

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 23, 1927

Number 2270

The



PTIMIST

There was once a man who smiled,
Because the day was bright,
Because he slept at night,
Because God gave him sight
To gaze upon his child;
Because his little one
Could leap and laugh and run,
Because the distant sun
Shone brightly forth, he smiled.

He smiled because the sky
Was high above his head,
Because the rose was red,
Because the past was dead.
He never wondered why
The Lord had blundered so
That all things have to go
The wrong way here below
The over arching sky.

He toiled and still was glad
Because the air was free,
Because he loved, and she
Who claimed his life, and she
Shared all the joys they had.
Because the grasses grew,
Because the sweet winds blew
Because that he could hew
And hammer he was glad.

Because he lived, he smiled.
And did not look ahead,
With bitterness or dread,
But nightly sought his bed
As calmly as a child.
And people called him mad
For being always glad
With such things as he had,
And shook their heads and smiled.



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



Stanolax Relieves Constipation

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

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

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

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

Standard Oil Company
[Indiana]

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E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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Sample copies 10 cents each.

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

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

CHARLES HEMAN LEONARD.

Charles H. Leonard has gone to his
last long rest, leaving behind him a
host of sorrowing friends in whose
hearts his memory will never die. He
died as he lived, a forceful, dominating
figure in the field of his life's work,
which enabled him to create the largest
refrigerator factory in the world.

To some who saw him only at his
work he may have seemed at times
brusque, but to those who knew him,
he was kindness personified. He had
burdens to bear—myriads of them;
burdens which would have made
nervous wrecks of many men, yet
through them all he maintained a
calmness and a poise, deliciously
flavored with an inimitable sense of
humor.

For several months Mr. Leonard had
been gradually failing in health. His
friends noticed it, and urged him to
husband his strength, but the spirit
"to do" was greater than the spirit
"to heed." The death of his wife and
brother, undoubtedly hastened the
decline which culminated in his death.
For the past several months that
decline had been rapid, yet through it
all he maintained his cheerfulness and
labored on the details of his great
work.

He passed away at his home in
Grand Rapids, Tuesday afternoon,
March 22. His work was finished; his
labors done. He has left behind him
a monument to his life, not shaped of
cold, hard marble or bronze, but carved
deep in the hearts of those who knew
him and loved him.

COTTON AND COTTON GOODS.

Although the final ginning figures
of last year's cotton crop are to be
made public to-morrow, the imminence
of them had apparently little effect in
influencing the quotations during the
past week. In fact, it seems very
doubtful if anything more than a tem-

porary flurry is likely to follow the
publication, whichever way the figures
go. The general impression is that
they will not vary much from the final
estimates of the crop. The disposition
of the crop becomes less and less of a
problem with the passage of months,
the taking by spinners being extremely
large. Attention is now being directed
toward the new crop. Planting will
be somewhat later than usual because
of the heavy rainfall over much of the
growing sections, but this will be
counterbalanced by the advantages of
the subsoil moisture, which is abundant.
How much reduction will be
made in the acreage planted to cotton
is as yet uncertain, but the highest estimates place this at no more than 10
per cent. The use of less fertilizer,
however, is indicated. The market for
cotton goods continues to be highly
satisfactory to producers. Mills, converters
and printers are all busy in
filling orders, and they are well sold
ahead. There has been a little slackening
up in the sales of gray goods,
but this is more than made up by the
continued activity in those of colored
and printed fabrics. In knit underwear
the demands are now for quick
deliveries because of the dilatory tactics
of buyers earlier in the season. Orders
for hosiery are a little fitful.

It is not news that English folk
songs, no longer known in the land of
their origin, have been discovered
among our Southern mountaineers, but
the number of these songs is somewhat
surprising, since it reaches into the
hundreds. An added fact of interest
is that they are being restored to
popularity through the efforts of the
English Folk Dance Society. That a
mass of these lyrics was carried into
the backwoods of our mountain districts
by early English settlers—not to be
forgotten as they were in their original
home, but to be preserved and eventually
recovered—here is a tale as romantic
as that told in many of these songs
themselves. With the great world,
even that part of it which almost
impinged upon their fastnesses, shut
out, these independent mountaineers
kept alive the oral literature which
they had brought with them across the
sea. Not the smallest feature of the
paradox of the decay of these songs in
their homeland and their survival in an
alien clime is the scorn which multitudes
of well-educated persons felt for an
untutored population which, as it
happened, however unconsciously
and obscurely, was rendering a rare
service to scholarship and culture.

Florida's bank troubles will be regarded
by the rest of the country with real
distress. The State has won general
sympathy through the gallantry

with which it has met the deflation of
its boom era and the devastation of its
hurricane. It is to be remembered that
this deflation was accomplished without
banking troubles. These institutions
were admittedly steered through the
boom with a soundness and conservatism
of control which is probably without
counterpart in similar hasty onrushes
of prosperity. They survived the
unkind fate which swept down upon
the far Southern coast in a cyclonic
wind. That their own people have
forced so many of them to close their
doors now is almost ironic. What was
the psychology of these self-destructive
runs? Perhaps it was that of a war-worn
people. The struggle has been so hard
and so long drawn out that the nerve
of these communities may have snapped
like that of an army which has been
asked to bear too heavy a burden. After
all, even courage cannot beat everything.
The bank failures may slow up Florida's
recovery, though we hope not. But
those who think that they reflect upon
the fundamental gameness of her people
profoundly err.

Men of about sixty years of age on
the average are at the head of the
country's one hundred outstanding
organizations in industry, finance,
transportation and communication. The
youngest set of executives in any one
of these fields is that which is engaged
in banking. These men are youngsters
of fifty-five. The oldest group is that
of financiers, occupied with wider and
more varied activities than the bankers
strictly so-called. This has long been
known as a young man's country. Evidently
it is a pretty good country for young
men of all ages.

Few men in this world achieve a
greater honor than that conferred upon
John I. Gibson, of Battle Creek, judging
by the manner in which nearly 400
of his fellow citizens united in giving
him a testimonial luncheon at Post
Tavern last Thursday. The affair was
so cordial and the spirit of friendship
and good fellowship was so prevalent
that no one who participated in the
event could fail to be impressed by the
wonderful personality of the man who
could make such an affair possible.

The Sunday closing law is now before
the people of Michigan and the
Legislature at Lansing. It is a meritorious
measure and ought to receive hearty
support at the hands of all merchants,
all friends of Sunday observance
and all people who believe that the
merchant should have one day's
rest out of every seven. No pains
should be spared to put the bill
through the Legislature with the least
possible delay.

What's in a name? Well, real estate
men think it pays to be known as real-
tors, undertakers have become morticians
and now hairdressers have gone the
length described as cosmetologists;
ordinary janitors insist on calling themselves
heating engineers; boot blacks refer
to themselves as pedal engineers; barbers
masquerade as tonsorial artists; we
have always used the rather grandiloquent
word "conductor" for the official whom
Europeans more curtly term "guard," and
there is a sublimity about an "elevator" that
cannot possibly attach to a mere "lift." But
the hairdressers have something to
advance on behalf of their desired
change of name beside the orthoepic
superiority of "cosmetologist." Nowadays
they are much more than hairdressers.
They are beauty specialists. As such they
are entitled to a name which more accurately
suggests their varied functions. Besides they
might have inflicted upon their patrons a
far more formidable term than "cosmetologist."
They might have petitioned the
Legislature to permit them to call themselves
"beauticians" or even "pulchritudinists."
Anyway, they will be called what the public
chooses, no matter what they consider their
true title. Nobody ever says he is going to
see an attorney-at-law.

After a five years' battle the Indian
Rights Association has succeeded in
establishing the validity of an Indian's
title to land even after it has become
valuable. The question has been sharply
contested. Formerly it was the custom
to set aside lands which the white settlers
didn't care very much about for the
Indians. Latterly, when the lands developed
minerals, gas or oil the Indians' title
lapsed under a ruling of Albert B. Fall,
former Secretary of the Interior, that
such reservations were "merely public
lands temporarily withdrawn from
occupation of Indians." The Indian Rights
Association questioned the justice of this
decision and finally succeeded in having a
law passed which provides that all
benefits derived from gas and oil on such
reservations shall be credited to the
Indians assigned to live there. The act
further provides that the boundary lines
of these reservations cannot be changed
except by act of Congress and that
mining operations shall be under the
control of the Indian Bureau instead
of the General Land Office, where the
Fall decision would have placed it. The
final result shows that we can be
just to the Indians, even if it takes a
civilian organization five years to convince
us that we are wrong.

The love of nature is something that
may be developed in every breast, and
it is a love that rarely fails to purify
and exalt.—E. P. Roe.

BEHOLD A REAL MAN.

Remarkable Tribute to a Royal Good Fellow.*

When Dr. Martin told me a few days ago about this dinner and informed me that I might be called upon to say a few words about John I. Gibson, I began casting about for information about this man Gibson. I had heard his name occasionally and met him now and then in a casual way during a good many years and had formed impressions, more or less definite, but after all I did not feel quite certain that I knew enough about John I. Gibson to be able to stand up here and vouch for him, so I began to rummage about for information.

It was not necessary to enquire where he came from. His reddish hair and blue eyes and Scotch-Irish burr betrayed his origin. And appreciating the dominating influence of racial inheritance, I determined to delve as deep into his origins as possible. If time had permitted I might have taken a trip to the Emerald Isle to prosecute an original investigation, but the time being short I fortunately discovered such an expedition was unnecessary, as I happened to find in my library two huge volumes giving the complete pedigree of every Irishman from John O'Shannesy straight back to Adam. So into this great ocean of genealogical data I plunged to see what I could fish out about John I., and I found enough to entertain you for an hour—real racy stuff of every variety—fact, fiction, romance, scandal, heroism, tragedy, crime, burlesque, buffoonery, forebears of every description. Time will permit me to touch only a few of the high points, the mountain peaks, so to speak, for a good many interesting things must have happened in the family history reaching back six thousand years or more.

Well, one of the first things I discovered was that John has a lot of royal blood in his veins. It really was not necessary to consult a genealogy to find that out or even to make a chemical or a microscopical examination of his blood. The grand manner and poise which go with regal heritage were evidence sufficient without documents. Well, John I's great, great, great, tenth greatest grandfather was the son of one Art Eantheart, 112th monarch of Ireland who lived in the 2nd century and was the ancestor of Queen Victoria. No doubt John would be sitting on an Irish throne to-day instead of enjoying the opulence of an American sovereign, were it not for the fact that Pope Adrian, in order to bribe Henry II into servile obedience, tossed Ireland to him as a tip, and unscrupulous Henry sent a lot of English bullies over to Ireland and displaced the rightful owners. This happened so recently as 800 years ago.

