spirited rally in virtually all the Liberty descriptions to new high records on the announcement of Secretary Mellon's refunding plans simply reflects the rush for Government issues while the supply still is large. Those who bought second Liberty 4 1/4's back in 1917 obviously would prefer to have the \$3,083,000,000 still outstanding remain untouched until maturity in 1942 but that is not the Government's preference. By substitution of 3 1/2 per cent. Treasury notes for these 4 1/4's Secretary Mellon sees an opportunity to save the Government roughly \$23,000,000 a year in interest charges. Since the second Liberty 4 1/4's are callable on November 15, 1927, therefore, he is wise to pull them in provided the present easy money conditions hold.

Wall Street bankers have been approached by hundreds of large holders of the second Liberty 4 1/4's who now are obliged to revamp their investment programs. A canvass of sentiment indicates that a majority of the big investors will surrender their second Liberty 4 1/4's in payment for the new 3 1/2 per cent. Treasury notes now offered and due March 15, 1932. Those that for one reason or another want long-term Government obligations, however, have expressed a desire to switch into issues not callable for some years yet. The bonds most in favor from that standpoint are the Treasury 4 1/4's which mature in 1952 and which are not even callable until 1947. The desire for long-term issues accounts partly for the rise this week in Government bonds but still another explanation lies in the interpretation that Wall Street read in the Mellon program on the future of the money market.

Rightly or wrongly the financial district reckons that the country's shrewd Secretary of the Treasury anticipates easier money during the next five years. Otherwise, it is figured, a somewhat different plan of refunding would have been adopted. The new Treasury 3 1/2 per cent. notes do not mature until 1932 but they are callable on and after March 15, 1930. It is not presumed that the Government will be able to extinguish the three billion of indebtedness that would mature by 1932 if the present plan works out. The conclusion then is drawn that the Government must undertake another refunding loan within the next five years and that it hopes to do this on a more favorable basis than now is possible. At least this is the interpre-

tation that Wall Street has read into the Week's announcements from the Federal Reserve bank on Secretary Mellon's plans.

It cannot be too often emphasized, however, that still another factor enters into the calculation. Irrespective of the fluctuations in money rates the Government should be able to finance its operations on a relatively more and more favorable basis. The demand for Government obligations is increasing every year and the supply is diminishing. It is the realization of this fact that has made Liberty bonds so popular of late and that will influence investors generally to surrender their 4 1/4 per cent. Liberties for new Treasury 3 1/2's. If the Government's plan to draw in bonds of a 4 1/4 per cent. coupon and issue 3 1/2 per cent. notes does not meet the approval of all investors Secretary Mellon's answer doubtless would be that the program is simply a matter of good business from the Government's point of view.

Paul Willard Garrett.

**Hides, Pelts and Furs.**

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green No. 2	10 1/2
Calfskin, Cured No. 1	13
Calfskin, Cured, No. 2	11 1/2
Horse, No. 1	3 00
Horse, No. 2	2.00
<b>Pelts.</b>	
Lambs	50@75
Shearlings	10@25
<b>Tallow.</b>	
Prime	07
No. 1	07
No. 2	06
<b>Wool.</b>	
Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30
<b>Skunk.</b>	
No. 1 Black	\$1.75
No. 1 Short	1.00
Narrow	.75
Broad	.50
No. Twos at value.	
<b>Red Fox.</b>	
No. 1 Large	\$12.00
No. 1 Medium	10.00
No. 1 Small	8.00

**The Romance of the Match.**

The Diamond Match Company has prepared and published an attractive booklet, telling the story of the match. It is interesting and instructive in the extreme, beginning with the Stone Age and bringing down the art of fire ignition to the present day, closing with the modern method of match production.

The story of the modern match, from the forest to the consumer, should prove an interesting text book to students, as well as the public, and the Diamond Match Company is to be complimented in the publication of such an illuminating booklet.

**Piecemeal Buying of Sweaters.**

The demand for women's knitted sweaters for the Spring, while of the hand-to-mouth variety for the most part, continues in good volume and a fair amount of Fall business is also being booked, as merchandise for the cooler months is usually more staple. Coat styles with V necks and cadet collars are being called for, as well as the pullover garments for the Spring trade. The pastel shades predominate. In the higher priced sweaters, some manufacturers report they are booking all the business they can comfortably handle.

# PROFITS

## RESULT FROM RUMFORD



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# QUALITY

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December 1, 1926.

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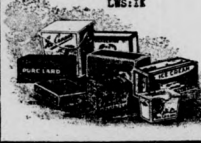
There is one item of expense each month that meets with the writer's approval and that is the Long Distance Telephone bill.

The major portion of our bills represent calls by our Sales Department. Many of our orders are closed by us over the long distance telephone in all parts of the country, and a great number that we are unable to close over the telephone can be held in abeyance until one of our salesmen can personally call on the prospect.


Next to personal contact, we consider talking over the telephone the best selling contact available.

Of course, we have many other occasions when a long distance call is necessary and satisfactory.

Yours truly,  
SUTHERLAND PAPER COMPANY  
*L. S. Sutherland*  
President



Many of our orders are closed by us over the Long Distance Telephone in all parts of the country



## DRY GOODS

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

### Jacket Style Dresses.

Jacket styles in dresses are conceded to be the predominant successes of import models in the American market. This is reflected in the favor accorded these styles in both exclusive specialty shops and department stores. The effects range from practical sports wear garments to de luxe evening modes, according to a special bulletin issued yesterday by the fashion service department of the Botany Worsted Mills. Bolero types, square snugly fitted jackets and flared hip length models are included in this classification.

"Yokes are also subject to wide general approval, from lines which in coats descend practically to waist depth and govern the sleeve inset to a shallow cut developed for the sports dress. The sunray tuck takes on great importance and ranges from Patou's youthful frock, where it is introduced as decoration at the neck and waistline and as back yoke, to Molyneux's coat, where the descending rays create the flowing sleeve, a theme which also offers a Fall forecast.

"The latest in the strengthening vogue of snakeskin is the watersnake effect. As a coating it is used both crosswise and lengthwise and is trimmed with natural lynx.

"Practically all reptile effects are now being shown in printed silks. Coats of these silk patterns are made reversible with natural kasha, beige crepella or silk crepe. Lanvin introduces an embroidery simulating the snake markings, and hand-painted leathers also show reptilian motifs. Perfecting these skins for high grade use as coatings places them before the trade as unique style contributions for Fall."

### Turkish Towels in Greater Use.

Unlike other cotton goods, which have shown a better tone only within the last two months. Turkish bath towels have been selling actively for a year, and manufacturers look for sales to grow even larger as the time approaches when consumer demand will reach its peak with the advent of warmer weather. Staple white towels are wanted, but the call is especially urgent for colored borders. Manufacturers interpret the increased business as an indication that the consumer is using Turkish towels more and more for the face and hands, in addition to retaining them for bath purposes. In view of the firmness of the market, some manufacturers say they would not be surprised by an increase in prices.

### Low-Priced Hosiery Inactive.

The slowness that has prevailed in the sale of moderate-priced hosiery since Jan. 1 is variously ascribed by manufacturers to overproduction, to the normal seasonal dullness, to the troubles which jobbers are having with

their collections and to the accumulation of the old-fashioned short boot hose on dealers' shelves, which the latter are unwilling to sacrifice in order to make room for the new lengths up to twenty-four inches. Price-cutting has been increasing, and it is feared that unless trade becomes more active within the next ten days markdowns of stock merchandise by hard-pressed mills and jobbers will assume fairly serious proportions. However, it is felt that the usual March increase in business will occur. Cotton hose has been doing better than silks and rayons, except in the men's goods. The increase in rayon yarn prices was timely, as rayon hosiery was beginning to show weakness.

### Slow Trade in Infants' Socks.

Sales of infants' socks for the Spring have thus far been disappointing to some manufacturers, according to an announcement of the National Association of Hosiery and Underwear Manufacturers. The scarcity of orders is reflected in the fact that unusually quick delivery on these goods can be made by many mills. Ordinarily, at this time of the year, wholesalers and retailers have to wait for their orders to be filled. A trend back to mercerized socks has been in evidence, some manufacturers report. The optimists believe that a rush of reordering will begin with warmer weather, and that the late activity will stimulate commitments for the next Spring season when the lines are opened in the Summer.

### Demand For Fox and Silk Scarfs.

The demand for novelty silk scarfs has been somewhat affected by the preference being accorded fox scarfs to be worn with suits. The fur merchandise is being offered in many varieties of the fox pelt and is said to be meeting with the best demand for this type of scarf in recent years. Buying of silk scarfs, wholesalers say, has not been small, and the indications are that the approach of warmer weather will very likely see a revival of activity compared to the demand last Spring. The scarfs are being offered in highly varied pattern and color combinations. Many of them are hand painted and are available with handkerchiefs to match.

### Normal Lull in Bleached Goods.

Although the falling off in bleached goods business since the activity that prevailed in January has proved a disappointment to some sellers, others declare that the lull is merely the normal seasonal one that follows the retailers' January white goods sales. Those inclined to look on the brighter side of things say that business thus far this year on bleached flannels and muslins has been fully as good as last year, that prices are firm, in sympathy with other cotton goods quotations, and that there is a likelihood of some advances.

### Orders For Men's Spring Hats.

Orders placed so far for men's hats for Spring have shaped up fairly well, according to manufacturers. Salesmen on the road have been picking up

### Moderate Changes in Silhouette.

While many manufacturers of the better quality dresses predict no startling alteration in the silhouette for Spring moderate changes are favored. These are in the form of flanges and bolero effects, replacing tucks and pleats. Imported printed chiffon materials in hand-blocked patterns are being chosen by buyers, as well as georgette and crepes. The volume of sales of the high-priced garments is generally described as satisfactory.

### More Activity in Linens.

With the increase in flax prices retailers are showing a greater tendency to anticipate their requirements on linens of various kinds, since there is a general belief that the prices of finished goods will move higher when existing stocks are exhausted. Good orders are being received for dress linens in bright colors. The demand for white damask table linens has also been brisk, as the consumer is said to be returning to the more formal cloths from the colored effects that were favored for dinner purposes. Sales of table linens to the hotel trade have been especially active.

### Rayon Price Rise Disturbs.

Rumors of another price advance in rayon soon is worrying users of the fiber. The reports have already resulted in stimulated bookings of business at prevailing prices, indicating that the chances favor the rise. Women's underwear and hosiery producers, who are now the largest consumers of the product, say the advance, coming so soon after recent rises, is likely to have an adverse effect on the merchandising of finished goods to be sold for Summer delivery. Production of the fiber here meanwhile continues at a high rate, despite the substantial additions to output in the past six months.

Men must try and try again. They must suffer the consequences of their own mistakes and learn by their own failures and their own successes.

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Phone 9-3281

## 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.

### Completed Draft of Proposed Sunday Closing Law.

Wyoming Park, March 7—I send you herewith our grocers' registration and Sunday closing bill, which has been prepared by the Legislative Committee and officers of this Association.

Read it over carefully. I especially want every grocer and meat man in Michigan to write to his representative and senator, care of State Capitol, telling him you favor this bill and want him to use his influence for it. Refer to House Bill No. 244.

I have been informed that there is some opposition to it from the members of the Legislature and if we believe this is desirable legislation let us by all means get behind it.

You will see that ample provision has been made for the Adventists and others who keep the Sabbath on Saturday; also any one in distress can get food supplies on Sunday.

The merchants' registration feature is strongly urged by the Michigan Department of Agriculture.

Please write your senator and representative, State Capitol, about this matter. Refer to House Bill No. 244, or the Brake bill. Paul Gezon, Sec'y Retail Grocers and General Merchants Association.

Section 1. No person, firm or corporation shall keep, maintain or operate any place within the State of Michigan for the sale of groceries, vegetables, or meats—fresh, salted, smoked, or cooked, sausages of all kinds, canned goods consisting of meats and vegetables, poultry or fish at retail without having first obtained a license therefor from the Department of Agriculture.

Section 2. For the purposes of this act, the term place of business shall be taken to mean and include any place where any of the articles hereinbefore mentioned are offered or kept for sale whether the same is a building, tent or stand on the highways or in any other public or private place within the State of Michigan. Provided that farmers who grow their own produce and who wish to dispose of the same from a stand on the highway shall not be subject to the provisions of this act.

Section 3. The Department of Agriculture is authorized and it is hereby made its duty to issue a license provided for herein to any person, firm or corporation to conduct a place of business for the sale of the articles enumerated in this act upon making application therefor and upon the payment of the sum of three dollars (\$3) for such license, which license shall cover but one place of business and shall not be assignable. Every such license shall expire on December 31, of each year. Such application shall be made on blanks furnished by the Commissioner of Agriculture and shall show the name of the person or firm engaged in the business, the place in which business is to be conducted, and the class of food commodities to be sold or offered for sale therein. The money so collected by the Commissioner of Agriculture for license fees shall be paid into the State Treasury and be used to help defray the expenses of the enforcement of this act, in addition to the regular annual appropriation for the State Department of Agriculture.

Section 4. Every person, firm or corporation, desiring to conduct a place of business for the sale of food commodities enumerated in this act in connection with any other commodity, the sale of which shall not be prohibited on the first day of the week commonly called Sunday, shall have the department for the sale of groceries, vegetables, or meats—fresh, salted, smoked, or cooked, sausages of all kinds, canned goods consisting of meats and vegetables, poultry or fish screened off or separated from such other department, which department shall remain closed during all of the said first day of the week, commonly called Sunday, and such groceries, vegetables, or meats—fresh, salted, smoked, or cooked, sausages of all kinds, canned goods consisting of meats and vegetables, poultry or fish shall not be sold on that day.