One of his ancestors, a thousand years further back, Tuathal Teachmar, who had been driven from his throne into exile in Britain, was helped to repossess his kingdom by Agricola, a

Roman general an incident mentioned by the historian Tacitus, which gives to our fellow citizen the high distinction and prestige of being a very ancient historical character—at least his ancestor was there.

A few years farther back another royal ancestor, number one hundred in the line of Irish kings, was reigning at the time Christ was born.

Working back, the ancestral record gets more interesting every minute; or rather, every hundred years or so something interesting happens. For example, in the sixteenth century, B. C., one of his ancestors, a Druid, set up a great idol for sun worship and died one morning while in the act of

land and started the royal line which produced 114 Irish kings in succession, besides supplying lineage to all the kings and queens of Scotland and a lot of British rulers, including Queen Victoria. By patient study of the record I discovered that one of John I's ancestors was a brother-in-law of King Solomon, having married a daughter of the same Pharaoh who gave another daughter to become one of Solomon's thousand wives.

Another ancestor still farther back lived in Egypt when the Israelites were there. His instinctive sense of justice and fair play led him to take sides with the downtrodden Hebrews, because of which he was driven out of

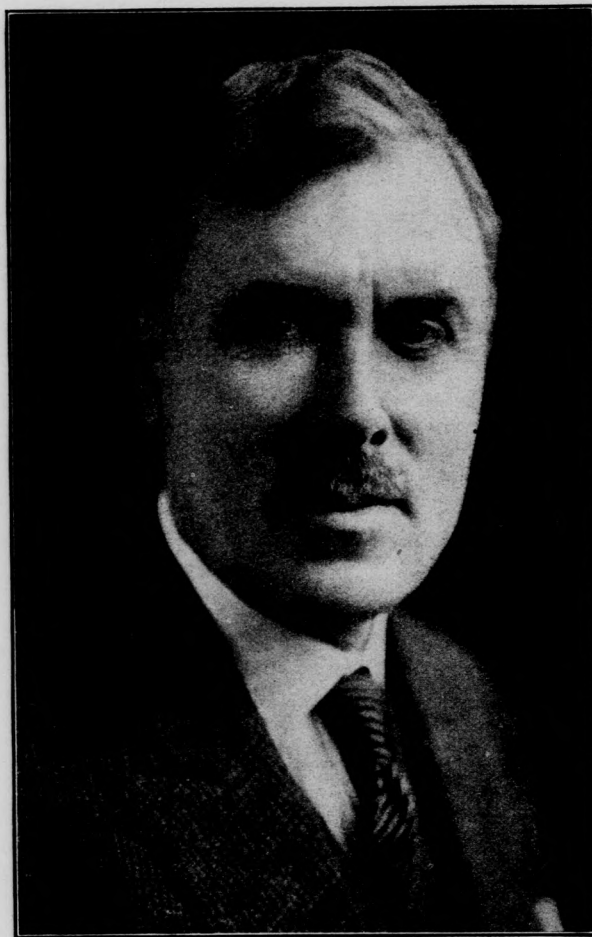
of teachers and opened the first college.

I began to feel a little anxious when I found myself so far back in history as the Tower of Babel, worrying whether I should be able to get back in time for this occasion. On second thought I concluded I might as well keep on and soon found myself meeting the familiar names found in the scriptures, Japheth, Noah, Magog, Methuselah and so on back to Adam, thus proving that our townsman is of highly respectable origin, according to the true fundamentalist tradition without any trace of anthropomorphic forest rangers in his family tree.

So much for origins. Now for the man himself. Naturally, from such a royal pedigree we expect something more than mediocrity. Emerson says "A man passes for what he is worth. What he is engraves itself on his face, his form in letters of light which all may read but himself." And we have read him. As he has moved among us during a third of a century we have noted his daily walk and conversation and we have not found him wanting in the elements which make up true manhood, sound character, and good fellowship. Unswerving Scotch honesty, a keen sense of justice and uncompromising defense of a righteous cause, loyalty to friends, fairness to opponents, and though stalwart in opinions, possessed of enough of that subtle afflatus from the mystic stone of Blarney Castle to make him a good mixer and insure him a multitude of devoted friends and the respect of his enemies.

Says Emerson again, "What hath he done?" is the divine question which searches men. Time will not permit a rehearsal of the activities and achievements of this red headed, red blooded, Scotch-Irish human dynamo. Suffice it to say that after doing a variety of other notable things he put Michigan on the map as a fruit growing state and has for years back been helping to boost Battle Creek to its proper place in the sun as the model city for the enjoyment of health and happiness, and has put every citizen of this town under obligation to him for his efficiency, his devotion to the broad interests of the town, his liberal views of civic opportunities and obligations and his cordial support of every forward looking plan or measure. Every enterprise for which he has labored has received the impress of sterling worth of 100 per cent. validity. But these words are needless. As an eloquent Methodist divine once said, "A real man can neither be praised nor insulted." He stands solidly on his own feet, justified by his own intrinsic merits. And so, my friends, I offer no idle words, eulogy or compliment to our beloved citizen, but with you simply look upon him and behold a real man whom it is a delight to honor. Will you rise to do homage to an Irish prince and a royal good fellow? Salutis.

It takes about 1500 nuts to hold an automobile together but it takes only one to scatter it all over the landscape.



John I. Gibson.

worshipping the sun, maybe of sun-stroke. John's ancestors seem to have been rather pious in those days, although the record of successions reads pretty regularly "slain by his ancestor," "torn asunder by his predecessor," "slain by his nephew," "assassinated by his brother," etc.

But this royal line did not originate in Ireland; that is, it was not indigenous to the soil—sui generis, so to speak—but was an importation from Spain, thence from Egypt, originally from Scythia, according to the record, which meant, as nearly as I can find out, anywhere in the great unexplored wilds of Northeastern Europe. It was as late as Solomon's time before the Gibson ancestor, Heremon, arrived in Ire-

Egypt by Pharaoh, went to Africa and founded Carthage from which came the familiar Irish name McCarthy. The grandfather of this ancestor was a contemporary of Moses before he left Egypt, and the intimate family history notes that this ancestor, Gathelus by name, had a green scar on the back of his neck where he had been bitten by a serpent, the wound being healed by Moses by a touch of his rod.

But perhaps the most noted of all the ancestors of our honored guest was Niul, who displayed the family genius for organization by founding a school of languages in the valley of Shinar, just after the confusion of tongues at the Tower of Babel. He picked a few of the best languages, trained a faculty

*Tribute to John I. Gibson by Dr. John Harvey Kellogg at testimonial banquet tendered by Battle Creek Kiwanis Club, March 17.

MEN OF MARK.

Arthur A. Frost, Manager of the Morton House.

A. A. Frost was born at Ottawa, Kansas, Nov. 11, 1884. His father was of English descent. His mother's ancestors came from Wales. When he was 5 years old his parents removed to Kansas City, where he attended the public schools until he was 17 years of age. He then sought employment in St. Louis and for two years was connected with the St. Louis Sanitarium. He then took up his residence in Omaha, where he was associated with an employment agency for about a year. About this time he became acquainted with Geo. W. Christian, who owned and operated the Chapin Hotel, at Grinnell, Iowa. He associated himself with this hostelry. Eight months later Mr. Christian completed the Elliott Hotel, in Des Moines, and installed Mr. Frost therein as night clerk. He remained in this position two years, when he re-



Arthur A. Frost.

signed to accept the position of chief clerk of the Kirkwood, which was then the leading hotel of Des Moines. He continued in this capacity six years, when he resigned to accept the position of chief clerk of the Randolph, a new hotel which forced the Kirkwood into second place. Two years later he decided to emerge from the responsibilities of clerkship to that of management and leased the two hotels at Creston, Iowa—the Summit and the Sydney—which he conducted two and one-half years. He then returned to Des Moines as secretary of the operating company and manager of the Franklin Hotel. His next connection was with the Savery (Des Moines), which was then conducted by Dave Olmstead. He remained six months longer as manager of the hotel after the latter's lease expired. He then received a call from Chicago as assistant manager of the Lexington Hotel, Michigan avenue and Twenty-second street. He subsequently purchased an interest in the Capitol Hotel, Madison, Wis., was elected secretary of the company and manager of the hotel. He

sold out three years later to come to Grand Rapids with W. C. Keeley, who assumed the management of the Morton Hotel. Mr. Frost acted as assistant manager six months, when he resigned to accept a similar position with the Pantlind Hotel. When Joseph Brewer acquired a controlling interest of the Morton Hotel last week, his first act was to install Mr. Frost as manager. Mr. Frost will make many changes in the Morton. The down stairs grill will be closed and possibly used as a billiard room. The main dining room will be converted into a coffee shop. No changes are contemplated in the price of rooms.

Mr. Frost was married July 29, 1905, to Miss Jessie M. Hayden, of Sioux City, Iowa. They have had three boys, two of whom are still living. One son, 20 years old, is employed in the local branch of the U. S. Rubber Co. The younger boy, 16, is attending high school.

Mr. Frost is a member of the Presbyterian church, the Elks, the Kiwanis Club and the Yeoman. He was a charter member of the Des Moines Greeters when it was organized in July, 1910, and served as president two years. He has also served on the board of governors of the National Greeters two years.

Mr. Frost owns up to but one hobby, which is bass fishing. He has long been regarded as an authority on hotel management and confidently expects to score a big success in his new undertaking.

Personally, Mr. Frost is the ideal landlord, because he not only knows the game to the minutest detail, but has a way of treating his guests respectfully, without encroaching on the line of undue familiarity, as is frequently the case. He aims to give every man a square deal, so far as it is possible to do so with due regard for all concerned.

Late News From Grand Traverse Bay

Traverse City, March 22—Dockery Bros., dealers in furniture and kindred merchandise, are advertising a "going out of business" sale. The firm conducts a branch store in Elk Rapids.

The Ott Sales Co. has adopted plans for a large garage and sales warehouse, to be erected in the near future.

The Payson Manufacturing Co. has commenced the manufacture of furniture casters in this city. Mr. Payson was engaged in the same line of production in Chicago forty years ago.

The recent spell of warm weather permitted farmers to bring many loads of potatoes to market.

Tax payers will vote for or against an issue of municipal bonds to the amount of \$300,000 at the election on April 4. If the vote is favorable the money realized from the sale of the bonds will be used in the construction of a system for disposing of sewage. The water of the Boardman river and of Grand Traverse Bay are contaminated by the city and the State Hospital with its 2,000 inmates, some of whom are sane. The waters are unfit for domestic purposes. A considerable number of private citizens obtain pure water from artesian wells, sunk at their own expense.

Traverse City operates two power and lighting plants and derives considerable revenue therefrom. Two dams, located at nearby points on the Boardman river, furnish the power needed to generate the current. A re-

port of the result of operation of the system last year showed a profit to the municipality of \$22,000. Service is rendered to the public and to private individuals as well.

The Chamber of Commerce will endeavor to add several manufacturing establishments to the industries of the city this year.

A restaurant will be opened in the near future adjoining the depot grounds of the Pere Marquette Railroad.

Arthur S. White.

Denim Situation in Good Shape.

Not for some time has the denim situation been more satisfactory to the mill end of the business than it is at present. Most mills are sold up to July, which indicates a greater confidence in the stability of prices on the part of buyers than has been seen for a long while. The demand from the cutters-up is such that mill accumulations are at a minimum, and the activity of the cutters' buying is a direct reflection of the way the goods are moving out of their hands in the form of finished garments. Chambrays for

work shirt purposes are also selling freely.

Trends in Spring Silk Colors.

Green has outstripped blue by a slight margin and now stands second in Spring color sales, according to an analysis of broad silk demand made by a leading manufacturer. Beige retains its five-month lead at the head of the color group, now accounting for about one-third of the total orders. Green is rated at 20.4 per cent. and blue at 19.6 per cent. Grape shades are in fourth place, with mahogany tones and gray following.

Risking His Life.

A man is something that can see a pretty ankle three blocks away while driving a motor car in a crowded city street, but will fail to notice, in the wide, open countryside the approach of a locomotive the size of a schoolhouse and accompanied by a flock of forty-two box cars.

Science is applied commonsense.

MICHIGAN BELL TELEPHONE CO.

Long Distance Can Serve You
As Effectively as it Does McCord

McCord Radiator & Mfg. Co.

DETROIT, MICHIGAN.

REPLACEMENT
SALES DEPARTMENT

January 10, 1927.

F. L. Barter

Mr. Burch Foraker, President,
Michigan Bell Telephone Co.,
1365 Cass Avenue,
Detroit, Michigan.

Dear Sir:

We desire to tell you how important the long distance telephone service has become in our business. Some years ago it was a convenience, but this service is now in daily use by our Executive Sales and Purchasing Departments, and is just as necessary and urgent to their operation as the mail and telegraph.

Where an immediate decision is necessary or a quick answer is required, there is nothing that will take its place.

Very truly yours,
McCord Radiator & Mfg. Co.

P. L. Barter

Vice President.

When an immediate decision is necessary or a quick answer is required, there is nothing that will take its place.



MOVEMENTS OF MERCHANTS.

Branch—Russell Ditlow succeeds Howe & Hetzler in general trade.

Detroit—Calcyco, Inc., Dime Bank building, has changed its name to the Calcyanine Co.

Portland—B. G. Davis succeeds C. E. Peake in the auto supplies and accessories business.

Muir—Strachan & Strachan succeed Strachan & McLaren in the drug and grocery business.

Weidman — Adams & Rosencranz succeed Charles Johnson in the grocery and restaurant business.

Vermontville—Earl H. Fields succeeds L. W. Loveland in the drug, wall paper and paints business.

Port Huron — The Elizabeth Ann Shop, women's wear, has increased its capital stock from \$2,500 to \$10,000.

Jonesville — W. M. Carpenter has sold his stock of furniture, etc., to the National Merchandising System, of Chicago.

Big Rapids—The J. C. Penney Co. will open a store in the reconstructed K. C. building as soon as the work is completed.

Port Huron—The E. A. Hansen Co., wholesale dealer in mens' furnishings, has increased its capital stock from \$5,000 to \$10,000.

Detroit—The Pack-Wolin Shop, 1424 Washington boulevard, women's apparel, has increased its capital stock from \$200,000 to \$400,000.

Reed City—Fred Hemund, who retired from the hardware business here two years ago, will engage in general trade on Upton avenue about April 1.

Bear Lake—Fred Hendricks has opened a restaurant and soft drink parlor in the Maccabee hall building, under the style of the Lakeview Restaurant.

Lansing—J. Fred Roller has retired from the Eckert meat market and accepted the position of manager of the meat department of the F. N. Arbaugh Co. store.

Saginaw — The Griggs-Butenschon Co., 317 Genesee avenue, is closing out its stock of men's furnishings and clothing at special sale and will retire from business.

Hartford—Frank Warren, dealer in dry goods for the past 35 years, has sold his stock and leased his store building to Abram Bros., of Paw Paw, who have taken possession.

Detroit—The Smith & Wilson Coal Co., 11885 Charlevoix avenue, has been incorporated with an authorized capital stock of \$15,000, \$9,000 of which has been subscribed and paid in in cash.

Bay City—Kahns Jewelry & Music Store, Inc., 107 Center street, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Muskegon—The Factory Supply Co., 126 West Webster avenue, has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Niles—The Hunter Co., dealer in dairy products and manufacturer of ices and ice cream, has sold its plant and stock to William Saathoff, who will continue the business under his own name.

Saginaw—The Reiser-Gray Co., 206 Genesee avenue, has been incorporated to conduct a department store with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit — The National Janitors' Supply Co., 4101 Sixth street, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,500 paid in in cash and \$600 in property.

Muskegon—The Food City Candy Co., 9th street and Clay avenue, has been incorporated with an authorized capital stock of 350 shares no par value, 250 shares being subscribed and \$1,107 paid in in property.

Lansing — Alfred Kraft, who has conducted a drug store at 108 West Michigan avenue for the past ten years, has opened a second store to be known as Kraft's Drug Store No. 2, located in the hotel Olds building.

Detroit—The Daisy Valley Creamery Co., 1532 Casgrain avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$46,500, all of which has been subscribed and paid in in property.

Detroit—The Dalrymple Johns Co., 2842 West Grand boulevard, has been incorporated to sell and service ice machines, with an authorized capital stock of \$200,000, \$75,000 of which has been subscribed and paid in in cash.

Adrian—The United Coal Corporation, wholesale and retail, has been incorporated with an authorized capital stock of \$50,000 preferred and 50,000 shares at \$1 per share, of which amount \$2,200 and 2,200 shares have been subscribed and \$1,200 paid in in cash.

Detroit—The Linwood Pipe & Supply Co., 14760 Linwood avenue, has been incorporated to deal in plumbing supplies, fuel, etc., at wholesale and retail, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and \$18,860 paid in in cash.

Detroit—The Detroit Brick & Supply Co., 711 Donovan building, has been incorporated to deal in brick, building specialties and building supplies, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in, \$5,000 in cash and \$10,000 in property.

Nashville—D. D. Hess, who recently purchased the Feighner furniture stock, bid in the Paul R. Wing bankrupt furniture and undertaking stock. He also acquired the lease on the store building at the corner of Main and Maple streets and will consolidate the two stocks in the new location.

Birmingham—The Ramsey Garage has merged its business into a stock company under the style of Ramsey & Shaw, Inc., 110 Brownell street, to deal in automobiles, accessories and parts as well as to conduct a garage, with an authorized capital stock of \$25,000, of which amount \$11,500 has been subscribed, \$8,370 paid in in cash and \$3,130 in property.

Detroit—The Wheatena Company, of Rahway, N. J., which has for many years packed and sold a high grade whole wheat breakfast food, has appointed Stiles & Connor as their selling representatives in Southern Michi-

gan and Northwestern Ohio. This will mean more active selling interest throughout the State on this well known hot breakfast food.

Manufacturing Matters.

Battle Creek—The A-B Stove Co., has increased its capital stock from \$1,500,000 to \$2,000,000.

Lansing—The U-Wreck-Em; We Fix-Em Co., East Ionia street, has changed its name to the Eldredge Body Co.

Grand Rapids—The Century Furniture Co., 48-60 Logan street, has increased its capital stock from \$550,000 to \$900,000.

Grand Rapids—The Liberman & Gittlen Metal Co., 322 Front avenue, S. W., has increased its capital stock from \$75,000 to \$200,000.

Grand Rapids—The Rampus & Galmeyer Foundry Co., 526 Front avenue, N. W., has changed its name to the Rampus & Duus Foundry Co. and increased its capital stock from \$15,000 to \$100,000.

Allegan—The Baker Furniture Co. is moving its furniture making machinery into the lately acquired Jewett building and will devote it to the manufacture of chairs, heretofore manufactured at Grand Ledge.

Allegan—The stock of the Allegan Hardware Co. is being closed out by John L. Lynch, of Grand Rapids. Harry M. Lutts, who acted as President and Treasurer of the company, has made no plans for the future.

Detroit—The Wolverine Bolt Co., French Road and Gratiot avenue, has been incorporated to manufacture and sell wire and metal products, with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in cash.

Warren — Pitts United Helicopter Corporation, R. F. D. 2, has been incorporated to build aeronautical devices, with an authorized capital stock of \$100,000, of which amount \$43,540 has been subscribed and paid in, \$1,200 in cash and \$42,340 in property.

Detroit — Dossin's Food Products, 3659 Gratiot avenue, has been incorporated to manufacture and sell food products, with an authorized capital stock of \$150,000, all of which has been subscribed and paid in, \$7,433.14 in cash and \$142,566.86 in property.

Kalamazoo—The City Drug Stores, owned and conducted by C. S. and R. C. Triestram, has purchased the W. I. Benedict drug stock and store building at South Westnedge avenue and Ranney street and will conduct it under the management of William Bittner.

Detroit — Vellner Conveying Systems, Inc., 5287 23rd street, has been incorporated to manufacture and sell conveying devices, etc., with an authorized capital stock of \$15,000, of which amount \$3,150 has been subscribed and \$2,700 paid in in cash.

Lansing—C. J. Crouchois and O. H. Seely have formed a partnership under the style of Couchois-Seely for the manufacture of screens, weatherstrips, etc. A modern plant has been erected at 108 North Hosmer street and completely equipped with modern machinery by the company.

Flint—The Superior Felt Products, Inc., 710 Harrison street, has been incorporated to make and sell felt prod-

ucts, with an authorized capital stock of \$25,000 common, 250 shares at \$100 per share and 500 shares at \$25 per share, of which amount \$25,000 has been subscribed and \$8,750 paid in in cash.