Section 5. That from and after the passage of this act, it shall be unlawful for any person, firm or corporation to keep his, her or their place of business open on the first day of the week, commonly called Sunday, or any legal holiday, for the sale of groceries, vegetables, or meats—fresh, salted, smoked, or cooked, sausages of all kinds, canned goods consisting of meats and vegetables, poultry or fish at retail or to offer any of said articles for sale on the first day of the week commonly called Sunday or any legal holiday. It is understood that no provision of this act shall apply to families in distress due to fire flood, or sickness or to families actually in need of food due to an unexpected demand upon the household supply. In all such instances one may go to the dealer, explain his needs and obtain the necessary articles.

Section 6. No person, who conscientiously believes that the Seventh day of the week ought to be observed as the Sabbath and actually refrains from secular business and labor on that day, shall be liable to the penalties provided in this act for keeping his place of business open on the first day of the week commonly called Sunday. For the purposes of the provisions of this act, the said first day of the week shall be understood to include all the time between the midnight preceding and the midnight following the said day; and no prosecution or any fine or penalty incurred under any of the preceding sections of this act shall be commenced after the expiration of three months from the time when the offense shall have been committed.

Section 7. Any person, firm or corporation violating the provisions of this act, shall, for the first offense be guilty of a misdemeanor, and upon conviction thereof, shall be liable to a fine of not less than ten dollars (\$10) nor more than twenty-five dollars (\$25), or to imprisonment in the county jail or Detroit House of Correction for a term of not more than five days or by both such fine and imprisonment in the discretion of the court. Any person violating the provisions of this act shall, for a second or subsequent offense, be guilty of a misdemeanor, and upon conviction thereof, shall be liable to a fine of not less than fifty dollars (\$50) or by imprisonment in the county jail or the Detroit House of Correction for not more than thirty days or by both such fine and imprisonment in the discretion of the Court.

Section 8. The enforcement of this act shall be under the supervision of the Department of Agriculture and the Commissioner of agriculture shall have power to revoke any licenses issued under this act's provisions whenever it is determined by him that any of the provisions of the act have been violated. Any person, firm or corporation whose license has been so revoked shall discontinue the sale of the articles in this act mentioned until such time as the licensee has satisfied the Commissioner that he will comply with the provisions of this act and a new license shall have been issued. The Commissioner may revoke such licenses temporarily or permanently for the unexpired period of same.

Section 9. Before revoking any license the Commissioner of Agriculture shall give written notice to the licensee affected, stating that he contemplates the revocation of the same and give

## ONE GROCER SAYS:

One grocer who was troubled with constipation and stomach troubles says: "Having a grocery store, a customer told me of the help he got from eating Fleischmann's Yeast, so I tried it and feel safe to recommend it to all."

Recommend it to your customers too. It will make them healthy—better customers. And calling daily for their supply of yeast will give you an opportunity to sell other groceries too.

## FLEISHMANN'S YEAST

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Don't Say Bread

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# HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

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SUNKIST - FANCY NAVEL ORANGES

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## MEAT DEALER

his reasons therefor. Said notice shall appoint a time of hearing before said Commissioner, which hearing shall be held at the offices of the Department of Agriculture in the City of Lansing, and shall be mailed by registered mail to the licensee. On the day of hearing the licensee may present such evidence to the Commissioner as he deems fit and after hearing all the testimony the Commissioner shall decide the case in such manner as to him appears just and right.

Section 10. Any licensee who feels aggrieved at the decision of the Commissioner may appeal from said decision within ten days by writ of certiorari to the Circuit Court of the county where licensee resides. An issue shall be framed in said court, a trial had and its decision shall be final.

This act shall take effect and shall be in force from and after January 1, 1928.

### Uncle George Van Pelt As Active As Ever.

Daytona Beach, Fla., Feb. 28—Here is a new card; my latest and best. In reply to yours of Sept. 9, received just before leaving for my old home in the East in Troy, N. Y., where we had a most wonderful meeting of six of us old timers (all over 80) who used to play and go to school together—all of us old enough to be dead and one has died since then. I often tell of my going to Norwood in Charlevoix county to die, but was disappointed and didn't make the grade. Now I'm 86 and still engaged with the Dixie Highway for fourteen years longer to guarantee that every one of their seven thousand miles shall be covered with concrete before I am a hundred.

Florida is slowly coming into its own. It has had and still is having a hard pull, but there is only one Florida, and the weather this winter has been the best I have seen for fourteen consecutive years.

How do you like my new card, and my fire-proof hotel reference? You can expatiate on this card all you please. This 5,000 makes 100,000 cards I have gotten out on this order since I began fifteen years ago. This part of the State is a soft stuff road proposition, but they are awakening slowly and will be obliged to build permanent concrete. The Northern people will demand it in order to get their money's worth for taxes paid.

Kind regards to all the boys. I'll see you in May, dead or alive—if only in spirit. They can't keep a good man down—at least they haven't been able to put you down, nor to keep me down either. George H. Van Pelt.

A man without a business (since 1915), or a home, yet always busy and at home (in mind)—at the beautiful new Palmer House, Chicago, in the months of May and October; from June 1 to Sept. 1 at Hallett's Inn, Charlevoix, Mich.; from Nov. to May at Prince George Hotel, Daytona Beach, Fla., and in between times in New England or in any hotel lobby where I can get news.

I was born in 1841 so I am nearly 90 years young. I have nothing to sell, no favors to ask, no ax to grind, and I am grubstaked for the rest of my life on earnings put in trust years ago for my own benefit; so why should I worry.

I am just a Hobby-I-Tist—busy as a bumblebee in a field of clover. One hobby of mine is fire-proof hotels. Any damn fool knows that he would rather live and sleep in a fire-proof hotel than a fire-trap.

Another hobby of mine is to educate taxpayers to build concrete roads which everyone knows are the best roads. They are a good example for me because they last 100 years.

But it isn't enough simply to have a good concrete road. All roads must

be wide enough. Anybody would rather ride on a twenty-foot road than on an eighteen-foot road, and in congested districts there should be four lanes of traffic—one for slow and one for fast traffic in each direction. Wider roads would cut insurance rates about 50 per cent. The safety alone is worth while and the wider road pays for itself by the saving in actual dollars to the motorist who is the one who pays for the road. That is why I advocate roads that are not only longer and thicker, but also wider.

Uncle George.

### Pork Flat Ribs.

There is one cut from the hog that commands the respect of cooks to the full measure of its importance, we believe, and that cut is the one known as the flat rib, and also referred to as the sparerib. The cut is made when bacon is trimmed from the carcass and consists of the part of the ribs normally attached to the bacon section, together with the meat that lies between the ribs and what is not removed when a knife is run under the ribs in removing it. Most of the bacon used by housewives is cured and smoked without bones, since it slices better that way and is more suitable when eaten. The meat remaining attached to the bones is considered very tender and good in every way and the cut provides enough picking to suit those who do not like their meat in hunks. Some people seem to get more pleasure from meat that is picked from the bones in small pieces, especially when the meat is exceptionally good. These flat ribs are often cured in mild pickle and boiled with sauerkraut or served with mashed potatoes. They are also cooked without curing in many instances by using salt while in the pot or on the table. Each hog has two of these pieces and they all sell to a constant demand. They usually bring a fair price and seldom are a drug on the market. Present methods of refrigeration permit freezing any surplus supply and holding in a frozen condition until sold. When held under proper conditions there is no noticeable deterioration in quality and are moved into consumption channels readily. It is necessary that they be kept absolutely sound and free from moist, warm exposure, for no matter how carefully chilled at time of cutting they are lost if they become sticky to any extent, for there is no opportunity to trim them successfully after they become stale. Their constant demand eliminates the necessity of their holding, however. Besides, there is such a broad outlet for them in a cured condition that they may be treated with salt brine with no loss in value. If anyone reading this article has never tried flat ribs, either fresh or cured, it might be advisable to leave an order with a nearby meat retailer just find out how good they are. The cost of such a meal will not be found expensive since they are never as high as such cuts as hams, loins or bacon.

### Co-operation.

"Customers push my goods for me," said the manufacturer.

"What line are you in, anyway?" asked the hardware jobber.

"Baby carriages," was the reply.

## Yellow Kid Bananas all year around

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

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

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GRAND RAPIDS, MICHIGAN



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## FRANKLIN DAINTY LUMPS and FRANKLIN PRESSED TABLETS

They are perfect for Tea and Coffee,  
make the table much more attractive  
and are an inexpensive luxury.

The  
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"A Franklin Cane Sugar for every use"

## HARDWARE

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

### Suggestions in Regard To the Paint Department.

Written for the Tradesman.

The paint department in the up-to-date hardware store commands a very important position. It has grown in importance very rapidly in the last few years. Indeed, so important has paint become that many communities have their exclusive paint stores.

Not so long ago it was customary in many hardware stores to relax the selling effort in this line during certain seasons of the year. The vast amount of educational work done by paint manufacturers, retailers and household magazines has, however, conclusively demonstrated that paint is an all-the-year-round commodity.

When a customer is considering the advisability of purchasing paint for any purpose he has a mental impression of something bright and attractive. When he visits the paint department of the hardware store he expects to see a bright and orderly department with attractive displays of samples of paint and varnish finishes. If he is confronted with soiled samples and disorderly stock, or if, on making a selection, he finds the color he wants is out of stock, he immediately receives a bad impression regarding that particular store.

Hence, it will pay the dealer to make his paint department at all times bright and attractive.

The uniform sizes of the cans in the paint department gives the dealer an excellent opportunity to make an attractive display. The distinctive labels of the various kinds of paint add to the appearance of the display. If, however, the labels present a soiled appearance or if the rows of cans are broken, the result is anything but attractive. Dirt suggests disorder, and disorder suggests dirt.

There is little excuse, however, for either dirt or disorder in the paint department. Each line should present an unbroken front. Everything should at all times be kept in its proper place. Stock should be arranged, not merely to give the most favorable possible impression, but so that any color on the shelves is readily accessible at all times. This can easily be accomplished by arranging the cans in definite order—either according to number or according to their arrangement on the color card.

In this department, show cases, counters and stock should be arranged for maximum convenience, space economy and selling effect. Sample boards and racks should be given a prominent position, where they will be noticed by all customers entering the store.

The majority of paint manufacturers are glad to supply samples of paints, varnishes, etc., on racks and panels, showing the actual results on the wood surface. Such opportunities should be taken advantage of, and the samples

hung in a place where they may be conveniently examined by customers. A prospective paint customer is more favorably impressed by the color on the actual wood than by the color card.

Color cards and booklets can be used to good advantage in pushing the sale of paint. Too often, however, they are wasted. It is a very simple matter to make a pigeon-hole rack to hold the sample cards and booklets, and place it in a convenient location. There is nothing more annoying to a customer than to see a clerk rummaging through drawers, boxes, etc., to locate a color card. This annoyance need not exist if proper care is taken of the cards. It is good policy, also, to take stock of color cards at regular intervals and when the supply is falling short to send for more.

In handling the paint stock, economy of shelf room is very important. Every inch of space should be utilized. A mistake frequently made by dealers is that of placing the small cans on shelves out of reach of the clerk, and large cans where the small ones should be.

Space is often wasted in the paint department. For instance, a shelf 12 inches high is often used for half gallon cans, when an 8 inch shelf is sufficient. The arrangement of the stock should be designed to please the eye, and at the same time promote efficiency and space-saving.

Old stock in any color should be worked off first. This may be done by putting the new stock back of the old when placing new stock on the shelves. It is a good idea when labels become soiled or damaged to get new ones from the manufacturer. The face of the shelving, ledge, counters, cases, etc., in the paint department should be painted or varnished, and always kept in good condition.

A regular stock book should be kept in the paint department, and the stock taken at regular intervals to assist in keeping the assortment complete. Where surplus stock is kept in another part of the building, it should be the duty of one of the clerks to fill up the vacant spaces in the shelves every day. This method does not entail much time or labor, and it keeps the assortment on the shelves complete.

Every progressive retailer knows that his store windows, if properly used, are his best advertising medium. This is especially true in paint selling. Clean, bright windows filled with carefully planned paint displays will draw a lot of trade. They will be less effective, though, if the store front is allowed to become weatherbeaten for lack of a little paint now and then.

Window displays should be changed often. Of course the hardware dealer, unless he has several windows, cannot afford to run continuous paint displays; but a fair number of displays changed frequently is better than a single display allowed to linger in the window until the goods become shop-worn.

A good plan for keeping the paint department in a clean and orderly condition is to place the responsibility on some one clerk. Of course all your

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Automobile Tires and Tubes	Farm Machinery and Garden Tools
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Complete Line of

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### PRIZE *White Swan* Gold Bond

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Decorations losing freshness

**KEEP THE COLD, SOOT AND DUST OUT**  
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.

Made and Installed Only by  
**AMERICAN METAL WEATHER STRIP CO.**  
144 Division Ave., North  
Citz. Telephone 51-916 Grand Rapids, Mich.

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and

## Fishing Tackle



salespeople—unless your store is sharply departmentized—will help to sell paint; but it is often a good idea to give one member of the staff especial charge of the department. Have him keep stock, see that the assortment is always up to the mark, and make a special study of paint and the methods of applying it.

No dealer should be satisfied if one year's paint sales merely maintain the average of preceding years. There should be a constant effort to achieve more. The hardware dealer cannot be content to sell just as much paint as he sold last year. He must reckon on the fact that more paint is going to be sold in his community than ever before and must make sure that he gets at least his own rightful share of the extra trade. This he can do by improving his store service and showing an increased interest in the paint department.

The dealer who shows an increased interest will soon be found doing things which had never occurred to him before as necessary or even feasible. He may not have kept his stock in a prominent part of the store; he may not have arranged paint window displays; he may never have troubled to compile a list of paint prospects. Get him interested in the department and he will soon begin to realize that he was foolish to leave his paint stock in the background. He will see that it is essential to give it a more prominent place; even if finding it a prominent place involves some hard thinking regarding the possibilities of interior arrangement. He will start to put on window displays; and he will presently get the idea of jotting down a list of those people who come in, ask about paint, and go out with the promise to "see about it later."

One retail hardware dealer argues this way: "No dealer should be satisfied unless he increases his paint sales 20 per cent. each year. People are finding out more and more how essential paint is and what valuable functions it performs. The dealer who cannot make sufficient use of this growing sentiment to add 20 per cent. to his business each year is missing his opportunities."

A small town hardware dealer carried on business for years in one of those old towns that never seems to grow. His business paid him pretty well. Then, suddenly, the old town started to go ahead. What started it no one can say; but the movement, if at first imperceptible, gained momentum as it progressed until a fair imitation of a boom set in.

One day the whisper reached this dealer that a third hardware store was to be started. There had always been two hardware stores ever since he could remember. The dealer could not see where three could make a living. It would, he realized, be a case of the survival of the fittest. Then and there he decided to be one of the two survivors.

Accordingly, he began to make himself "fit." One of the departments into which he first injected life was paint. He had always done what he consid-

ered a pretty fair paint business—around \$500 a year. From year to year the annual sales varied only a few dollars. The paint was kept in the rear of the store. Customers could always find it if they were sufficiently interested to secure a guide.

The dealer moved the paint forward to one side of the store, within sight of the front. Business ran that year about \$610. The next year the dealer gave the department a front place, where everyone who came in had to see it, even if he was short-sighted. The year's sales ran over \$1,000.

These results, of course, were not entirely due to the changed position of the stock. The dealer had discarded his old, indifferent ideas regarding the department. He kept his stock clean and well sorted up. Window displays were run frequently. A little advertising was done, and considerable paint literature sent out through the mails. And quite a bit of personal work as well as direct-by-mail work was given to the following up of individual paint prospects.

Just as some dealers are satisfied if this year's business is as good as last year's, so some dealers are quite content if they are doing only as well as their competitors. That is hardly a safe procedure. Don't judge yourself by others. Don't let your neighbor set your standards.

One dealer told a traveler: "There is not a great deal of paint business to be picked up in this district. My account is poor, I know, but I probably do as much as the other fellow. There simply is not the business to do."

The man who says he is getting his share of the business is taking the wrong attitude. He is certainly not getting all the business he might naturally expect. No man is unless he is using his windows, the advertising helps the manufacturer sends him, the advertising columns of the local paper—all these, plus his own personal ingenuity, to make people realize that they need paint.

There is a certain town of 3,000 inhabitants in Eastern Ontario where four paint manufacturers have what they consider their best accounts for a place of the size. All four of them! Yet the place is in few respects different from other towns of that size. A rather sleepy town; but the hardware dealers, at least, are up and doing. Competition is keen. Each man is always thinking of a scheme to enable him to put his goods before the public more attractively than his competitors. All of these men have given paint a careful, individual study. They have assiduously educated their public to the various uses of paint—not merely to the decorative, insurance and sanitary value of ordinary house paint, but to the uses of implement paint, interior finishes, floor finishes, and the various paint lines. They have talked all this by word of mouth, through windows and through newspaper advertisements.

The result is that the entire community is getting a thorough paint education; and that competition has developed in this particular district a

market for paint that in most other communities is still latent. In most communities the opportunities for paint selling are only half developed; and a big field awaits the aggressive dealer who goes right after the business.

Victor Lauriston.



FAVORITE TEA in ½ lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

**DELBERT F. HELMER**  
337-39 Summer Ave., N. W.  
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Look for the Red Heart  
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The Food of the Future  
CHEESE of All Kinds  
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OTHER SPECIALTIES  
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5 lb.,  
1 lb.,  
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A COMPLETE LINE OF

## Good Brooms

AT ATTRACTIVE PRICES

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

## COMMERCIAL TRAVELER

Final Letter From the Gem of the Pacific.

Honolulu, Feb. 26—I. W. Strauss, the capitalist who has financed more American hotels than all other brokers combined, now comes to the top and publicly announces the fact that there has been a great overproduction of hotels and that his company will not be interested in any future development along that line. He ought to know, for by and large he is now in control of more hotels through foreclosures and forfeited bonds than anyone I know of. Where he has been for the past three years that he did not see the handwriting on the wall is unaccountable. Everyone else who had any connection with hotel operations know all about it.

I note by the Grand Rapids Press that there is an agitation afloat to make judgeships in Michigan a life position. It would, to my notion, prove an error. There are too many individuals occupying judicial positions who were given such because they could not make a living otherwise, and the records of the Superior court are burdened with recitals of their errors. The voters should have an occasional opportunity of passing them to the discard. I would gladly favor giving competent lawyers a sufficient compensation to interest them in holding such positions. Such men would not have to worry about election results.

There are so many things to write about Honolulu and the Island of Oahu that one hardly knows where to begin.

However, the street car is the first thing we see, and we will talk about it briefly. It reaches the most impossible places on plain, valley or mountain, and they do it all for seven cents or four for a quarter. The population of Honolulu is set at 100,000. There are over 20,000 licensed automobiles in the city—one to every five of population—and yet the street cars carry many passengers and run frequently. If you have the least notion as to where you want to go, the conductor will set you right, and if you haven't any idea at all, he will supply it. Busses are used in extending car routes. The equipment is up to date and they make a fair return on their investment.

The Oahu Railway and Land Co. surely functions to the delight of everybody. They have a scenic route which is very interesting for passengers, make a reasonable charge for transporting such and every employe is a guide unto himself. When you realize that such official has to converse in and understand forty-seven different languages, this is saying much.

But the general officers of this particular corporation seem to realize that their institution is a factor in the march of progress on the Island, and do not penalize their patrons because there is no other competition. They early discovered that they could profitably participate in the prosperity of the Island, rather than to throttle it.

The Oahu railroad makes money for its stockholders and the management is well spoke of by the populace. Wouldn't it be wonderful if some such management could be introduced to radiate in the states?

Forty per cent. of the population of the Island are Japanese, ninety per cent. of the work accomplished is done by them. They are far and away the most valuable asset of the country. The Chinese are all right in a way, but they are city broke and cannot be converted to farm life.

But it takes a Japanese family to pack its belongs on a wheelbarrow or carry them in their hands—always including a bright eyed little youngster strapped to back (a la pappoose) strike out into the wilderness and in a be-

wilderingly short time have a full-fledged farm in full bloom.

One of the reasons for Japanese success in this line is that everybody works, even father. The whole family pitches in on the job; they keep busy and never tire. Difference of sex makes no difference in the allotment of the duty to be performed. The mother reproduces her kind, but she works and is not particular what she does. Any kind of labor is sauce for her. In the early morning you will find her trotting ten or twelve miles to market, with oriental baskets piled high with vegetables or fruits, slung at either end of a pole, across her shoulders. I might say that very few men I know of could even lift these baskets, let alone carrying them. She will be bare foot, travel over roads ballasted with crushed lava, which is a shade worse than broken glass, and "smile all the while."

Now the native Hawaiian, each bubbling over with royal blood corpuscles, will lie down to his work. It is about the best thing he does. "Sits" and "thinks", and most of the time he only "sits."

In California there is a feeling against the Japanese, but for the life of me I could never discover what it is based upon. He is always industrious, whether loading sugar cane, ballasting railroad track or selling ribbon behind the counter. No one thinks about paying any attention to their sanitary condition; but they do. They use soap consistently and tooth-brushes. They never think of retiring at night without the luxury of a hot bath and their hands and feet are always well groomed. They are not, as a rule, overdressed, but what they do wear is as clean as their occupation will permit and when they cease their labors, plunge into their "Sunday go-to-meeting" regalia, without delay, beyond the time required for the regulation bath.

While by nature they are more or less excitable, they exercise the utmost patience, and bide their time. And the records show they are the most law abiding residents of the Islands, and loyal to the country.

The admission of Hawaii to the protection of the United States made them all American citizens, with full civil rights, and they show their appreciation of this great privilege by being patriotic in every action.

But it is in their domestic relations they are outstanding. The oldest male member of the family is supreme in his authority so long as he survives. He is consulted in every phase of social and business life and his decisions are never appealed from. The marriage relation is, as a rule, considered inviolate and very few separations are chronicled. Inter-racial marriages are not encouraged. Never with the oriental, and Polynesians although there is no taboo out against Caucasians. Some of Honolulu's prominent and financial men have Japanese wives and they are regularly accepted in society here. At a recent prominent social affair here, the opening of a local hotel, there was an inter-mixture of color not to be seen anywhere in the states that I ever heard of.

However, in the matter of dress there is some variance. It seems almost sacrilegious to insert a Japanese beauty into a modern envelope, and the better classes rather incline to the kimona and sandals. In the hotel where I am stopping all Japanese waitresses are employed. A few days ago the manager decided to dress them uniformly in modern attire, but such a howl went up from the guests, that the kimona effect was restored.

A look of intelligence beams from every face you see. The little children are veritable dolls. The men all dress modernly and neatly. The young ladies are usually costumed attractive-

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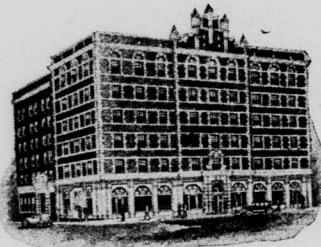
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Under the new management of Mr. and Mrs. E. L. Leland offers a warm welcome to all travelers. All room rates reduced liberally. We set a wonderful table in the Dutch Grill.

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ly with a due regard for bright colors and the latest modes.

There is no evidence of poverty among them. They have their own banks and bank accounts, are far ahead of any other race—not excepting the whites even—in matters of education. They learn easily and forget nothing. Teachers prefer them to any other class. The Hawaiians insist on their own racial schools and are encouraged, but the Japanese want English educations. Even in the kindergartens, one of which I visited recently, every little tot could talk that language and when it came to song, "America" was a prime favorite and was rendered with precision.

Occasionally someone tells me that if it should come to a misunderstanding with Japan these people would favor the mother country, but I do not believe it. They all seem to realize that they are better off here than they would be in the orient, that they have the privilege of American citizenship, which is very precious, and they like Americans.

To be sure, as I stated in a previous letter, if Hawaii acquires statehood, they will have to be reckoned with as a voting power of no mean proportions, but what of it. I am not so sure but what they would run governmental affairs quite as well as the natives, and most certainly with greater activity.

Now I have no desire to discredit the native, but I hope to clear away a mist which surrounds them and their traditions. Their position in the affairs of the world are not dissimilar to that occupied by the American Indian.

At one time they were, no doubt, physically perfect, were fairly industrious and displayed considerable intellect. But they have been exploited for commercial purposes so long that they have disintegrated and retain very few of the ideals which made them outstanding figures in the world's civilization. Inter-marriage with other races has, no doubt, had much to do with this retrogression, but they have ever been a pleasure loving race and gormandizing has been not the least of their joys.

The older elements easily assume huge proportions in bulk, and the younger, especially the females, lose their beauty and freshness very early. In other words food excesses are largely responsible for the decline of the race. Give a normal Hawaiian a dish of Poi and a ukulele and he will eat and sing himself into an early grave. He has proven an absolute failure in business and he is too proud to work.

They are passing through the same processes which were encountered by the scions of "first families" of the Southern states. The old patriarch who hovers around the statue of Kamehameha the Great in federal square, waiting for this ancient and warrior-like individual to come back to life is just a short step ahead of the rank and file. They were of royal lineage, too proud to work, too honest to steal, so they simply exist.

The politicians, or, rather, those who reap substantial benefits out of politics, have used them as a sentimental background for politico-commercial purposes, set to soft music. The American Indian still rests his hope in the Great White Father at Washington, the Hawaiian banks on tradition. If he can display his bulk on a surfboard at Waikiki or dive for a few coins on the approach of a steamer, he is just as happy as the noble red man who has had an allotment from the Government commissary. But he will not indulge in manual labor so long as manna is in evidence.

But he has a mild disposition, is accredited with being honest, though his race is rapidly disappearing. One would as well look for a Tecumseh among the wards of the American Government, as for a Kamehameha

the Great among the much exploited islanders here.

But Hawaii has shown the happy faculty of assimilation of races, and let us hope that in their stead will arise a citizenry, industrious, intelligent and patriotic.

The national dish of Hawaii is called poi. It is made from the root of the taro (similar to our elephant ear), which after having been baked and well beaten on a board with a stone, is made into a paste with water and then allowed to ferment for a few days, when it is ready to be eaten. It is of the consistency of putty and in potency it is powerfully fat producing. I think it might be used for glazing purposes with the addition of turpentine. In polite circles, it is taken from a common receptacle in the middle of the guest table, the individual grabbing off his portion with his fingers.

Hawaii has two rational beverages, saki and oke, the former a distillation from rice the latter from the ti plant, which means almost anything. There is little choice between them. In the event of drinking one you will uniformly wish you had taken the other.