New Baltimore—Joseph Engelman, of the Engleman Broom Manufacturing Co., announces he will build a new factory for the manufacture of brooms. The new plant is to be two stories, 40 by 200 feet, made of brick and tile, which are also manufactured by the Engleman company in another plant here. It will be a modern structure and will employ around twenty-five when completed.

Jonesville—Close on the heels of the opening of a new factory at Jonesville by the McKercher Specialty Co., comes the news that another industry is to be launched. Workmen are busy at the Fort Wayne Junction, near this village, preparatory to erecting a building in which to manufacture airplanes. The new plant will be located on what was formerly the Gaige farm. An airplane factory which has been in operation at Bryan, Ohio, will be moved to the new quarters.

Muskegon—Guy Caldwell and Walter E. Bassett, former residents of Muskegon, have formed the Cedarcraft Co., and have rented the factory building on Riordan street in Muskegon. The company will manufacture Tennessee aromatic red cedar products beginning with a line of miniature, silk-lined cedar chests for the candy manufacturer and jobbers. It is planned to be in full production of about 1,000 chests a day by July 1. When in full production, a force of about sixty men and women will be employed. The building was located for the company by the Industrial department of the Greater Muskegon Chamber of Commerce. The enterprise is being started, however, without the financial aid of the Chamber or the Industrial Foundation.

The account of another minstrel dying in poverty, "alone, forgotten and destitute," calls attention to a lost art. Old-time negro minstrel troupes touring the country were as eagerly awaited as the circus or "Uncle Tom's Cabin." Dan Bryant, the San Francisco Minstrels and, later, others raised negro minstrelsy to the dignity of a fashionable amusement. Censorship of this kind of entertainment was unheard of, as the performances and jokes were of the wholesome kind. Minstrelsy, since the advent of the radio, has become popular again, this time, however, with an invisible audience. "Old-time Minstrels" on a radio programme is always a signal for tuning in. How these performers look before the microphone, radio fans must picture for themselves. It matters little whether the singers are "blacked up" or "white face"; the songs are always popular and often breathe the spirit of the Southland. The repartee is clean and enjoyable. Whether negro minstrelsy will regain the hold it once had is problematical, but it no doubt would be welcomed by many who would prefer a change from the sex plays with which the country is now surfeited.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.80c and beet granulated at 6.70c.

Tea—Prices appear to be firmly held, but orders come in for small quantities to fill out various insignificant requirements. Primary markets continue strong with rising tendencies. But in all tea markets buyers show an exclusive preference for the medium and better grades. Consumers everywhere are neglecting the common and poorer classes of tea. This fact was also demonstrated last week at the special auction sale of Java and Sumatra tea which was held in Amsterdam. The low, stalky grades had to be withdrawn, whereas all the better classes advanced 2@4c per pound.

Canned Fruits—A somewhat better buying movement in cling peaches is of outstanding interest in California canned fruits. A better market is generally predicted as it is reported that the stocks in California have been materially reduced. Among Northwestern fruits a heavier demand has been in evidence for No. 10 pears.

Canned Vegetables—Demand generally has been spasmodic and has centered in items which because of obvious attractiveness from a price standpoint were peculiarly the objective of bargain seekers. In going over the list of vegetables it is found that there has been scant response to attractively priced tomatoes, while corn and peas have been in much the same position, excepting that fancy peas are in rather limited supply, while golden bantam corn has shown an advance as there are indications that stocks may hardly go round until a new pack is put up.

Dried Fruits—With the advance of the spring season it had been hoped that a much wider movement would be witnessed in the general market for dried fruits, but apart from continued demands which are not of better than jobbing proportions there is little actual improvement to be recorded. Favorable weather conditions prevailing last week led to conjectures as to what the immediate outlook would be in the general line of California fruits. It was held that in another month the trade would face the necessity of paying cold storage freight charges on Coast shipments. If the market does no better than it has in the recent past the forecast is that these charges may have to be absorbed by sellers. The gradual decline which has been taking place in prices has not increased the confidence of buyers as a general proposition and the latter have generally been content to operate along lines that provide them with just enough stock to take care of their immediate and pressing requirements.

Canned Fish—The fish packs are substantially unchanged. Some demand has been reported for shrimp at prices recently ruling while packed in glass they are being quoted at \$2.35@2.65. The distribution of salmon is reported to be showing some increase with a firmer price tendency noted in pinks. Some predict there will be an advance in reds above the ruling level of \$2.45@2.65 as the remaining stocks

at Seattle and elsewhere on the Pacific Coast are quite limited.

Molasses—Quotations are still holding steady in the molasses market and from reports in the trade it appears as though some fairly good business is being done in New Orleans. The situation in blackstrap has not altered to any extent, and the tone is still inclined to be quiet.

Nuts—With any kind of revival in the volume of buying in French or other European walnuts it is regarded as likely that the interrupted upward trend in these will resume again. This is, of course, conjectural to some extent on the crop outlook. Some in the trade hold that since last year's European and Californian crops were so small it may be logically expected that next season's crops will be much larger. In the case of almonds speculative holders have been holding the bag. Much depends on the future crop outlook and if this develops promisingly it is not at all unlikely that the upward trend of the market may be halted. With a considerable portion of the stock of filberts only of fair average quality, it was not surprising that lower price views had been entertained on these by some holders, but for good quality filberts which are in none too plentiful supply the level of prices has been well maintained and consumption has shown a gain. The prevailing high prices for walnuts and almonds brought in a little more enquiry for imitation varieties. The trade is awaiting the arrival of new crop cashew nuts and as the crops are reported as large there may be a substantial decline when they hit the market.

Rice—Values are maintained under the influence of the firm views on rough rice generally entertained by Southern farmers. Sellers on spot say jobbing demands are predominating as a rule.

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—The market is weaker and lower. Jobbers hold fresh packed at 48c, prints at 49c. They pay 24c for packing stock.

Cabbage—\$3 per 100 lbs. for old; \$3.75 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—Jobbers pay 23c for strictly fresh. The market is weak and lower prices are expected within the next three days.

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. --\$3.75
Hot house leaf, per lb. ----- 11c

Onions—Home grown, \$4@4.25 per 100 lb. sack; Spanish, \$3 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@1.35 per 100 lbs. around the State.

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—\$1.50 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 ----- 13c

Good ----- 16c

Medium ----- 14c

Poor ----- 12c

No Inducement For Speculative Buying.

Written for the Tradesman.

Recently the wheat market has had a serious sinking spell, with a net decline of about 8c per bushel. This condition has been brought about by lack of active demand for both wheat and flour at home and abroad, coupled with a very favorable showing of winter wheat. Undoubtedly the downward tendency of commodity prices in general, and particularly the low price of cotton and comparatively cheap corn and oats, has been a real factor in the price slump.

There has been no change in the situation from a statistical standpoint as regards outturn predictions, and consumptive requirements have been about as expected. Europe produced

150,000,000 bushels less than a year ago, while the United States raised at least that much more, a fact that has been known for some time, and is being borne out by increased exports of wheat and flour to Europe from the United States.

As stated in these columns recently, the future action of wheat at that time depended upon the spring showing of winter wheat, and now that it apparently has come through the winter in first class condition, and this year's crop looks as though it might equal last year's, the trade have more than ever taken to cover, buying only as required and will continue to do so as long as crop prospects continue favorable. Of course, the price of wheat is really cheap, and generally speaking such a condition provides an opportunity for favorable investment, but conditions from now on may upset this idea; for instance, if there is a large American and Canadian Spring wheat seeding under favorable conditions further declines will probably develop. In fact it is not at all improbable that under continued increased showing the price might easily go down to \$1 per bushel. However, it might be remembered that we have had two or three favorable crops from a production and world standpoint, and it would not be surprising if this year's crop did not maintain its present favorable condition. Any deterioration will make itself felt in the way of stronger markets, the same as prospects for increased yields will depress values.

It is a known fact that farm relief legislation, as outlined in the McNary-Haugen bill is now out of the question for some time to come; certainly until the next Congress assembles, and while and while some farmers and some farm organizations have shown keen disappointment over the failure of the recent attempt at price fixing by the Government, the majority laud the President's courage and display of wisdom in vetoing a bill whose unworkableness, impracticability, discrepancies and economic unsoundness was equalled only by the unethical political strategy employed in its attempted enactment. Legislative influence has been eliminated temporarily from the price factor, and in a few words, the wheat and flour situation may be described as one that offers no inducement for speculative buying. Of course, a change may come at any time that will give us a different viewpoint, and purchasing agents should keep abreast of the news and changing conditions. Lloyd E. Smith.

Installs Radio Set in Chicken House.

St. Joe, Ark., March 18—George Israel, a farmer living near Hollister, has just installed a \$150 radio receiving set in his chicken house. He said he put it there because, to make a success of the chicken business, one had to live with fowls and he spent most of his time there. George used to drive a truck in Kansas City. He drifted into this section of the Ozarks in 1921. He made a small payment on a \$3,000 farm and paid \$90 for his first setting of leghorn eggs. His place is now worth twice what he paid for it.

Push your business and you'll need no pull.

AROUND CAPE OF GOOD HOPE

Fourth Lap of a 22,000-Mile Ocean Trip.

Montevideo, Uruguay, Feb. 5.—We were up at 6 o'clock to see the entrance to Santo. It is three miles from the ocean, through a narrow bay which twists like the letter U, with mountains in the background and low swamp lands along the water. The stone piers along the water front for two or three miles have berths for unloading or loading twenty-five ships at one time. Twenty-eight thousand ships were in here during the year 1925. There were fifteen loading and unloading to-day, two of them flying the American flag.

Santos is a city of 145,000, level back from the harbor for two miles, then on the hills which almost surround the city. It is well and substantially built with a great number of warehouses. The city depends entirely on its shipping as it is the port for Sao Paulo, fifty-two miles up the mountain, a three hours' run by train. The railroad runs along the docks and our party left the ship at 9 o'clock on a train of seven cars, just like the railroad cars at home although their freight cars are like the English short four wheeled cars. They are mostly flat open cars to facilitate loading and unloading from the ships. When loaded they are covered with heavy sail cloth. The first ten miles up the valley is through banana plantations, when we came to one of the marvels in railroad construction to get on top of the 3,000 foot elevation on which Sao Paulo is located. They have built a cable road in five units rising 2600 feet in eight miles. The five units are like our former cable road. In place of running underground to return the cable, it runs along the top of the ties up one track and down the other, running on grooved wheels. When the road curves the wheels are on an angle. The five units have five separate power houses. When coming to the top of the first unit the track makes a little dip and the engine drops the first cable and picks up the cable of the second unit. The engine is short, about twelve feet long. It runs like a regular engine, but has a grip underneath for picking up the cable. On the up-grade the engine is at the rear of the train and on the down grade at the front of the train. The down train pull helps to carry the up train but the power house takes up any difference in the pull load. The maximum weight of train can be hauled on the incline is 145 tons. They have very heavy rains and the construction to take care of the rain before it reaches the track is massive and costly. The road has sixteen viaducts, thirteen tunnels, each from 100 to 400 feet long. This will give you some idea of its construction costs. At the summit of the incline we go onto regular tracks for thirty miles over comparatively level country and pass through three or four good looking towns of five to ten thousand. The mountain views are fine, but the country looks poor.