The Hawaiian language is said to be soft and harmonious. Every syllable is open, ending in a vowel sound. The only consonants are k, l, m, n and p, which with the gently aspirated h the five vowels and the vowel like w, make up all the letters in the alphabet.

Every time a Malihini (stranger) comes to town a new system of pronunciation is therewith introduced and traffic stops until a renovation takes place.

The population are friendly and accommodating. One will find them willing to impart information freely, though more or less misleading. For instance: "Little ways" is an indeterminate distance, and "left" or "right" largely depends upon whether the informant drives a motor car or a water buffalo. But it all comes out in the wash. When you become exhausted they lead you home safely.

Among the great natural physical attractions here is the Nuuanu Pali. It is one of the first spots shown the sightseer, and stands on the North-easterly side of the city, about seven miles away.

Pali, in the Hawaiian tongue, means cliff and in this case it is a precipice with a sheer drop of more than 1,000 feet. You may stand at the edge of the plunge, safeguarded by a concrete wall, and gaze at an incredible picture spread right and left below for miles. From the top everything looks small. A town is a toy. Banana patches are fringes of green. Palm trees on the distant shores look like tufted sticks. A giant surf beating on the white sands of the ocean is a mere wavering line.

And the wind! On a blustery day it is more than some can do to walk down the plunging highway, against it. Tops of automobiles are sometimes blown off by the force.

You reach the Pali over a modern concrete highway, its grades, curves and tangents laid down by engineers. Once upon a time the road was a mule path only, accomplished by puffing and blowing, interspersed by frequent watering troughs.

It was over such a path running through the dusky jungle of unnameable shrubs that Kamehameha, Hawaii's mightiest soldier and king, forced the troops of the king of Oahu. Trapped at the cliff's edge thousands went over to their death.

Two mountains guard the Pali. On the left stands Lanihuli (where the heavens change), while on the right is another, Konahuanui (big wind). Both of them thrust their peaks into the clouds. The approach from Honolulu is certainly beautiful and romantic. Near its base is the royal mausoleum, where the royal family received sepulcher.

Continuing on a tour, beginning with

the Pali, and passing through fields of rice, pineapples and bananas, we reach the village of Kaneohe, where wonderful coral gardens may be seen from glass bottomed boats. This bay is the scene of sailing and racing and the home of Honolulu's most important yacht club.

Soon after we reach, at Kaaawa, the ruins of the first sugar mill ever built on the Islands. For many miles in a Northerly direction we pass along wonderful sandy beaches, bordered by summer cottages of much beauty. In sight is a waterfall.

At Laie is the largest Mormon temple outside of Salt Lake. At this place is a community settlement of Latter Day Saints in the heart of the sugar cane district. The temple is in a most picturesque setting surrounded by cleverly landscaped gardens.

Further on is Kahuku, the most Northerly port of the Island, where one of the greatest radio plants in the world is located.

A few miles further on is the territorial industrial school for boys, in a fertile valley facing the sea. The boys are instructed in the processes of raising pineapples and sugar cane, and, as a reward for good behavior, participate in profits thus secured.

Haleiwa, with its beautiful hotel—a decade ahead of the times—is a favored spot with a wonderful bathing beach much favored by army officers from Schofield Barracks, a short distance away. The hotel is owned by the Oahu Railway Co., which operate it at a great loss, but are good sports. We secured a most satisfactory luncheon there and motored on to Schofield Barracks, a garrison made up of regular U. S. troops from all branches of the service. This lies at the foot of Mt. Kaala (4,030 feet) the highest peak on the Island.

Mind you, the most of this trip we are making over beautifully paved roads over hill and dale, the result of marvelous engineering feats.

We continue on over Red Hill for a marvelous view of Pearl Harbor, the great naval station, and continue on to Honolulu, passing through Moanalua Gardens, a private estate, but open to the public at all times, and containing many rare plants and trees.

A ride through the confines of Ft. Shafter, headquarters of the Hawaiian Department, U. S. Army, brings us to the "end of a perfect day."

I have made this trip about 100 miles, three times by special private conveyance and am now qualified to act as an official guide. If I am not here, try it anyhow.

The annexation of the Hawaiian Islands by the U. S. has turned out to be as good a bargain for the entire country as it has for the Islands themselves.

Great as is the value of Hawaii as the first line of America's military and naval defense in the Pacific these advantages are ours without the net expenditure of a single dollar of mainland money.

The people of Hawaii not only pay for the operation of their own government, but in addition contribute largely to our National Treasury, at Washington, to reimburse it for present day expenditures for the territory's defense.

Indeed these payments go far towards covering also the entire cost of maintaining such troops as are necessary for the peace time protection of the Islands and of providing post facilities for such additional troops as would be required for a war-time garrison.

The revenues which the people of Hawaii forward to the General Government equal the local expenditure for maintenance of schools, roads and local government. Thus not only do they give Uncle Sam a dollar for every one they spend upon themselves, but they do it with a willingness and a pride in the cause of the Nation which make them peculiarly entitled to the

consideration of their countrymen on the mainland.

For over a quarter of a century the stars and stripes have floated over the Islands and a loyalty that ought to make even the states "sit up and take notice." I am proud to have been here and to have come in contact with men, who while they might have taken advantage of their power, had they so elected, have placed flag and country above profit.

Frank S. Verbeck.

### Grow Strawberries To Pay Church Debt.

Springfield, Mo., March 11—In years to come the new Baptist church at Ozark might well gain the unofficial name, the "strawberry church," because of the part the berries have had and will have in lifting the debt on the edifice. At a meeting of the church board, when the financial problem was uppermost, one of the members offered a cleared patch of stony ground on his farm, provided all would agree to plant the tract in strawberries and to apply the proceeds to reducing the church debt. Organization of the "Church Strawberry Growers' Association," with the pastor as manager, was the outcome. Thousands of plants were set out by many hands. From the stony soil of the hillsides they blossomed and produced. It is estimated that the church's strawberry patch in the next three years will aid in cutting down the church debt by several thousand dollars.

### Dewberry Found Again.

Washington, March 11—A new dewberry, lost to the horticultural world since its origin in 1905, has been rediscovered by the Department of Agriculture and recommended to the farmer for trial. The dewberry is called Young for its originator, B. M. Young of Louisiana. It bears fruit larger than the popular Lucretia variety, is much sweeter than the Logan and of an exceptionally high dessert quality, the Department states. Soil and climate in Southern and South-eastern states is adapted to raising this berry, which is an attractive, deep wine color, according to the Department.

### Uses Solomon's Plan To Tell Owner of Chickens.

McAles'ter, Okla., March 10—King Solomon may have been a good judge of chickens but he had nothing on Charles Steadman, local chief of police. LeVose Daniels recently caused the arrest of H. G. Young on a charge of stealing two chickens. Unable to arrive at any definite conclusion from the testimony, the chief suggested taking the chickens to a place near the homes of the plaintiff and defendant, who are neighbors, with the understanding that the ownership would be decided by the fowls when roosting time came. Young got the chickens.



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Facing Union Depot; Three Blocks Away.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 8.—On this day was held the first meeting of creditors in the matter of Clarence F. Young, Bankrupt No. 3090. The bankrupt was present in person and represented by attorney Corwin, Norcross & Cook. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The bankrupt was directed to pay the filing fee within six months, and upon receipt of such fund the case will be closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Homer H. Conrad, Bankrupt No. 3089. The bankrupt was present in person and represented by attorney R. L. Newnham. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ralph H. Wegner, Bankrupt No. 3094. The bankrupt was present in person and represented by attorneys Frost & Frost. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting of creditors then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of South Haven Hotel Co., Bankrupt No. 3114, the first meeting of creditors has been called for March 22. In the matter of Sherman L. Barner, Joseph Den Houten and Edward Stehouwer, individually, and as copartners as Fairview General Store, Bankrupt No. 3106, the first meeting has been called for March 22.

In the matter of Edward D. F. Anstett, Bankrupt No. 3098, the funds for the first meeting have been received and such meeting has been called for March 22.

In the matter of George Stavron, doing business as Boston Grocery, Bankrupt No. 3099, the funds for the first meeting have been received and such meeting has been called for March 22.

In the matter of Ward R. Brown, Bankrupt No. 3111, the first meeting of creditors has been called for March 23.

In the matter of Fred Phillips and Glen Phillips, individually and as copartners doing business as Fred Phillips & Son, Bankrupt No. 3108, the first meeting of creditors has been called to be held at the office of the referee, March 23.

In the matter of Henry F. Schlieve and Henry L. Schlieve, doing business as Bungalow Construction Co., Bankrupt No. 3096, the funds for the first meeting have been received and such meeting has been called for March 23.

In the matter of Herman Teitsma, Bankrupt No. 3103, the funds for the first meeting have been received and such meeting has been called for March 23.

In the matter of George Lathrop, Bankrupt No. 3110, the funds for the first meeting have been received and such meeting has been called for March 23.

March 8. On this day was held the first meeting of creditors in the matter of Herman Arold, Bankrupt No. 3101. The bankrupt was present in person and represented by attorneys Travis, Merrick, Warner & Johnson. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. The creditors present elected C. W. Moore, trustee, and placed the amount of his bond at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Paul R. Wing, Bankrupt No. 3100. The bankrupt was present in person and represented by Person & Marshall, attorneys. Creditors were present in person and represented by attorneys. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore was elected trustee and his bond placed at \$2,500. The first meeting then adjourned without date. The creditors present voted for immediate acceptance of the offer of A. L. Hess & Son, for all of the stock in trade and fixtures, except a certain ford coupe, in the sum of \$3,188.44. The sale was accordingly accepted and confirmed and an order for the payment of the expenses of administration to date and for the declaration and payment of a first dividend of 10 per cent. has been made.

In the matter of Herman Arold, Bankrupt No. 3101, the trustee has reported the receipt of an offer of \$600, from L. D. Herbert, of Olivet, for all of the stock in trade and fixtures of the estate. The date fixed for sale is March 21. The sale will be held at the referee's office in Grand Rapids. The property for sale is

a stock consisting of cigars, candies, notions and groceries, with the attendant fixtures, and located at Olivet. The property for sale is appraised at \$1,871.55. All interested should be present at the referee's office at the time and place indicated. An inventory is at the office of the referee and in the hands of C. W. Moore, trustee, Belmont.

March 7. (Delayed). On this day was held the final meeting of creditors in the matter of Charles E. Shears, Bankrupt No. 2679. The bankrupt was not present or represented. The trustee was not present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 4.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date.

In the matter of Sturgis Furniture Corporation, Bankrupt No. 3087, the first meeting of creditors has been called to be held at the office of the referee on March 24.

In the matter of Sella Lee, individually and as Le June Smart Shoppe, Bankrupt No. 3092, the funds for the first meeting have been received, and such meeting has been called for March 24.

In the matter of Le June Smart Shoppe, Inc., a corporation, Bankrupt No. 3091, the funds for the first meeting have been received and a first meeting has been called for March 24.

In the matter of Andrew Moutsatson, Bankrupt No. 3066, the trustee has filed his first report and expenses of administration and a large secured mortgage claim has been ordered paid.

In the matter of John E. Rupert and Adelbert Howard, individually and as copartners as Twin City Wet Wash Laundry Co., Bankrupt No. 2989, the trustee has filed his report and account and a first distribution of expenses has been made.

March 7. (Delayed). On this day was held the final meeting of creditors in the matter of Simon L. De Witt, Bankrupt No. 2823. The bankrupt was not present, but represented by attorneys Lokker & Den Herder. Creditors were present in person. The trustee was not present. Claims were proved and allowed. The report and account of this trustee was approved and allowed. Administration expenses were considered, approved and ordered paid. An order was made for the payment of all expenses and for the declaration and payment of a first and final dividend of 9.7 per cent. to creditors generally. No objections were made to the bankrupt's discharge. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

March 10. (Delayed). On this day was held the final meeting of creditors in the matter of Walter S. Farrant, Bankrupt No. 2998. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The final report and account of the trustee was approved and allowed. Expenses of administration were approved and an order for the payment of expenses of administration, as far as the funds on hand would permit, made. There were no dividends. There were no objections to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day was held the final meeting of creditors in the matter of Frank E. Hathaway, Bankrupt No. 2723. The bankrupt was not present or represented. The Trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 1/2 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

In the matter of Holland Canning Co., Bankrupt No. 3046, the trustee has filed its first report and account and an order for the payment of expenses of administration and secured claims has been entered.

Belittle little things and you'll become little.

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A variety for every taste

## \$2,100,000 Southern Ohio Public Service Co. First Mortgage 5 1/2% Gold Bonds, Series C

THE PENNSYLVANIA COMPANY FOR INSURANCES ON LIVES AND GRANTING ANNUITIES, PHILADELPHIA, PA., TRUSTEE.

THE ISSUANCE OF THESE BONDS HAS BEEN AUTHORIZED BY THE PUBLIC UTILITIES COMMISSION OF OHIO.

**SECURITY:** These Bonds, in the opinion of counsel, will be secured by an absolute first mortgage on all fixed property of the Company. The light and power properties, including the hydro-electric plant, have been appraised by Day & Zimmermann, Inc., as having a depreciated value as of December 31, 1926, of \$3,205,000. In addition, the transportation facilities, including valuable real estate, in the opinion of Day & Zimmermann, Inc., have a minimum value of \$1,000,000. These Series C Bonds will therefore be outstanding for less than 50% of the aforesaid values.

The Mortgage will provide for the release of the foregoing transportation properties and real estate under conservative restrictions. Present quotations indicate a market equity in the junior securities of over \$1,500,000.