When we reached Sao Paulo and found what a whale of a place it was I immediately enquired what the population was and found that in 1920 it was 579,000, so it is probably 800,000 now and while I knew it was a big coffee market, I could not see how this would build up and keep going a city of this size. In looking at a railway map I found there were three railroads running out from Sao Paulo and out a hundred miles I found these roads had so many branches that, counting North and South there were ten lines. The map looked like a railroad map of Ohio. It is the outlet for the state of Sao Paulo, 96,000 square miles; the state of Parana, 85,000 square miles; and the state of Mato Grosso, 923,000 square miles. These three states are as big as our Texas, California, Montana, New Mexico,

Arizona, Nevada, Colorado and Wyoming combined and one can immediately see how the city can live and grow as the wholesale distributor for this whole region. Of course, the backbone of their business is coffee, of which these states produce over one-half of the world's supply. They also are raising cattle and have four packing houses.

Sao Paulo has several plants manufacturing cotton, woolen goods, shoes, matches, etc. They have hydro electric power. They have sense enough to pass a highly protective duty on imports. The city has fine public buildings and hotels. The Esplanada, where we were taken for lunch, is a fine one. We think of the Latin races as being the high water mark in good manners where ladies are concerned, but at this hotel, with 350 of us for luncheon, they lacked accommodations. We had to wait about thirty minutes and there were no places for the ladies to sit down. The big lounge was occupied by about 100 of the good looking, well dressed men of Sao Paulo and I did not see one out of the whole bunch get up and offer the ladies a chair, although we were in a sense the guests of their city. Our sewer diggers at home would show up better in good manners than did these men.

After dinner we were driven out to the snake farm, where they have an enclosure of half an acre with cement houses which look like four feet high bee hives around the outside, of which a four foot stream of water runs and around this a four foot high wall. The water and wall are supposed to keep the snakes from getting outside of their reservation. There were about twenty of these little houses and we all wondered how the snakes could keep track of their own home. The snakes were of all sizes and are used for getting serum to use for snake bites. Our auto developed engine trouble on the road to the snake farm. I hailed a taxi and most of them speak only Portuguese. We jumped into the car and I tried to make him understand in English that we wanted to follow the other numbered autos to the snake farm, but unsuccessfully. Mrs. Boltwood tried her French and Mr. Follmer her Spanish and the driver still looked helpless. Then Mr. Boltwood had a brilliant idea and tried to make him understand the sign language. He tried to wiggle a Hoochie Koochie dancer then took his umbrella and tried to imitate a snake's movement with it, but the driver seemed to think he was crazy and we gave up and said "Hotel Esplanada." The driver looked relieved and said "Comprende" and we reached the hotel and were furnished another auto by the director and reached the farm safely.

At Sao Paulo we found an American Chamber of Commerce which issues a monthly bulletin in English called the Brazilian American. In this I found that Sao Paulo would be a good place for bank clerks who like to play golf for the following are their bank holidays:

January 1, National and Church day.
January 6, Epiphany church day.
January 25, Foundation of Sao Paulo state day.
Feb. 24, Adoption of constitution, National day.
April 14, Church holiday.
April 15, Good Friday, church day.
April 21, Tirandentes, national day.
May 1, Labor day.
May 3, Discovery of Brazil, National day.
May 13, Abolition of slavery, national day.
June 16, Ascension day, church day.
June 29, Peter and Paul, church day.
July 14, Taking of the Bastille, national day.
Aug. 15, Assumption day, church day.
Sept. 5, Declaration of Independence, national day.
Oct. 12, Discovery of South America, national day.

Easter Candy

Candy Eggs

Easter Novelties

Gift Package Chocolates

There will be a big demand for EASTER GOODS this year, so stock up well.

AGENTS FOR

LOWNEY'S

PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN



Uncle Jake
says--

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

K. V. P. DELICATESSEN

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

KALAMAZOO VEGETABLE PARCHMENT CO.

KALAMAZOO, MICHIGAN

REYNOLDS
SHINGLES

Grow Old Gracefully

Grand Rapids Trust Company

Receivers for

H. M. Reynolds Shingle Co.

"Manufacturers of the first Asphalt Shingle."



Nov. 1, All Saints day, church day.
Nov. 2, All Souls day, national day.
Nov. 15, Proclamation of Republic, national day.

Dec. 8, Immaculate Conception, church day.

Dec. 25, Christmas, national and church day.

Twenty-two of them. They seem good for golf, but poor for business.

They had something new in traffic direction. The traffic cop becomes a human semaphore. He has a policeman's club painted. He holds it horizontally in front of him and turns in the direction traffic is to go. I thought at first it was a statue he stood so rigid.

We took the train back for the ship at 4 o'clock reaching the dock at 7. We were glad to hear from home this morning, Mrs. Boltwood receiving a message from Mr. and Mrs. Russell.

It is strange how some people find fault with food. We think the meals on the ship are fine. On our bill of fare this morning we had for first course oranges, bananas, paw paw, watermelon, muskmelon, grape fruit, apples, prunes and apricots—this should suit anyone. The remainder of the bill was just as elaborate. At home our wives think they are blowing themselves when they have avocado salad with a small piece to each plate. Here they feel like millionaires, because the boat gives them a whole one twice a day.

We leave in the morning for our next stop, Montevideo. It rained today, but did not spoil our day as it cleared up for our visit to the snake farm, the only place we had to be out of the autos. The run down for two days was cool. Men put on heavier clothing. To-day there is a little motion to the ship but few, if any, ill. We land at 9 in the morning.

C. C. Follmer.

Neckwear For Father's Day.

Comprehensive plans for the stimulation of consumer demand for men's neckwear through the observance of "Father's Day" are being worked out in the trade. June 19 is the date selected. Dealer helps, labels and various types of publicity matter are being sent to the retailers, who are urged to make widespread preparation for the occasion. Neckwear manufacturers say the results of previous "Father Day" campaigns have proved of marked benefit to both retailer and wholesaler. Consumer purchases of neckwear for gift purposes is the aim of the propaganda.

Men are like wagons; those that are empty rattle loudest.

IN THE REALM OF RASCALITY Questionable Schemes Which Are Under Suspicion.

In answer to an enquiry from a Paw Paw correspondent, it was recently stated in this department that the Lennox Oil & Paint Co. was not rated by R. G. Dun & Co. at Cleveland. This statement was absolutely true. It appears, however, that the company moved its principal office to East Cleveland in 1924, since which time it has been rated at East Cleveland instead of Cleveland. The rating at East Cleveland is such as to inspire confidence in the character and standing of the company. The Realm is glad to make this explanation, because it does not wish to do any worthy institution an injustice. It is the province of this department to assist in building up reputable houses such as the Lennox Oil & Paint Co. has every indication of being.

The editor of the Patriot, Cuba, N. Y., in common with most of the men in the community, received a package of ties from Necktie Tyler, the blind salesman of St. Louis. Here is what he wrote to the sender of the ties:

"Dear Sir—I have in storage four neckties received from you, which I never ordered. You can have them any time you call for them. In the meantime our charges for storing the same are 10 cents per week, and as soon as the said charges approach the value of the ties we will sell the latter in order to protect ourselves."

The storage charge is a new idea and certainly ought to result in quick action on the part of the people engaged in this nefarious business.

A gang of loafers who travel by car and carry a very limited amount of furniture and household utensils is moving from place to place in Michigan, leaving unpaid bills and a record of other irregularities behind them. The leader of the gang is a one armed man who sometimes goes by the name of Mason. For a time the gang rendezvoused on Bridge street, West of the Grand Rapids city limits. More recently the gang was heard from in the vicinity of Lake Odessa.

The houses which persist in sending out unordered and unwanted merchandise are squirming over the concerted effort of Michigan merchants to put

an end to the practice, but if the merchants stand firm and refuse to return any package unless a remittance of \$1 is sent to redeem the goods, we will soon see an end to this pernicious practice.

Pigeon, March 17—I am enclosing a letter which we have just received from a concern which shipped us without our order a consignment of caps. We have been following very closely the material contained in the Realm of Rascality and find it very much to our benefit and on your suggestion we require of this company \$1 to cover the expense which we have been put to. We are, therefore asking for your advice in the matter. They also state they are a reliable concern with thirty years of establishment to their credit. This is our first knowledge of this company and to us they do not seem to be as reliable as they say they are.

We wish at this time to thank you for the interest you have taken in the merchants, especially regarding the matter of goods which are shipped unordered, as it is an unmitigated nuisance.

We find the Michigan Tradesman a real magazine and you will always find our resubscription ready.

Harry Hirshberg.

The letter referred to by Mr. Hirshberg is as follows:

St. Louis, March 15—We have your letter of March 8 and we are accordingly enclosing 33c postage which is sufficient to defray the return charges by insured parcel post.

We note that you are making demands for other charges and, we, therefore, take this opportunity of advising you that, in accordance with both the State and Federal Laws, all that is required of us is to send you the necessary postage and that any other charges on your part, are illegal.

Whether these caps were shipped to you with an order or not, since you accepted same from the postoffice, you are responsible for either the payment or the return of same, upon receipt of the postage, which, as stated above, we are enclosing.

Now we know that you are a responsible business firm and stand well in your community. We, too, enjoy a reputation established over thirty years, so there is no reason why this matter cannot be handled in a sensible business-like manner, without forcing us to enter into a lawsuit, which will impair your credit and standing in every market in the country.

If you do not approve of our method of operation, all you have to do is to return our merchandise to us and, if you still persist, after the receipt of this letter, of taking the arbitrary stand you have, then, of course, we have nothing else to do but to resort to law, which, you will find, embarrassing and expensive.

We trust that you will see the wisdom of avoiding such a serious step, over a trivial matter.

Apple Hat Mfg. Co., Inc.
There is no reason why Mr. Hirshberg should recede from his position. The Apple Hat Mfg. Co. will never sue on a matter involving only 67 cents and even if it should sue, no jury on earth would bring in a verdict for damages under such circumstances.

100,000 Shares National Public Service Corporation Class "A" Common

Present Dividend \$1.60 per share payable quarterly.

Has priority as to dividends over Class "B" Stock and in case of liquidation or dissolution has priority over Class "B" stock up to \$30 per share.

IT PARTICIPATES EQUALLY AS A CLASS IN DIVIDENDS WITH THE CLASS "B" STOCK.

Price \$21.50 per Share—Yielding over 7.40%.

Complete descriptive circular available upon request.

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Investment Securities

GRAND RAPIDS

New York Chicago Detroit
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Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer
Brick is Everlasting

GRANDE BRICK CO.,
Grand Rapids.

SAGINAW BRICK CO.,
Saginaw.

JACKSON-LANSING BRICK
CO., Rives Junction.

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

SHREDDDED WHEAT

LOST MOTION IN INDUSTRY.

There is an old but rather expressive phrase called "sojering on the job." It is usually applied to union mechanics who waste time unduly in doing any particular bit of work. The practice has not been as common in recent years as it used to be in this country principally because of the adoption of efficiency systems and standardization, but it has by no means ceased to exist. Nor is the practice confined to this country. In Great Britain, where a rather exhaustive enquiry is in progress by a Committee on Industry and Trade headed by Sir Arthur Balfour, this matter is one of those receiving attention. At the start the enquiry was, naturally enough, directed toward the inefficiency of union men as a class. The purpose was to find out whether there has been "a slackening of the will to work, or diminution of output or, at any rate, a diminution of effort as measured by time." But the committee had not got far when it was suggested that the enquiry in this direction should not be confined to union men only, but should extend to the "directing, managing and clerical classes" as well. So a letter has been sent to the Association of British Chambers of Commerce asking certain questions. These include: Whether there has been any change in the hours of attendance of business members of a staff since pre-war times; whether the periods of attendance of such persons have been shortened; whether there has been a material extension of week-end absences, particularly "Saturdays off," or a lengthening of holidays "among managerial, administrative and clerical classes," and whether, generally, the services rendered by these higher-ups "are equal, better or inferior in quality and general efficiency and merit as compared with pre-war days."

Another thing sought is how the holidays compare with those in effect in France, Germany, the United States or other industrial countries. As to all the questions the committee says it is fully aware that they do not admit of a precise or statistical answer, but, as the matter has been brought up, the committee would like to have any general information or impressions which may be available. The aid of the Chambers of Commerce in securing the information from members is requested. There is no doubt that data on the subject, if sufficiently definite, would have a distinct value. Stress has been too often laid on the shortcomings of the manual laborers without reference to the effect of the example set by those directing them. But the adage "like master, like man" still applies in full force, even in the complications of modern industrial systems. And it may well be that an enquiry here similar in scope to the British one might bring out some interesting facts as to existing drawbacks in American industry. Units of the textile group might afford a fertile field to begin with, although they are not the only ones to which attention might be profitably extended. Mechanism has reached a high degree of efficiency in this coun-

try. Whether the directors and workers have kept pace with it is a matter of serious moment. If they have not there is a further chance of reducing the cost of things while at the same time keeping wages at their high point or even increasing them. And these are ends worth striving for.

REDUCE THE DEBT FIRST.

In deciding whether to use the large Treasury surplus in sight for the fiscal year 1927 to lower the immediate tax burden or to allow it automatically to reduce the public debt the Government should be left free from political pressure. In recent years each fresh sign of a surplus has raised the cry for lower taxes. The relation between debt reduction and tax reduction is fully understood by the President and Secretary Mellon but not, unfortunately, by all voters.

That the best way to reduce taxes is gradually to cut down the debt is plain enough to those who have the country's future nearest at heart. It is the policy that the Government has followed steadfastly. When adroit politicians might have made a dozen brilliant gestures to no end, the Administration has stuck to the tedious road, laboriously grinding down the principal. From the outset its emphasis has been on debt reduction in the knowledge that this in turn would lighten taxes just as surely as the satisfaction of any obligation disposes of the recurrent demands for interest.

From a peak in 1919 of \$26,000,000,000 the debt gradually has been reduced until now it stands around \$18,000,000,000, and simultaneously with the reduction have come lower taxes and unprecedented prosperity. The latest of the Treasury plans is to absorb the second Liberty 4½s through the substitution of 3½s. That would in itself save \$23,000,000 in annual interest charges. At the present rate the entire public debt will be extinguished by 1949, but the benefits of the program will not be reserved to the taxpayers of that year. They were felt last year. They will be felt this year more than last. They will be felt next year more than this.

With 1928 near at hand, both political parties will tend to lose sight of the dangers in a program that stresses too drastic a reduction in taxes immediately. If the surplus for the fiscal year exceeds \$500,000,000, as is suggested by the heavy flow of March income tax payments, the debt may be reduced more than \$1,000,000,000, and taxes will naturally be lowered. The Government should be allowed to approach the whole problem from the broad standpoint of its debt reduction program, however, and not forced to premature tax cuts. The parties will kill the goose that lays the golden egg if each seeks to outdo the other in offers of tax reduction to win votes.

COTTON MILL CONDITIONS.

Certain aspects of the New England cotton mill situation were touched upon by Robert A. Amory of Amory, Browne & Co., selling agents for the Nashua Manufacturing Company, in an address before a business men's

meeting at Manchester, N. H., on Monday last. On the outlook in general for the Eastern mills, Mr. Amory was optimistic. "We may have two or three years more of difficult times," said he, "but there is enough business in sight, if we get our share of it, to keep our mills running from 90 to 100 per cent." The competition with Southern mills he thought would regulate itself in due course as the communities in those States stopped offering tax exemptions and other lures to bring factories there. The spirit of co-operation shown in the South, however, was one that might be copied with advantage in New England. Of especial significance was what Mr. Amory had to say concerning the diversification of cotton products which some have claimed was a necessity for Eastern mills. As a matter of fact, he declared, "coarse yardage such as gingham, sheetings and shirtings" still represented the bulk of the retailer's sales. The reason why sales of expensive material appeared heavier was because that class of goods is placed on the front counters and in the show windows. In this, Mr. Amory emphasized a point that is of much significance in textiles in general. So much fuss has been made and energy expended in trying to push novel weaves which, at the best attain only a temporary popularity, that dealers are apt to lose sight of the fact that the bulk of the business, year in and year out, is and always will be in staples. It is something that should not be lost sight of.

WOOLS AND WOOLEN GOODS.

An auction sale of colonial wools which began in London last Tuesday is still in progress. The earlier days of the sale showed a slight advance in certain sorts, due to Continental competition. This condition is not true of wools in this country, which, while firm in price, have shown no tendency to advance. As a matter of fact, there has not been any great demand for the material on the part of the mills, and the supplies on hand, especially of imported wool, are very large. Up to a week or so ago imports were unusually heavy. The new domestic clip will also soon be a factor in the market. No very decided movement is likely until the business of the woolen mills picks up. What they have been doing thus far is somewhat unsatisfactory. Some mills have found it advisable to suspend operations for a while because of a lack of demand, and it may be that there will be some scrapping of machinery before the year is over. There is much feeling on the part of woolen companies against the buying methods in vogue, but nothing practicable is suggested as a way out. Care is being taken to avoid overproduction, but some of this is bound to occur unless sales improve. There is still a quantity of men's wear fabrics to be distributed for Spring, while orders for the heavyweight season are being delayed. The response to the offerings of women's wear fabrics for Fall has not been very great, and this portion of the trade will probably not strike its gait for a month or so yet.

DRY GOODS CONDITIONS.

Some exceptional and unseasonably warm weather during the past week sent buyers to the stores for lighter apparel, but the business done was by no means up to the expectations. So far as women's wear is concerned the dilatory buying is not altogether due to the late Easter. In accordance with the prevailing styles, the fair sex has been wearing all Winter garments of light weight, which would not be out of place in warm weather. It is only in the outermost wrap, whether coat or cloak, that any concession was made to the need of warmth. This makes the transition easy from a Winter to Spring costume and also enables the wearers to postpone purchases that would otherwise be made. In accessories and articles of adornment there is a fairly constant call, and footwear has been receiving more attention. Business in men's wear has been picking up, especially in topcoats, hats, gloves and haberdashery in general. Sales of household articles, including floor coverings and draperies, have also been quite good, although the real active season for such goods has not really started. In general, the retail buying for Spring promises to be fairly satisfactory, although somewhat belated. In anticipation, quite a sizable volume of merchandise is passing through distributing channels in relatively small lots, and the primary markets are kept busy in providing the material. There are, however, still some soft spots in certain lines which are causing uneasiness for the time being and which may not be resolved until late in the Spring.

After trying a number of plans, the lawmakers of Ontario are now considering the adoption of a measure along the lines of the dispensary system which the late Senator Tillman introduced in South Carolina thirty years ago. The proposed Canadian bill, however, is far more drastic in its provisions and is remarkable for placing upon those charged with violations of the law the task of proving their innocence rather than forcing the prosecutor to prove them guilty. Under this bill liquors will be sold only in stores operated by the Government and only to those possessing permits issued by the commission charged with administering the law. While prosecutions will remain in the hands of the Attorney General, the commission will have wide powers, such as canceling permits without giving reasons. Nor are its duties subject to change by any court in the Province. As the commission will have the right to name the places where liquor may be drunk lawfully, a mere reference to its records will be enough evidence to obtain convictions of violation. The proposed law pays special attention to bootleggers. It is difficult to see how they can operate successfully if this bill becomes a law, since any person found with liquor in his possession must prove that he bought it in a Government store after he had secured a permit or go to jail without the option of a fine.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The chief event of my last week end was literally a labor of love. I was invited by the Kiwanis Club of Battle Creek to attend the testimonial luncheon given John I. Gibson by that organization. The event was held in the main dining room of Post Tavern, 362 people participating. It was a friendly gathering and spoke volumes for the esteem in which the honored guest is held by his townsmen. Inspiring speeches—teeming in praise of the wonderful things accomplished in the Battle Creek field—were made by Dr. J. H. Kellogg, Fred W. Gage, L. J. Anderson and John N. Vander Vries, the latter President of the Chicago Rotary Club and district manager of the National Chamber of Commerce.

Mr. Gibson was so overcome by the plaudits thrown at him that he was pretty nearly floored—probably for the first time in his life. He undertook to express his gratitude for the honors heaped upon him in such immeasurable quantities, but his appreciation of the situation overcome him and he was obliged to excuse himself after a few brief remarks and the recital of a poem appropriate to the occasion.