**EARNINGS:** Twelve months ended January 31, 1927, after elimination of non-recurring loss of \$8,280.66, as certified by Messrs. Lybrand, Ross Bros. & Montgomery:

Gross Earnings	\$1,477,493.85
Operating Expenses, Maintenance and Local and State Taxes	1,244,837.74

Balance	\$ 232,656.11
Annual Interest Requirement on \$2,100,000 First Mortgage 5 1/2% Bonds, Series C, (this issue)	115,500.00

Balance before Federal Income Taxes, Amortization, Depreciation and Dividends	\$ 117,156.11
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The foregoing balance of \$232,656.11 is over twice the annual interest requirement on these Bonds. The above balance available for interest, etc., is derived solely from the Company's light and power business, and is after deducting an operating loss from the transportation business for the period, of approximately \$17,000, which loss is being steadily decreased.

**PURPOSE OF ISSUE:** The proceeds from the sale of these Bonds, together with other funds, will be used to refund \$2,023,000 par value of mortgage debt bearing interest at 6% or more.

Price 96 1/2% and accrued interest to yield approximately 5.75%  
Complete descriptive circular available upon request.

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 Handcraft Stains  
 Wagon and Implement Paint  
 Tractor Paint Barn Paint  
 Auto and Buggy Paint  
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 Brighten Up Stains  
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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.

PUTNAM  
 Grand Rapids



FACTORY  
 Michigan

**ASK MR. STOWE**  
 He Knows What Our Collection Service Is

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

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

**Merchants' Creditors Association of U. S.**  
 Suite 304 Ward Building, Battle Creek, Michigan

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

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Boric (Powd.) 12 1/2 @ 20	Boric (Xtal) 15 @ 25	Carbolic 34 @ 40	Citric 52 @ 70	Muriatic 3 1/2 @ 8	Nitric 9 @ 15	Oxalic 16 1/2 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 40 @ 50
<b>Ammonia</b>	Water, 26 deg. 06 @ 16	Water, 18 deg. 05 1/2 @ 13	Water, 14 deg. 04 1/2 @ 11	Carbonate 20 @ 25	Chloride (Gran.) 09 @ 20				
<b>Balsams</b>	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				
<b>Barks</b>	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 50 @ 60	Sassafras (pw. 50c) @ 50	Soap Cut (powd.) 30c 18 @ 25					
<b>Berries</b>	Cubeb @ 1 00	Fish @ 25	Juniper 11 @ 20	Prickly Ash @ 75					
<b>Extracts</b>	Licorice 60 @ 65	Licorice, powd. 50 @ 60							
<b>Flowers</b>	Arnica @ 50	Chamomile (Ged.) @ 60	Chamomile Rom. @ 50						
<b>Gums</b>	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
<b>Insecticides</b>	Arsenic 08 @ 20	Blue Vitriol, bbl. @ 07 1/2	Blue Vitriol, less 08 @ 15	Bordea, Mix Dry 13 @ 22	Hellebore, White powdered 18 @ 30	Insect Powder 35 @ 45	Lead Arsenate Po. 15 1/2 @ 27	Lime and Sulphur Dry 8 @ 23	Paris Green 22 @ 38
<b>Leaves</b>	Buchu 85 @ 1 00	Buchu, powdered @ 1 00	Sage, Bulk 25 @ 30	Sage, 1/4 loose @ 40	Sage, powdered @ 35	Senna, Alex. 50 @ 75	Senna, Tinn. pow. 30 @ 35	Uva Ursi 20 @ 25	
<b>Oils</b>	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, rectified 1 40 @ 1 60	Bergamont 11 50 @ 11 75	Cajeput 1 50 @ 1 75
<b>Seeds</b>	Anise @ 35	Anise, powdered 35 @ 40	Bird, Is 13 @ 17	Canary 25 @ 30	Caraway, Po. 30 25 @ 30	Cardamon 3 75 @ 4 00	Coriander pow. 30 20 @ 25	Dill 15 @ 20	Fennel 25 @ 40
<b>Roots</b>	Alkanet 30 @ 35	Blood, powdered 35 @ 40	Calamus 35 @ 75	Elecampane, pwd. 25 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 30 @ 35	Ginger, Jamaica, 60 @ 65	Ginger, Jamaica, powdered 45 @ 50	Goldenseal, pow. @ 8 00
<b>Stems</b>	Ipecac, powd. @ 6 00	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, Glycerine 32 @ 52
<b>Others</b>	Squills 35 @ 40	Squills, powdered 60 @ 70	Tumeric, powd. 20 @ 25	Valerian, powd. @ 1 00					
<b>Alkaloids</b>	Belladonna @ 1 44	Benzoin @ 2 28	Benzoin Comp'd. @ 2 40	Buchu @ 2 16	Cantharadics @ 2 52	Capsicum @ 2 28	Catechu @ 1 44	Cinchona @ 2 16	Colchicum @ 1 80
<b>Alkalis</b>	Cubeb @ 2 76	Digitalis @ 2 04	Gentian @ 1 35	Guaiac @ 2 28	Guaiac, Ammon. @ 2 04	Iodine @ 1 25	Jodine, Colorless. @ 1 50	Iron, Clo. @ 1 56	Kino @ 1 44
<b>Alkalis</b>	Myrrh @ 2 52	Nux Vomica @ 1 50	Opium @ 5 40	Opium, Camp. @ 1 44	Opium, Deodorz'd @ 5 40	Rhubarb @ 1 92			
<b>Alkalis</b>	Lead, red dry 14 1/2 @ 15	Lead, white dry 14 1/2 @ 15	Lead, white oil 14 1/2 @ 15	Ochre, yellow bbl. @ 2 1/2	Ochre, yellow less 3 @ 6	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 8	Putty 5 @ 8	Whiting, bbl. @ 4 1/4
<b>Alkalis</b>	Whiting @ 5 1/2 @ 10	L. H. P. Prep. 2 90 @ 3 05	Rogers Prep. 2 90 @ 3 05						
<b>Alkalis</b>	Acetanalid 57 @ 75	Alum 08 @ 12	Alum, powd. and ground 09 @ 15	Bismuth, Subnitrate 3 70 @ 3 90	Borax xtal or powdered 07 @ 12	Cantharades, po. 1 50 @ 2 00	Calomel 2 25 @ 2 50	Capsicum, pow'd 35 @ 40	Carmine 7 00 @ 7 50
<b>Alkalis</b>	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 2 1/2 @ 10
<b>Alkalis</b>	Copperas, Powd. 4 @ 10	Corrosive Sublim 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, bbls. @ 3 1/4
<b>Alkalis</b>	Epsom Salts, less 3 1/4 @ 10	Ergot, powdered @ 2 50	Flake, White 15 @ 20	Formaldehyde, lb. 15 1/2 @ 20	Gelatine 80 @ 90	Glassware, less 55%	Glassware, full case 60%	Glauber Salts, bbl. @ 02 1/4	Glauber Salts, less 04 @ 10
<b>Alkalis</b>	Glue, Brown 21 @ 30	Glue, Brown Grd 15 @ 20	Glue, White 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 35 @ 55	Hops 70 @ 85	Iodine 6 45 @ 7 00	Iodoform 8 00 @ 8 30	Lead Acetate 20 @ 30
<b>Alkalis</b>	Mace @ 1 50	Mace, powdered @ 1 60	Menthol 7 80 @ 8 50	Morphine 11 18 @ 11 93	Nux Vomica @ 2 30	Nux Vomica, pow. 17 @ 25	Pepper black, pow. 40 @ 50	Pepper, White, pw. 50 @ 55	Pitch, Burgudry 20 @ 25
<b>Alkalis</b>	Quassia 12 @ 15	Quinine, 5 oz. cans 30 @ 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. 22 1/2 @ 25	Soap, white castile case @ 12 50
<b>Alkalis</b>	Soap, white castile less, per bar @ 1 45	Soda Ash 3 @ 10	Soda Bicarbonate 3 1/2 @ 10	Soda, Sal 02 1/2 @ 08	Spirits Camphor @ 1 20	Sulphur, roll 3 1/2 @ 10	Sulphur, Subl. 4 1/2 @ 10	Tamarinds 20 @ 25	Tartar Emetic 70 @ 75
<b>Alkalis</b>	Turpentine, Ven. 50 @ 2 00	Vanilla Ex. pure 1 50 @ 2 00	Vanilla Ex. pure 2 25 @ 2 50	Zinc Sulphate 06 @ 11					

# GROCERY PRICE CURRENT

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

## ADVANCED

Holland Herring

## DECLINED

### AMMONIA

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

### Post's Brands.

Grape-Nuts, 24s ---- 3 80  
Grape-Nuts, 100s ---- 2 75  
Instant Postum, No. 8 5 40  
Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s ---- 3 45  
Post Toasties, 24s ---- 3 45  
Post's Bran, 24s ---- 2 70

### CANNED MEAT

Bacon, Med. Beechnut 3 80  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned ---- 3 10  
Beef, No. 1, Roast ---- 3 10  
Beef, No. 2 1/2, Qua. sil. 1 50  
Beef, 3 1/2 oz., Qua. sil. 2 00  
Beef, 5 oz., Qua. sil. 2 75  
Beef, No. 1, B'nut, sil. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4s ---- 2 20  
Deviled Ham, 1/2s ---- 3 60  
Hamburg Steak & Onions, No. 1 ---- 3 15  
Potted Beef, 4 oz. ---- 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/2 Libby 92 1/2  
Potted Meat, 1/2 Qua. 90  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1/2 1 45  
Vienna Sausage, Qua. 85  
Veal Loaf, Medium ---- 2 65

### BROOMS

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

### BRUSHES

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

### Shaker

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

### BUTTER COLOR

Dandelion ---- 2 85

### CANDLES

Electric Light, 40 lbs. 12.1  
Plumber, 40 lbs. 12.8  
Paraffine, 6s ---- 14 1/4  
Paraffine, 12s ---- 14 1/4  
Wicking ---- 40  
Tudor, 6s, per box ---- 30

### CANNED FRUIT

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

### CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 ---- 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. 1 65  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet ---- 1 90  
Sard's, 1/4 Oil, Key ---- 6 10  
Sardines, 1/4 Oil, K'less 5 50  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/2s 2 80  
Salmon, Red Alaska 3 10  
Salmon, Med. Alaska 2 85  
Salmon, Pink Alaska 1 85  
Sardines, Im. 1/4, ea. 10@23  
Sardines, Im., 1/2, ea. 25  
Sardines, Cal. ---- 1 65@1 80  
Tuna, 1/2, Albocore ---- 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Bran Flakes, No. 624 2 25  
Bran Flakes, No. 602 1 50

### CATSUP.

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

### CHILI SAUCE

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

### OYSTER COCKTAIL.

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

## CHEESE.

Roquefort ---- 65  
Kraft, small items 1 65  
Kraft, American ---- 1 65  
Chili, small tins ---- 1 65  
Pimento, small tins 1 65  
Roquefort, sm. tins 2 25  
Camembert, sm. tins 2 25  
Wisconsin Flats and Daisies ---- 28  
Longhorn ---- 29  
New York New 1926 ---- 31  
Sap Sago ---- 38  
Brick ---- 30

## CHEWING GUM.

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

## COCOA.

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

## CHOCOLATE.

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

## COCOANUT

Dunham's  
15 lb. case, 1/4s and 1/2s 48  
15 lb. case, 1/2s ---- 47  
15 lb. case, 1/4s ---- 46

## CLOTHES LINE.

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



## COFFEE ROASTED

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

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago.

Maxwell House Coffee.  
1 lb. tins ---- 47  
3 lb. tins ---- 1 39

## Coffee Extracts

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

## CONDENSED MILK

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

## MILK COMPOUND

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

## EVAPORATED MILK

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

## CIGARS

### G. J. Johnson's Brand

G. J. Johnson Cigar, 10c ---- 75 00  
Worden Grocer Co. Brands  
King Edward ---- 37 50  
Master Piece, 50 Tin. 35 00  
Canadian Club ---- 35 00  
Little Tom ---- 37 50  
Tom Moore Monarch 75 00  
Tom Moore Fanetris 95 00  
T. Moore Longfellow 95 00  
Webster Cadilla ---- 75 00  
Webster Knickbocker 95 00  
Webster Belmont ---- 110 00  
Webster St. Reges 125 00  
Bering Apollon ---- 95 00  
Bering Palmitas ---- 115 00  
Bering Delioses ---- 120 00  
Bering Favorita ---- 135 00  
Bering Albas ---- 150 00

## CONFECTIONERY

Stick Candy Pails  
Standard ---- 16  
Jumbo Wrapped ---- 19  
Pure Sugar Sticks 600s 4 20  
Big Stick, 20 lb. case 18

## Mixed Candy

Kindergarten ---- 17  
Leader ---- 14  
X. L. O. ---- 12  
French Creams ---- 16  
Paris Creams ---- 16  
Grocers ---- 11

## Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'd 1 70  
Choc Marshmallow Dp 1 70  
Milk Chocolate A A 1 70  
Nibble Sticks ---- 1 85  
No. 12, Choc., Light ---- 1 65  
Chocolate Nut Rolls ---- 1 80  
Magnolia Choc ---- 1 15

## Gum Drops

Anise ---- 16  
Champion Gums ---- 16  
Challenge Gums ---- 16  
Favorite ---- 19  
Superior, Boxes ---- 22

## Lozenges

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

## Hard Goods

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

## Cough Drops

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

## Package Goods

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

## Specialties

Walnut Fudge ---- 22  
Pineapple Fudge ---- 21  
Italian Bon Bons ---- 17  
Banquet Cream Mints ---- 23  
Silver King M. Mallovs 1 50  
Walnut Sundae, 24, 5c 80  
Neapolitan, 24, 5c ---- 80  
Mich. Sugar Ca., 24, 5c 80  
Pal O Mine, 24, 5c ---- 80  
Malty Milkies, 24, 5c ---- 80  
Bo-Ka-To-Ka, 24, 5c ---- 80

## COUPON BOOKS

50 Economic grade 3 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50

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

## CREAM OF TARTAR

6 lb. boxes ---- 38

## DRIED FRUITS

Apples  
N. Y. Fcy., 50 lb. box 15 1/2  
N. Y. Fcy., 14 oz. pkg. 16

## Apricots

Evaporated, Choice ---- 27  
Evaporated, Fancy ---- 30  
Evaporated, Slabs ---- 35

## Citron

10 lb. box ---- 40

## Currants

Packages, 14 oz. ---- 15  
Greek, Bulk, lb. ---- 15

## Dates

Dromedary, 36s ---- 6 75

## Peaches

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

## Peel

Lemon, American ---- 30  
Orange, American ---- 30

## Raisins

Seeded, bulk ---- 09 1/2  
Thompson's s'dies blk 9 1/2  
Thompson's seedless, 15 oz. ---- 10 1/2  
Seeded, 15 oz. ---- 12 1/2

## California Prunes

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

## FARINACEOUS GOODS

Beans  
Med. Hand Picked ---- 06  
Cal. Limas ---- 10  
Brown, Swedish ---- 08  
Red Kidney ---- 11

## Farina

24 packages ---- 2 50  
Bulk, per 100 lbs. ---- 08 1/2

## Hominy

Pearl, 100 lb. sacks ---- 3 50

## Macaroni

Mueller's Brands  
9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60

## Bulk Goods

Elbow, 20 lb. ---- 09  
Egg Noodle, 10 lbs. ---- 15

## Pearl Barley

Chester ---- 4 50  
0000 ---- 7 00  
Barley Grits ---- 5 00

## Peas

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

## Sage

East India ---- 10

## Tapoca

Pearl, 100 lb. sacks ---- 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant ---- 3 50

## FLAVORING EXTRACTS



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

## UNITED FLAVORING

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

## Jiffy Punch

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

## FLOUR

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

## FRUIT CANS

F. O. B. Grand Rapids

## Mason

Half pint ---- 8 40  
One pint ---- 8 50  
One quart ---- 9 60  
Half gallon ---- 12 60

## Ideal Glass Top. Rubbers.

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



## AXLE GREASE

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

## BAKING POWDERS

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

## K. C. Brand

Per case  
10c size, 4 doz. ---- 3 79  
15c size, 4 doz. ---- 5 50  
20c size, 4 doz. ---- 7 20  
25c size, 4 doz. ---- 9 20  
50c size, 2 doz. ---- 8 80  
80c size, 1 doz. ---- 8 85  
10 lb. size, 1/2 doz. ---- 6 75  
Freight prepaid to jobbing point on case goods.

Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

## BEECH-NUT BRANDS.



Mints, all flavors ---- 60  
Gum ---- 70  
Fruit Drops ---- 70  
Caramels ---- 70  
Sliced bacon, large ---- 5 40  
Sliced bacon, medium 3 30  
Sliced beef, medium ---- 2 80  
Grape Jelly, large ---- 4 50  
Grape Jelly, medium ---- 2 70  
Peanut butter, 16 oz. 4 25  
Peanut butter, 10 1/2 oz. 2 90  
Peanut butter, 6 1/2 oz. 1 85  
Peanut butter, 3 1/2 oz. 1 20  
Prepared Spaghetti ---- 1 40  
Baked beans, 16 oz. ---- 1 40

## BLUING

The Original

## Condensed

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

## BREAKFAST FOODS

Kellogg's Brands.  
Corn Flakes, No. 136 3 45  
Corn Flakes, No. 124 3 45  
Corn Flakes, No. 102 2 00  
Pep, No. 224 ---- 2 70  
Pep, No. 202 ---- 1 75  
Krumbles, No. 424 ---- 2 70  
Bran Flakes, No. 624 2 25  
Bran Flakes, No. 602 1 50

GELATINE



26 oz., 1 doz. case -- 6 00
3 1/4 oz., 4 doz. case -- 3 60
One doz. free with 5 cases,
Jello-O, 3 doz. -- 3 45
Minute, 3 doz. -- 4 05
Plymouth, White -- 1 55
Quaker, 3 doz. -- 2 55

HORSE RADISH

Per doz., 7 oz. -- 1 10
JELLY AND PRESERVES
Pure, 30 lb. pails -- 3 30
Imitation, 30 lb. pails 1 75
Pure, 6 oz., Asst., doz. 1 10
Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

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



Nucoa, 1 lb. -- 21
Nucoa, 2 and 5 lb. -- 20 1/2
Wilson & Co.'s Brands
Oleo
Certified -- 24
Nut -- 18
Special Roll -- 19

MATCHES

Swan, 144 -- 4 75
Diamond, 144 box -- 6 00
Searchlight, 144 box -- 6 00
Ohio Red Label, 144 bx 4 20
Ohio Blue Tip, 144 box 6 00
Ohio Blue Tip, 720-1c 4 50
Blue Seal, 144 -- 5 60
Reliable, 144 -- 4 35
Federal, 144 -- 5 80
Safety Matches
Quaker, 5 gro. case -- 4 25

MINCE MEAT

None Such, 4 doz. -- 6 47
Quaker, 3 doz. case -- 3 60
Libby, KEGS, wet, lb. 22

MOLASSES



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

Green Brer Rabbit

No. 10, 6 cans to case 4 95
No. 5, 12 cans to case 5 20
No. 2 1/2, 24 cans to cs. 5 45
No. 1 1/2, 36 cans to cs. 4 55

Aunt Dinah Brand

No. 10, 6 cans to case 3 25
No. 5, 12 cans to case 3 50
No. 2 1/2, 24 cans to cs. 3 75
No. 1 1/2, 36 cans to cs. 3 20

New Orleans

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

Molasses in Cans

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

NUTS Whole

Almonds, Tarragona -- 27
Brazil, New -- 18
Fancy Mixed -- 23
Filberts, Sicily -- 22
Peanuts, Virginia Raw -- 09 1/2
Peanuts, Vir. roasted -- 10 1/2
Peanuts, Jumbo, rstd. -- 0 1/2
Peanuts, Jumbo, std. -- 1 1/2
Pecans, 3 star -- 20
Pecans, Jumbo -- 10
Pecans, Mammoth -- 50
Walnuts, California -- 38

Salted Peanuts

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

OLIVES

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

PARIS GREEN

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

PEANUT BUTTER



Bel-Gar-Mo Brand
24 1 lb. pails -- 21
8 oz., 2 do. in case -- 5
5 lb. pails, 6 in crate -- 12
12 2 lb. pails -- 14
14 lb. pails -- 19
50 lb. tins -- 21
25 lb. pails -- 12

PETROLEUM PRODUCTS

Iron Barrels
Perfection Kerosine -- 14.6
Red Crown Gasoline,
Tank Wagon -- 16.7
Solite Gasoline -- 19.7
Gas Machine Gasoline -- 40.1
V. M. & P. Naphtha -- 21.6
Capitol Cylinder -- 39.2
Atlantic Red Engine -- 21.2
Winter Black -- 12.2



Iron Barrels

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



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

PICKLES

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

Sweet Small

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

Dill Pickles

900 Size, 48 gal. -- 22 00
1100 Size, 48 gal. -- 27 50

PIPES

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

PLAYING CARDS

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

POTASH

Babbitt's, 2 doz. -- 2 75

FRESH MEATS

Beef
Top Steers & Heif. -- 17
Good Steers & H.f. 14 @ 16
Med. Steers & H.f. 13 1/2 @ 15
Com. Steers & H.f. 10 @ 12 1/2
Cows
Top -- 14
Good -- 13
Medium -- 12
Common -- 10
Veal
Top -- 19
Good -- 18
Medium -- 14
Lamb
Spring Lamb -- 30
Good -- 28
Medium -- 27
Poor -- 25

Mutton

Good -- 17
Medium -- 20
Poor -- 15

Pork

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

PROVISIONS

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

Dry Salt Meats

D S Bellies -- 18-20 @ 20-22

Lard

Pure in tierces -- 14
60 lb. tubs -- advance 1/4
50 lb. tubs -- advance 1/4
20 lb. tubs -- advance 3/4
10 lb. pails -- advance 7/8
5 lb. pails -- advance 1
3 lb. pails -- advance 1
Compound tierces -- 12
Compound, tubs -- 12 1/2

Sausages

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

Smoked Meats

Hams, Cer., 14-16 lb. @ 28
Hams, Cert., Skinned -- 30
Ham, dried beef -- 32
Knuckles -- 18
California Hams -- 18
Picnic Boiled
Hams -- 20 @ 22
Boiled Hams -- 45 @ 45
Minced Hams -- 19 @ 19
Bacon -- 24 @ 36

Beef

Boneless, rump 23 00 @ 30 00
Rump, new -- 29 00 @ 32 00

Mince Meat

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

Pig's Feet

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

Casings

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

RICE

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

ROLLED OATS

Silver Flake, 12 Fam. 2 25
Quaker, 18 Regular -- 1 80
Quaker, 12s Family -- 2 70
Mothers, 12s, M'mum 3 25
Nedrow, 12s, China -- 3 25
Sacks, 90 lb. Jute -- 3 40
Sacks, 90 lb. Cotton -- 3 40

RUSKS

Holland Rusk Co.
Brand
18 roll packages -- 2 30
36 roll packages -- 4 50
36 carton packages -- 5 20
18 carton packages -- 2 65

SALERATUS

Arm and Hammer -- 3 75

SAL SODA

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

COD FISH

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

HERRING

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

Lake Herring

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

Mackerel

Tubs, 100 lb. fncy fat 24 50
Tubs, 50 count -- 9 00
Pails, 10 lb. Fancy fat 2 00

White Fish

Med. Fancy, 100 lb. 13 00

BLOATERS

Facy, 50s, per box -- 2 50

SHOE BLACKENING

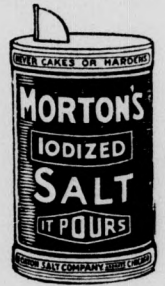
2 in 1, Paste, doz. -- 1 35
E. Z. Combination, dz. 1 35
Dri-Foot, doz. -- 2 00
Bixbys, Doz. -- 1 35
Shinola, doz. -- 90

STOVE POLISH

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

SALT

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



Per case, 24, 2 lbs. -- 2 40
Five case lots -- 2 30
Iodized, 24, 2 lbs. -- 2 40

SOAP

Am. Family, 100 box 6 30
Export, 120 box -- 4 80
Big Jack, 60s -- 4 50
Fels Naphtha, 100 box 5 50
Flake White, 10 box 4 05
Grdina White Na, 10s 3 85
Rub No More White Naphtha, 100 box -- 4 00
Rub-No-More, yellow 5 00
Swift-Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box -- 6 50
Jap Rose, 100 box -- 7 85
Fairly, 100 box -- 5 50
Palm Olive, 144 box 11 00
Lava, 100 bo -- 4 90
Octagon -- 6 00
Pummo, 100 box -- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Quaker Hardwater
Cocoa, 72s, box -- 2 85
Fairbank Tar, 100 bx 4 00
Trilby Soap, 100, 10c 7 30
Williams Barber Bar, 9s 50
Williams Mug, per doz. 43

CORN SYRUP

Corn
Blue Karo, No. 1 1/2 -- 2 42
Blue Karo, No. 5, 1 dz. 3 33
Blue Karo, No. 10 -- 3 13
Red Karo, No. 1 1/2 -- 2 70
Red Karo, No. 5, 1 dz. 3 71
Red Karo, No. 10 -- 3 51
Gloss
Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. -- 3 35
Silver Gloss, 48, 1s -- 11 1/2
Elastic, 64 pkgs. -- 5 35
Tiger, 48-1 -- 3 50
Tiger, 50 lbs. -- 06

IMIT. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 15
Orange, No. 5, 1 do. 4 41
Orange, No. 10 -- 4 21

Maple

Green Label Karo, -- 5 19
Green Label Karo -- 19 10

Maple and Cane

Mayflower, per gal. -- 1 55

Maple

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

TABLE SAUCES

Lea & Perrin, large -- 6 00
Lea & Perrin, small -- 3 35
Pepper -- 1 60
Royal Mint -- 2 40
Tobasco, 2 oz. -- 4 25
Sho You, 9 oz., doz. 2 70
A-1, large -- 5 20
A-1, small -- 3 15
Capers, 2 oz. -- 2 30

WASHING POWDERS

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

SPICES

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

Pure Ground in Bulk

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

Seasoning

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

WICKING

No. 0, per gross -- 75
No. 1, per gross -- 1 25
No. 2, per gross -- 1 50
No. 3, per gross -- 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. -- 75

WOODENWARE

Baskets
Bushels, narrow band, wire handles -- 1 75
Bushels, narrow band, wood handles -- 1 80
Market, drop handle -- 90
Market, single handle -- 95
Market, extra -- 1 60
Splint, large -- 8 50
Splint, medium -- 7 50
Splint, small -- 6 50

CHURNS

Barrel, 5 gal., each -- 2 40
Barrel, 10 gal., each -- 2 55
3 to 6 gal., per gal. -- 1 6