John I. Gibson comes from a mingling of blood which has created the most remarkable race the world has ever produced—the dash and brilliancy of the Irish, toned down by the conservatism and steadfastness of the Scotch. I believe the men of this blood strain have done more to contribute to the greatness of America than any other class or clan.

John I. was born in an age of work and duty, of economy and simplicity, of self control and resourcefulness. It was an age when men were trained "to fear God mightily and fear nothing else." Men who came into the world under such circumstances received a heritage that those of to-day can never know. Righteousness was the spirit of the times and Righteousness remains the impulse of their lives to the end.

It is a common remark that the trouble with most men is that they know so many things which are not so. This is not true of John I. No man of my acquaintance knows more things which are so. No man among the many I know has deeper convictions on fundamental issues. No man can use words as tools better than he can. No one cares less for mere form or literary technique. He can always rise to a great occasion and never fails to find words to express himself in language which his auditors can understand.

John I. believes that to waste time is a mortal sin. I have seen him run down eight flights of stairs rather than wait for the elevator. I would not care to go fishing with him. I cannot imagine him going on a vacation and lying on his back dreaming as the clouds float by.

I cannot recall a man who was more loyal to the United States when the kaiser precipitated his war of conquest than John I. I happen to know that he bought the bonds of every Euro-

pean country which was arrayed against the Teutonic monster. I think he has his Russian bonds yet. Harry Lauder once stated that John I. made the strongest appeal to the Liberty bond purchaser of any man he met anywhere in America. I hailed the war as likely to do away with all forms of kingship and hoped to see the King of Sweden and his infamous German wife and the royal family of England swept into the discard for all time to come. I well recall the rebuke which John Gibson's eyes conveyed when I made my statement so sweeping as to include the King of England. John I. has no use for kings except the one under whom he was born and in whose efficiency he firmly believes.

During his long service with private corporations and community betterment organizations John I. has demonstrated the possession of uncommon intellectual and executive powers. To the casual eye he seems impassive; but this impassive appearance is the cloak for a passionate love for his work. And hand in hand with his capacity for work goes a rare capacity for friendship. A man of high intelligence, who works hard, makes friends and keeps them, and is temperamentally equipped for executive duties—such a man is John I. Gibson.

I considered it a great honor to be invited to participate in the testimonial dinner, but I consider it an even greater honor to be able to shake John I. Gibson's hand and call him my friend in all that the term implies.

Mr. Gibson sails from Montreal May 12 on the C. P. Steamer, Metagoma, which will land him in Belfast, within a short distance of his birthplace. He will spend a fortnight with old friends and relatives at Belfast and then proceed to Ostend, Belgium, where 10,000 Rotarians from twenty-four different countries will gather June 5 to 10. He will then proceed to Paris and return to Great Britain through Germany and Holland.

I made six additions to our list at Battle Creek—Worden Grocer Co., C. Stager, Sam Wardle, J. R. Pursley, Wm. A. Gasser and C. F. Walz.

O. B. Knapp had a double celebration while I was in Battle Creek—he observed the 47th anniversary of his wedding by opening a new grocery store on Perry street, near South Broad street. Mr. Knapp will soon be 79 years old. He has lived a useful and busy life having devoted most of his time to railroad work.

At Galesburg C. L. Schroeder is remodeling a building (adjoining his present store) which was erected in 1850—seventy-seven years ago. Mr. Schroeder has owned the building about forty years and will make it thoroughly modern and up-to-date.

I was pleased to add Leo Leng, the hardware dealer, to our list at Galesburg.

I seldom pass through Galesburg that I do not make a brief call on E. G. Curtis, who was general salesman for the J. V. Farwell Co., of Chicago, for over fifty years. Mr. Curtis is still laboring under the handicap of impaired eyesight, but his mind is as

keen and his conversation as remarkable as ever. He is a most wonderful man.

The Saturday half holiday in the cities was precipitated by the banks which started the closing movement even before the factories considered the innovation. Of late years the country banks have very foolishly—it seems to me—followed the practice of closing at noon, or shortly thereafter, on Saturday, greatly to the inconvenience and annoyance of the village merchants and the farmers who come to town to trade on Saturday afternoon. I can see very good reasons why the banks should close on the same afternoons the stores close—sometimes Wednesday and sometimes Thursday—but to keep open the afternoons that business is suspended for the day and then close their doors when the merchants and farmers need the services and conveniences of the bank is the most preposterous condition imaginable. For some time this action on the part of the country banks has been productive of much ill feeling; in some cases even approaching to bitterness and disgust. A merchant in the Holland colony told me last Saturday that he was so incensed over the action of his local bank in insisting on closing Saturday afternoons—even claiming that it is contrary to law to keep open (which, of course, is not a truthful statement) that he sold his stock in the bank and transferred his checking account to a city bank. I hear so many objections to this practice on the part of country banks that I think they would do well to reconsider their action and work in harmony with the business interests of their towns. It should be the rule of every country bank to serve—not to dominate—the community in which it is located. A service bank, like a service grocer, is the highest type of institution peculiar to these days of exacting demand on the part of the business public. No action should be taken which conflicts with the general idea of serving the greatest possible number in the best possible manner.

I had not called on Yonker & Boldt, at Hudsonville, for more than a year and was surprised to note that they had extended their store building until it is now 150 feet in length. Henry Yonker located in business at Hudsonville in 1896—thirty-one years ago—and has always conducted an up-to-date establishment. Five years ago he admitted his son-in-law, Mr. Boldt, to partnership in the business. Before coming to Hudsonville Mr. Yonker conducted a second-hand furniture store at Muskegon for five years. I have called on Mr. Yonker every year for thirty-one years and have never found him out but once. I think he is one of the most faithful men to his business I have ever known.

New store buildings are coming into existence in nearly every section of Holland, which is a sure indication of the steady growth of the city. No city I visit anywhere possesses more evidences of stability than the one at the head of Black Lake.

Dyke & Hornstra, 434 First avenue,

Holland, have erected a store building, 26x55 feet in dimensions, at No. 436 and connected same with their corner store by an archway. They will remove their dry goods stock to the new store and add a millinery department. This will give them twice as much space to display their grocery stock as they have had in the building they have occupied for several years.

E. A. Stowe.

Unsolicited Words of Appreciation.

Geller's Hardware Co., at Carson City, write the Tradesman as follows: "We are enclosing three dollars—our annual premium on Michigan Tradesman insurance against shysters, swindlers and rascals. They haven't stung us in five years—we read the Tradesman."

Henry L. Minkel, dealer in groceries and notions at Mecosta, renews his subscription and writes as follows: "The Tradesman is sure all velvet."

Cut Rate Shoe Store, at 199 West Western avenue, Muskegon, write as follows: "Please find enclosed our check for \$3 being for the one best trade journal published, could not get along without it. No better than the best, but better than the rest."

Jothan Allen, at Alma, writes us as follows: "We have enjoyed publication very much during the past year, and I hardly see how a merchant can get along without one. It certainly contains many timely hints for the real live merchant."

Mayville Mercantile Co., at Mayville, say: "It's worth the money."

V. L. Waterman, dealer in staple and fancy groceries at 504 N. Blackstone street, Jackson, renews his subscription, and says: "It is the most valued paper for the retailer to-day."

C. W. Lewandosky, at Honor, renews his subscription and writes: "It has been to me a valued friend for thirty-seven years and could not get along without it. It still helps me to pass away my lonely hours."

John E. Walker, of Goble, Ore., writes as follows: "In renewing my subscription to the Tradesman I want to say a few good words for your most valued journal, but I find so many others have done so that I cannot improve upon it. Mr. Verbeck has given a very accurate description of conditions in California and Oregon. All persons who contemplate coming West to make homes or investments, as well as those looking for employment, had better think twice before they move once."

Albert F. De Long, grocer at Hesperia, renews his subscription and writes us as follows: "Your paper sure is a 'cracker-jack.' Wouldn't do without it for three times what it costs me."

* There is dew in one flower and not in another, because one opens its cup and takes it in, while the other closes itself, and the drops run off. God rains his goodness and mercy as widespread as the dew, and if we lack them, it is because we will not open our hearts to receive them.

SHOE MARKET

Making the Easter Campaign Effective.

Your Easter season advertising should be the very best advertising you produce during the year, for it is designed to produce the best business of the year. What are you doing to make it distinctive?

From time to time we have had a great deal to say about the advisability of using a suitable border on all your advertisements. At Easter season such a border will certainly improve the appearance of your newspaper copy.

Another thing you can do to give your advertisements a continuity, and make them readily recognizable, is to use the same general style of layout in every advertisement. If yours is an average town the chances are that in to-day's paper there are advertisements that you could recognize instantly even though the name were omitted. Can this be said of your advertisements? This effect can be produced by using the same border, the same style of type face, the same placing of headings, cuts and prices in every advertisement. Try it, if you've been using a haphazard arrangement.

If you have always relied on syndicate service illustrations, instead of actual illustrations of styles in stock you will find Easter season a good time to prove to yourself whether the extra cost of illustrating your own shoes is worth while. Simple black and white drawings and line cuts do not cost a great deal, and it goes without saying that showing the actual goods is the most effective way to sell the goods. We believe that even the store in the smaller town that cannot afford to do this the year-around will find it profitable at this important season.

Mailing Folder Helps Easter Sales.

If you can devise a mailing folder that actually illustrates styles in stock there is no better time to use it than the next twenty days, when Easter apparel advertising is stimulating daily the interest in better dress.

One of the best, and probably the most economical ones we have seen was used by a California store. It was simply a long strip of paper, printed on one side, and accordion folded down so that each page was about 3x5 inches. One shoe was illustrated on each page, in a simple black and white illustration that was very effective.

To make each page a complete advertisement in itself the store's signature was placed at the bottom of each page. The folder could be produced quite inexpensively, it is easy to handle by the customer to whom you send it, and when opened out the array of ten or twelve styles makes a very effective showing.

If you only wish to feature one style, as a representative of your Easter line, a very effective folder can be produced by photographing the shoe, making a good half-tone engraving, and then having the folder printed

in a duotone sepia ink that gives the rotogravure effect. Ask your printer to show you how this could be done.

Uses News Items To Live Up Advertisements.

Quite a bit of comment in advertising circles has been occasioned by the newspaper advertisements of a California dry goods store that uses sensational items of news from the daily press to live up their advertisements.

Each day some unusual happening is selected and a scare headline in letters an inch or two high is run across the top of the advertisement in the approved yellow newspaper style. Then follows the item in small type, with some deft little turn at the end of the account that ties it up with the store's advertisement.