Pails

10 qt. Galvanized -- 2 40
12 qt. Galvanized -- 2 60
14 qt. Galvanized -- 3 00
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy -- 4 00

Traps

Mouse, Wood, 4 holes -- 60
Mouse, wood, 6 holes -- 70
Mouse, tin, 5 holes -- 1 00
Rat, wood -- 65
Rat, spring -- 1 00
Mouse, spring -- 30

Tubs

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

Washboards

Banner, Globe -- 5 50
Brass, single -- 6 00
Glass, single -- 6 00
Double Peerless -- 8 50
Single Peerless -- 7 50
Northern Queen -- 5 50
Universal -- 7 25

Wood Bowls

13 in. Butter -- 5 00
15 in. Butter -- 9 00
17 in. Butter -- 18 00
19 in. Butter -- 25 00

WRAPPING PAPER

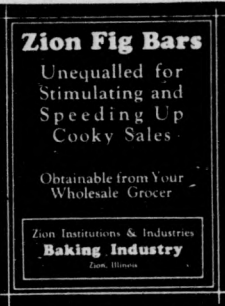
Fibre, Manila, white -- 05 1/2
No. 1 Fibre -- 08
Butchers-D. F. -- 06 1/2
Kraft -- 07 1/2
Kraft Stripe -- 09 1/2

YEAST CAKE

Magic, 3 doz. -- 2 70
Sunlight, 3 doz. -- 2 70
Sunlight, 1 1/2 doz. -- 1 35
Yeast Foam, 3 doz. -- 2 70
Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED

Fleischmann, per doz. 30



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
Fancy -- 54 @ 59
No. 1 Nibbs -- 54
1 lb. pkg. Sifting -- 13

Gunpowder

Choice -- 40
Fancy -- 47

Ceylon

Pekoe, medium -- 57

English Breakfast

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

Oolong

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

## IN THE REALM OF RASCALITY

## Questionable Schemes Which Are Under Suspicion.

Detroit, March 15—During your meanderings about town you have undoubtedly noticed certain unkempt old men, signs draped about their attenuated forms, pacing slowly and listlessly to and fro in front of some of the many millions of dollars worth of new buildings that are being erected as visual evidence of Detroit's famous prosperity.

If you have taken the trouble to read these glaring posters, you will discover that somebody is objecting to the employment of somebody else in the building work. If you have the time and means at your command, you can investigate and eventually discover after you have drawn aside the veil of concealment and hypocrisy, that these aged paraders are bearing banners of the stench bomb industry and its subsidiary—the thugs' trust of the labor unions.

So that you may fully understand American organizations, the story of the building of the Savoy Hotel will be told. The builders of this hostelry, which graces Woodward avenue at Adelaide street, made their money in Detroit, have their homes in Detroit and believe in Detroit.

This hotel cost \$3,000,000 to erect and it is a part of the great development under way which keeps the Motor City to the forefront among the great metropolises of the world. The contractor who did this job is one of the most successful in the state and he is also a firm believer that any man who wants work and will work has the right to earn the means to support himself and family regardless of race, religion or personal affiliations.

The stench bomb industry took exception to the fact that men were employed on the Savoy Hotel development who were not paying tribute to the union treasury. It tried to "reason" with these men, but made no progress, so it turned its attention to the owners, who were equally unresponsive.

Then, in defiance of the laws of this country, it resorted to petty but costly annoyances. Its agents, recruited from the thugs' trust, got into the building in an unguarded moment, threw egg shells filled with a penetrating coal tar derivative on the newly decorated ceilings and sidewalls and made good their escape.

The repair of this damage cost real money besides delay in the completion of the building. The guard was doubled and plans made to apprehend those guilty of these outrages if they came again.

Once more the structure was invaded and the black mixture liberally used, even on the marble work, from which it cannot be removed. This time a man was seen in the act of throwing the bombs. He ran, but was caught with the black substance on his hands and taken to police headquarters, where the police identified him as an officer of one of the leading labor unions. The building was then completed without further annoyance.

The stench bomb industry does not devote all of its attention to big corporations building hotels or office buildings. It likes to step out occasionally and pay its respects to the private citizen. Hence, E. E. Prine, well known in business circles of Detroit, has reason to know that such an organization exists.

Mr. Prine was having a four-family flat erected on Monterey avenue. He is not an expert at the construction game, being in an entirely different line of business. He let the contract to a reputable firm and devoted himself to proudly watching the structure grow. But somewhere along the line the stench bomb industry got offended, probably because there was no

rake-off coming to its treasury. One Sunday morning Mr. Prine learned that vandals had gotten into the building during the night and thrown a great number of "bombs" about the place, causing heavy damage.

These bombs were of the same character as those used in destroying paint jobs in the Savoy Hotel, but they were distributed more lavishly. The representatives of the union had more time to do a thorough job.

Mr. Prine, the owners of the Savoy Hotel and many other citizens of Detroit have come to the realization that these depredations on the rights of people who live in Detroit have just about reached the limit of endurance and it is believed that an effort will be made to so amend the statutes of the State that swift punishment will be meted out to vandals of this particularly vicious character.

L. J. Flint.

Irish lace is a particular type of hand-made lace produced in Ireland. Imitations of this popular lace have been made in many countries and advertised and sold as "Irish Lace." For years the National and local bureaus have recommended that advertising of the imitations clearly and unmistakably describe the product for what it is. A recent ruling of the Federal Trade Commission against an importer of imitation Irish lace, supports this position and holds that the term "Irish Lace" cannot be applied except to lace made in Ireland.

Ann Arbor, March 15—Though I am not one of the Anneke Jans "heirs," I send you herewith a clipping from the Ann Arbor Times-News, which will show that there are a good many of them in this vicinity. If there are as many of them all over the United States, accordingly, as there are here, there must be at least a few million of 'hem, and if they succeed in getting the Anneke Jans property turned over to them, which has an alleged valuation of a few millions of dollars, they will realize about \$1 apiece provided the lawyers charge them nothing. But my object in writing to you is to ask you as to who actually owns Trinity church, or any other Anneke Jans property, and if the so-called heirs stand any show whatever of getting anything out of it. I understand that Anneke Jans leased the Trinity church property to the Trinity church society for a term of 99 years, and that that lease expired a long time ago, and that her descendants now have a legal right to it. During the past two or three years someone or more have been calling and holding meetings in Ann Arbor in regard to this matter, and the "heirs" have been contributing money to them, expecting to realize something from it before long. Personally, I do not believe they can get anything, but if I had any facts that might be of value I would write a letter to the Times-News, setting forth the facts, and then they might judge for themselves what to do in the future. And yet those who are leading this movement here would probably refute anything that might be said to expose its futility, and some might be wise enough to keep their money out of it if reasonable evidence is given them of its usefulness, to say the least. And now for a few questions: Has this matter ever been brought into court, and how was it settled, if at all? About how much is the property worth, and when did the lease expire? L. B. A.

The newspaper report shows that a banquet of considerable proportions was held at Ann Arbor by the descendants of Anneke Jans Bogardus. It was referred to by the publication

as a "social event," and there would seem to be well-organized societies of the alleged heirs. The item records the fact that a purse was presented one of the promoters of the organization. We do find a record of a suit brought in behalf of the alleged heirs to the Trinity property back in 1847 which was decided in favor of the church. Another suit was brought in 1901. This suit was summarily dismissed by the court. In rendering judgment in the 1847 suit the court said:

It would be monstrous if, after a possession such as has been proved in this case for a period of nearly a century and a half, open, notorious and within sight of the temple of justice, the successive claimants, save one, being men of full age, and the courts open to them all the time (except for seven years of war and revolution), the title to lands were to be litigated successfully upon a claim which has been suspended for five generations.

The story of the alleged lease appears to be a pure fabrication. We have it on good authority that no such lease ever existed. We believe the Trinity Corporation has a perfect title to the property. Assuming this were not the case it would be wellnigh impossible for any group of alleged heirs to establish in a legal way claim to the property after the lapse of several generations.

Sault Ste. Marie, March 14—This may be something for your Realm of Rascality.

A party, whom we have not seen but who is described as being a heavy set and well-groomed foreigner, canvassed the grocery trade in Sault Ste. Marie, representing himself to be an agent for the Pan-American Import Co., 53-63 Park Rowe, Suit 727, New York City.

We know two of the grocers here who were induced to advance some money up to \$60 as initial payment of \$5 per bag on coffee. Each of these parties were supposed to have the sole agency in Sault Ste. Marie. They have both ordered out coffee, but were informed they must remit the remainder of the money before the coffee would be shipped. One of the parties wired to ship the order C. O. D., but they came back and said they did not ship in this way. The grocer had the express agent wire, guaranteeing payment of C. O. D. but this did not bring the coffee.

The deal looks rather suspicious. Can you give us any information? At least write this up in your paper, so that other dealers throughout the country who read the Tradesman will profit thereby. Gamble, Robinson Shaw Company.

#### One For Your Golf Department.

Old Lady—I want some golf balls for a gentleman, please.

Clerk—Certainly, madam. What sort does he like?

Old Lady—well, the only time I saw him play he used a small white ball. But I cannot say I gathered the impression that he exactly liked it.

## NEARLY A CENTURY AGO.

## Country Store Book Recording Transactions in 1830.

L. D. Stark, formerly engaged in general trade at Cascade Village, but for the past dozen years a resident of Seattle, Wash., favors the Tradesman with a copy of the Knoxville, Tenn., Weekly Tribune, dated Sept. 26, 1888, containing a graphic glance at mercantile conditions in that State from 1830 to 1833. The article is as follows:

It was our privilege a few days ago to examine an old book of accounts, which is in the possession of Gideon Gate, the proprietor of the McMillan House. It was kept by Samuel Henry, who owned the country store at Henry's Cross Roads, in Sevier county, about the year 1830. It came into the possession of Mr. Gate in the following roundabout way. Mr. Henry died in the year 1833, when the book, which was simply a sort of a day book, the accounts of which were posted into another ledger, was laid aside as of no special value. Dr. James Perry, who to-day remains an honored and respected physician, happened in 1846 to be settled at Henry's Cross Roads, and had his office in the country store that had formerly been kept by Mr. Henry. He found the old day-book, and finding room in the back part of it, kept his doctor's accounts in it. Mr. Gate, who is related to Dr. Perry by marriage, was given the book several years ago, so that he might collect some of the old bills. Later he moved to this city. He had forgotten about the old book until a short time ago it was brought to his notice. In glancing through it, he became much interested in its contents, and found revealed in it many facts, in themselves interesting and in the deductions that can be drawn from them, valuable to any one who is interested in the way people lived and traveled years ago. The first entry which we find in this day-book is dated September 2, 1831, and the accounts run to the middle of 1833, when Mr. Henry died. Mr. Henry was a wealthy man, as wealth was considered in those days. His store was large and had a varied stock. His book accounts shows that he did a considerable business.

One thing strikes the student as he looks over his book. That is the fact that money played a very small part in the transactions of those days. In the whole book, which contains records of transactions, in the aggregate amounting to many thousands of dollars, probably not \$10 worth of goods is represented as being paid in money. We find that goods were paid for principally in whisky, apple brandy, linen and other articles of home creation. Probably two-thirds of the purchases were paid for in whisky. It brought on the credit side of the book twenty or thirty cents a gallon. When sold by Mr. Henry at retail he charged 40 cents a gallon. What a time the old men of to-day would have had, had they been born fifty years earlier. In the account which is made out against Watson he is represented to have delivered between December 24, 1831, and February 2, 1832, 307 gallons of whisky at an average of 40 cents a gallon. This was in six weeks. Now, it must not be supposed that Henry sold very much of this whisky retail.

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Most of it went on flat boats about seventy feet long, rated at \$2 a foot, down to Alabama and Mississippi. Some records are given, as has been stated, of sales at fifty cents a gallon. In one place a man is trusted for three glasses at 6 cents a glass.

In the account of Thomas Cate, the father of Mr. Cate, the present owner of the book, some very suggestive and curious entries were recorded. On the date of Mr. Cate's birth he bought a vial of Bateman's drops for twenty-five cents; and a gallon and a half of whisky for which he paid 75 cents. It seems that the birth of the baby was to be celebrated in the way which was commonly employed in those days at times of great excitement. Mr. Cate informs us that later his father became a firm temperance man, although in 1831 he had not passed beyond the customs of that time.

Several curious facts confront us in looking over this book. One is that poultry was little dealt in. The raising of chickens is now one of the principal industries of East Tennessee. At that time it was little engaged in and could not be said to have been even born. In our examination of the book, not one mention was seen to have been made of a trade in chickens. Corn is also rarely mentioned as having been exchanged. In one place the following curious entry is made, "80 bushels of corn, equal to 100 gallons of whisky, \$25." In another place corn is credited at 25 cents a bushel. Butter, so far as discovered, was not mentioned. Flour was sold at \$3.75 a barrel.

Now as to other articles of food, it may be well to see what people in those days had to pay to live. Salt is put down everywhere at three cents a pound. Irish potatoes sold at 37½ cents a bushel. Coffee, at that time, was used very freely, the price being 25 and 35 cents a pound. Most of it went at 25, showing that it was not graded so much as it is now. Sugar was sold at one shilling, or 16½ cents a pound. This, of course, was brown sugar. Tea seems to have been a great luxury, and could only be bought on extraordinary occasions by the people at Henry's Cross Roads. One entry is placed down where a quarter of a pound was bought at the rate of \$2.50 a pound. Ginger brought 50 cents a pound. People paid 25 cents for a gallon of cider. Black pepper is put down at 50 cents a pound. One bushel of oats is credited to a customer's favor at 20 cents. Two nutmegs were sold at 12½ cents apiece. These are but a few of the strange things revealed in this prosaic book of figures.

The prices of other things of general use may also be of interest. Calico was by no means a cheap material for a dress in those days. Only the aristocratic could afford to pay fifty cents a yard for dress goods and this is what calico brought. A pair of cotton cards cost \$1 and a pair of wool cards could be had for 75 cents. Iron cost 8 cents a pound. Home-made jeans, on the credit side, brought \$1 a yard. Jackonet brought 75 cents a yard. Sole leather was 33½ cents a pound; and cambric could be had at 75 cents a yard. A coffee pot was worth \$1; and a glass tumbler could be had for 12 cents. A paper of pins, which can now be had for 5 cents, in those days cost 25 cents. Lead was 12 cents a pound about the present price; and coppers could be had at 25 cents. Pint tin cups, which now cost five cents apiece, were then worth twenty cents. A wool hat brought \$1. Sad iron was worth 25 cents a pound, and cotton 9 cents a yard. Flaxen shoe thread on the credit side was 30 cents a pound and was sold at 50 cents. Turkey red thread was \$2 a pound. Camphor was 25 cents a pound, and gunpowder 50 cents a pound. Feathers, probably of the goose variety, were 30 cents a pound, rags 3 cents a pound, and nails 16½ cents. Linsey is put down at

different places at 40 and 50 cents a yard. One pair of cast fire dogs brought \$3, and one pair of shoe leathers 50 cents.

It must be remembered that in 1831 when this book was kept, the tariff of 1828 was in operation; a tariff which, for its unequal tariff rates, received the unenviable title of "Tariff of Abominations." Manufacturers of the country from 1816 to 1832 had their wishes granted by Congress; and by 1824 the protective tariff had started in earnest. It is true its advocates were not so rampant then as they are now, but it was approaching development. In this curious book, we find what they used to pay labor in those days. Merrill Knight on November 15, 1831, received credit for twenty days work at 37½ cents a day. This, even on the assumption that they got board, is not wonderful wages. These were good old protection days. We question whether the tariff extremists of the present day can point to a much lower record under a revenue tariff period.

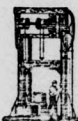
**Leather Handbags Dominate.**

Leather merchandise continues to dominate in the offerings of women's handbags, although there is also some use being made of imported tapestries as materials. The favored leathers are of the reptilian variety, including natural alligator, lizard, and these effects embossed out on calfskin. Combinations of these with ostrich leather are also noted in many of the bags. Both under-arm and flat pouch styles are favored. A wide range of colors is being bought, with high shades holding their own.

**Girls' Hats For Spring.**

Styles in popular priced girls' hats for the Spring follow the trend in women's models, as a rule, with straws in tailored models, occasionally flower trimmed in brisk demand as warmer weather approaches. A variety of light shades is being bought in serviceable models of soft straw rather than in the stiff shapes of former years. Many of the hats are being sized with alcohol instead of with glue to prevent them from being affected by wet weather, in line with the "service" headwear ideal.

It is not the size of the dog in the fight,  
But the size of the fight in the dog that counts.



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Rives Junction.

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your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

# K C Baking Powder

Same Price

25 ounces for 25c

for over **35** years

You save time and selling expense in featuring such brands as K C.

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Millions of Pounds Used by the Government

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 15—The thaw for the past week is raising havoc with the country roads. With the snow falling and wind blowing as it did Monday, putting the two snow plows out of commission, on account of being stuck in the drifts, it was necessary for the rotary plow to open the roads.

H. P. Hossac, the well-known merchant at Cedarville, was a business visitor here last Tuesday. He was caught in the snow storm and had some time getting through. He hesitated about turning back after making a good start, but continued his journey, arriving in time for a good meal and will remain until the road is open again.

William Fleetham, the jeweler, is still at the hospital and getting along as well as can be expected. He will have to remain there for at least eight weeks more, barring any setbacks, before his health is restored.

George Bailey, the popular shoe man, who for the past seventeen years has had charge of the shoe department for the Cowan & Hunt Co., has decided to get into business for himself and has leased the store in the Gage block, formerly occupied by Charles Field. Mr. Bailey is now at Rochester, N. Y., purchasing a new stock of shoes and hosiery and expects to be ready for business about April 1. His good wife, who has been in charge of the glove department at the Cowan & Hunt Co., will have charge of the hosiery department in the new store. Mr. and Mrs. Bailey have lived here for the past thirty years and have made a host of friends who wish them every success in their new venture.

W. R. Edwards, the well-known merchant at Dafer, is doing a nice business this winter, but discovered there had been a decided drop in eggs when he went to sell his surplus stock. He phoned in to have the Tradesman sent regularly hereafter, so that he would know what was going on in the outside world.

Reformers make slow progress because they try to reform things instead of people.

Col. Frank Knox, who for a number of years was manager of the Sault News, but since leaving the Soo has been publishing the Manchester, N. H., Union and Leader, has been appointed regional director of the Hearst newspapers for New England, with offices in Boston. He will continue however, as publisher of the Union and Leader. The Colonel received his first newspaper training on the Grand Rapids Herald and the Sault News. He left here in 1912 with his partner, John Muehling. Together they bought the Union and Leader at Manchester. He also served in the Spanish war as a member of the Rough Riders and overseas in the Kaiser's war on the staff of the seventy-eighth division. He has been since 1911 a member of the Indian Commissioners, having received his first appointment from President Taft. Colonel Knox is also a member of the American Society of Newspaper Editors and of many clubs and organizations.

Dan Campbell, the East end grocer, has returned from an extended trip to Grand Rapids, Detroit and Montreal. He spent much of the time with relatives but after looking over conditions in the other cities, Dan thinks the Soo is about the best place for him.

William J. Cummings, the hustling Secretary of the Civic and Commercial Association, attended the Michigan Commercial Secretaries' Association, at Niles last week.

George A. Lentz, of the Soo Oil Co., had the misfortune to fall on a slippery walk near his residence last week and dislocate his hip. He was taken to the Memorial hospital, where he will remain for some time.

The Canadian Soo is again rejoicing at the steel plant starting up in full blast; 2,300 workmen are now employed at the Algoma plant, which is now turning out 105 pound rails for the Michigan Central, requiring a double shift, instead of a single shift, as it has been running. This means more business for the merchants and also adds to our prosperity.

The Lincoln cafe, one of the best chop suey houses in the city closed last week. Mr. Biscus, the proprietor, expects to make some alterations and improvements before he re-opens about April 15. The Lincoln will be one of the best cafes in the city. Mr. Biscus is an expert chef, having had years of experience in the large cities prior to his coming to the Soo several years ago.

A sign prominently displayed in one of our soda fountain drug stores: "Take a brick home; it's fine when company comes."

The Alpha of Sweets has been undergoing some changes of late. The proprietors, Kristellis Bros., have added a large kitchen and installed a first-class restaurant in connection with their soda fountain and confectionery business. On the main floor they have put in ten booths with vitrolite tables, which will accommodate eighty people comfortably. They will specialize on steak and chop dinners daily and chicken dinners Sundays; also cater to the tourist trade and feature a business men's lunch.

Nels Hall, one of our popular druggists, is noted for his honesty. Although a little bald he is the producer of the well known Hall's hair restorer. He tells of a real optimist who called a short time ago who was almost totally bald and asked to be enlightened concerning the hair restorer and the possibility of his again having a crop of hair. On being assured that the preparation would surely make the hair grow, he remarked: "All right, I'll take a bottle and you may wrap up a comb and brush with it."

The new community building, at Newberry, was formally opened Feb. 23, with an appropriate programme, followed by a dancing party. The former building was destroyed by fire last spring. The new structure is made as near fireproof as possible. The auditorium will seat 1,000 people. It also contains quarters for the American Legion, the county agent, the Newberry Water & Light Board and members of the fire department. The Newberryites are to be congratulated on their new structure.

According to reports, 79,049 tourists used the parks in the Upper Peninsula last year. With the right kind of weather and the good roads and new hotels there should be about 100,000 tourists visit us this year.

Menominee has a new industry. The Bates Valve Bag Co. has opened its new factory, starting with about fifty employees, and expect in a short time to double the output. It has been constructed with a view to much greater expansion in the near future.

William G. Tapert.

### New Grocery Line Up at Kalamazoo.

Kalamazoo, March 14—Gerrit Bos, former partner in the firm of Bos & Sagers, on South Burdick street, in the grocery and meat business, has bought out James Slager, of the Slager Bros. grocery on South Westnedge avenue. Mr. Bos takes over a half interest in the real estate, which consists of the brick store building in which the grocery is located, as well as an interest in the business, the other half being retained by Peter Slager. The new firm is known as Slager & Bos. The Slager Bros. have conducted an up-to-date grocery in this city for the past ten years and have had a very large patronage in their section of the city.

Success is composed of knowledge and work.

### Strong Plea Against Proposed Tobacco Tax Bill.

Galesburg, March 15—The so-called tobacco tax bill, which I note by last night's paper is being discussed in committee, constitutes one of the most vicious thrusts at the country or small town general merchant which has come from our Legislature in some time.

I have not previously taken this bill very seriously, as I have too much confidence in the ultimate good sense of our law makers to believe they would knowingly deal the merchants of their State as raw a hand as this; but when such a bill has reached the point of discussion it becomes time to protest.

A somewhat similar law was put into effect about three years ago in Kentucky. I was in a handsomely furnished drug store in a county seat of that State some time afterward and, while admiring the large assortment of cigars carried, I was struck by the unsightly stamps which covered the boxes. Upon enquiry, I was told by the proprietor that his once prosperous cigar business had been ruined by this iniquitous State tax and, in a voice filled with emotion, he further informed me that not only had his business gone to over-the-state-line competitors, but that he was overrun by an army of petty inspectors, who, disappointed over the light tax returns, had become impertinent to a degree that it was only by the exercise of the utmost patience that he refrained from shooting more than a gentleman's limit of these pests.

The propounder of this tax claims that it will lower the state property tax. We will suppose that the consumer pays the special stamp tax and thus eliminates the regular state property tax, what happens?

Take, for instance, an average young working man in our village. His modest home is assessed for \$2,500. Looking over his winter tax receipt he will find that his total tax is around \$80, of which only \$6.80 constitutes the much maligned State tax. Now, suppose this rather thrifty young man is more temperate than we cigar and pipe smokers and confines himself to three packages of mild cigarettes per week, upon which I understand it is proposed to place a tax of four cents a package. Then, for the privilege of waiting each time he makes a purchase for the dealer to record the sale, he will pay for these stamps alone the sum of \$6.24 yearly.

But will he pay a 4c stamp tax?

Not so long as he can buy his tobacco from a mail order house tax free.

And how long will it take the mail order house to cash in on this opportunity by quoting cost prices on cigarettes and tobacco—their offers being sandwiched in among suggestive advertising of shoes, shirts and work clothing in general?

Also what a bonanza this bill opens up for the chain cigar store and chain grocery. Under present conditions the chain grocer uses tobacco for an occasional leader and frequently at a loss. Under this law he could collect in advance for a carton of cigarettes, tax free, pay for a night letter to forward the day's orders by wire to the nearest

out-of-the-state link in the same chain and let Uncle Sam deliver the goods the next morning, all at treble the net profit he now makes on the same merchandise and still at a price far below the independent resident dealer who must collect the tax.

With the chain cigar store employes already trained in box lot selling talks, it is easy to forecast who would get the cream of the cigar business.

About the only customer I can see left to pay the tax would be the farmer, in whose aid the bill is being sponsored, and his hired man who chews cheap and bulky scrap.

They have taxed everything from the spoonful of sugar in our coffee to our imaginary income and prohibited everything from the cider barrel to a tin cup on the town pump but when the commonwealth which has been graced by my presence for half a century attempts to stick a plaster on my plug or navy or humble cheroot, I rise up to proclaim: Every man's vest should bear its own burden, let the juice fall where it may.

M. A. Douglass.

### Flies in a Dairy Are Not Butterflies.

New York, March 14—"The recent protest against calling the avocado an alligator pear brings to mind an article I read in Patchwork, a pharmaceutical home organ," writes D. C. Fisher, a Gravesend avenue dispensing chemist: "The Examiner of Trade Marks in Washington received some information which must have done him good when he denied the application of Attorney Rogers, a well-known lawyer of Chicago, for 'Limestone Brand' phosphate.

"First the application was denied because, the examiner argued, the product contained limestone. When the attorney wrote back that it contained no such thing as limestone, the examiner said that the name in that case was deceptive. In answering this foolishness, the attorney prepared a remarkable brief, which included the following statement:

"Ivory is a good trade mark for soap not made of ivory; Gold Dust washing powder is not made of gold; Old Crow Whisky is not distilled from crows. There is no bull in Bull Durham. Royal Baking Powder is not used exclusively by royalty, nor is cream baking powder made of cream. Pearlina contains no pearls, and White Rock is water.

"There is no grape in grapefruit or bread in breadfruit; a pineapple is neither pine nor apple; a prickly pear is not a pear; an alligator pear is neither a pear nor an alligator, and a sugar plum is not a plum.

"Applebutter is not butter. All the butter is taken out of buttermilk, and there is none in butteraurs or in buttercups. The flies in the dairy are not butterflies."

At the annual meeting of the Van Leeuwen Dry Goods Co., the following officers were elected: W. H. Van Leeuwen, Jr., Pres., Joseph Quist, Vice-Pres., and W. Harold Van Leeuwen, Sec. & Treas.

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



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