Few shoe stores use large enough space to follow this plan exactly, but we believe even the store in the smallest town could adapt this idea to good advantage, by selecting some local happening and using it for a catch heading at the top of each advertisement.

Of course the orthodox advertising expert will tell you this is not really good advertising. But there's no denying the fact that it gets attention, and if you're in a community of orthodox advertisers it might pay you to be a dissenter!

Hosiery Demand Is Spotty.

Too much production and not enough demand has brought about a "spotty" situation in the hosiery market, in which even some of the largest producers are showing a willingness to do a little trading. In other words, prices are being shaded for buyers of any consequence even by the big fellows. Some lines are moving with a fair snap, though, among them children's full-length fancies. Women's mercerized cotton hose to retail at 25 and 35 cents a pair are reported to be selling, as is women's mercerized lisle hose to retail at half a dollar. In the cheaper ranges of men's goods there is a demand for fancy fiber-plaited goods to sell at 25 cents, while for retail sale at 50 cents to \$1.50 a pair there is a call for half-hose showing colored vertical stripes on plain grounds. These include plain lisle, fiber-over-combed-yarn and silk and fiber goods.

Shoe Business Shows Big Gain.

Starting about ten days ago, a demand for Spring shoes, principally women's and children's, set in that continues to push sales above the corresponding levels of a year ago. Most of the call is for footwear for "at once" delivery, and the increase in the demand is attributed both to the approach of Easter and to the unusually fine weather experienced of late. In the women's end there is a demand for novelties of all kinds, particularly fancy trims, and business in children's shoes is largely confined to novelties that ape the footwear of adults. About the only thing of interest in the sale of men's and boys' shoes is the percentage of blacks to tans that is being taken, the marked dominance of the latter shades which featured the last

few seasons apparently being absent now.

Baseball Season Is Coming.

If you sell baseball shoes and sporting footwear it is time to be thinking about a spring showing. A window the first warm sunny day will be well justified.

But if you don't go in for this line, why not offer a pair of baseball shoes at cost with every pair of boys' shoes sold on some Saturday in March or April? A little scouting around will disclose a good shoe that can be sold at a very low price.

Or possibly you might want to advertise a baseball or a bat free with every pair of shoes sold to boys or for boys on each Saturday in April. For 10 to 15 cents you can secure a ball or bat that will delight any boy.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 00
Horse, No. 2	2.00

Pelts.

Lambs	50@75
Shearlings	10@25

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

Skunk.

No. 1 Black	\$1.75
No. 1 Short	1.00
Narrow	.75
Broad	.50
No. Twos at value.	

Red Fox.

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

For the Golfers.

Offer to provide your local country club with golf score cards. They will probably be glad to have them, and will not object at all to your advertisement on the back.

Then if you want to be sure your advertisement will get attention devote part of it to an offer of a pair of golf shoes for the best average score turned in each month. Require each card to be turned in to your store, and require at least four 18 hole scores from each entrant.

For the Children.

If you're looking for something to appeal to the children and draw trade at Easter season try offering a package of Easter egg dyes, or a basket of candy Easter eggs with every pair of children's shoes some Saturday. Or you might for a publicity stunt offer a prize of a pair of children's shoes for the most artistically colored Easter egg brought to the store by a child under 12, on the Saturday before Easter.

Did You Have a Spring Opening?

Did you have an unusual Spring Opening this year? Or are you going to have one? Is yours an individual event, or a community event? In some towns the Spring Opening idea is carried out very successfully. In others it has been abandoned.

You can't tell how much you can do until you try.

Spring is at Hand

Is your stock complete?
We can supply you with
what you need.

POLISH
Whitmores
Cinderella
Uno
Steel Label
Dyanshine
Two-One
Shinola
Polly-Shine

LACES
Nufashond
Mileage
Rawhide
Novelties

Insoles
Lyon Hose Prot.
Leather-no-Slips

BEN KRAUSE CO.
20 Ionia Ave.
Grand Rapids, Michigan



By all means
determine at
once, whether
the valuable

"FIRESTONE"

FRANCHISE

is open in
your community!

WRITE THE

Herold-Bertsch
Shoe Company

Michigan
Distributors

Grand Rapids
Michigan

Corduroy Cords

Let
Your
Next Tire
Be a
Corduroy

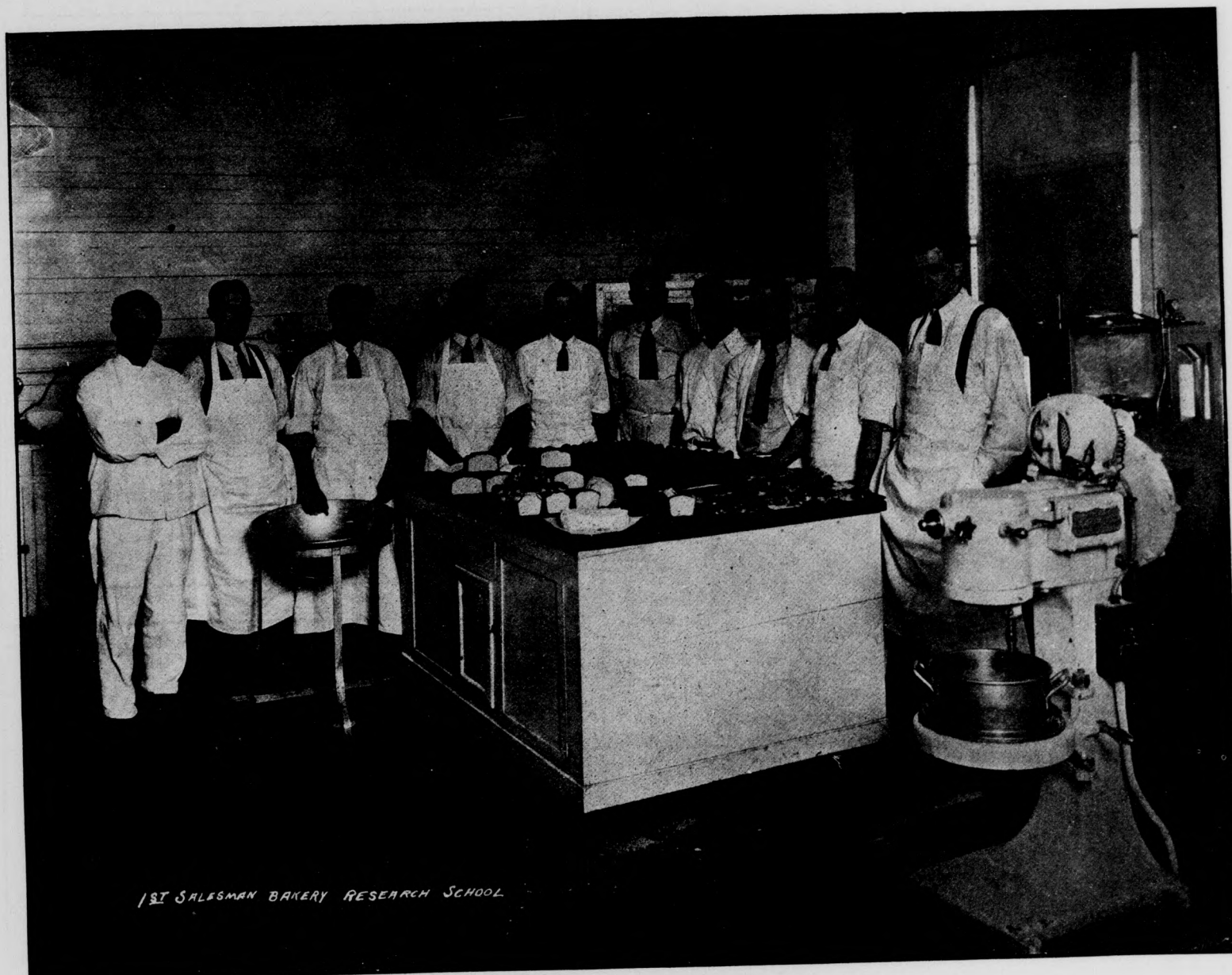
--Built as good
as the best and
then made better
by the addition
of Sidewall
Protection



THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN

Sidewall Protection
(REG. U. S. PAT. OFFICE)

Added Reinforcement. An original
Patented and Visible Plus Feature



1ST SALESMAN BAKERY RESEARCH SCHOOL

Bakery School For Salesmen

In this day and age, selling is not what it used to be. There was a time when the sales policies of certain companies were of the "load 'em and leave 'em type. But those companies have long since passed into obscurity. It is true that there are some companies of rather recent organization who are still following this policy, but it is only a matter of time before they, too, will follow the paths of their predecessors.

Recently the Procter & Gamble Company, in an effort to further their service to the bakery, hotel and restaurant trade, inaugurated a Salesman's Research Bakery School. This school has been made a regular part of their annual sales convention and has been the means of making their men, not only more efficient salesmen, but also has put them in a position to be of valuable help to bakers everywhere.

These men from left to right are—

W. L. FRY—Research Baker
 S. M. BARTLETT—Salesman, Detroit District
 H. R. SCOTT—Salesman, Pittsburgh District
 G. J. LICHLYTER—Salesman, Dallas District
 R. L. LOVEL—Biscuit and Cracker Research Man

H. A. NATION—Salesman, Cincinnati District
 JOHN WURST—Research Bakery Chemist
 KARL GOERTE MILLER—Demonstrator Baker
 CHARLES KEENEY—Demonstrator Baker
 R. B. HARRIS—General Salesman

FINANCIAL

Favorable Business Symptoms Out-number Unfavorable.

Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company, made the financial district prick up its ears a month ago when he said that the contest between conditions favorable and unfavorable to business this year probably would be decided in the month of February. In a fresh statement on the business situation today Colonel Ayres does not say whether he thinks this contest actually was settled last month but he infers that the favorable symptoms in industry have triumphed over those unfavorable. After an enumeration of the forces that are constructive and those that are destructive he arrives at the conclusion "that business will continue to be good in the months directly ahead."

Of course it does not take much courage in the circumstances to give out such a statement but in the analysis of reasons for his expectation Colonel Ayres presents some interesting observations. To him the most important adverse developments lie in the recession in building construction, the gains in unemployment, the large number of business failures and, he adds somewhat apologetically, "the considerable declines in the general price level." Developments on the favorable side of the list are more numerous and more important and in his opinion, as in the opinion of most authorities, they outweigh, for the moment at least, the former.

Here he points to the rapid increase in automobile production, notwithstanding competition and price cutting. Apparently the demand from retail buyers is approaching that of a year ago. Other constructive barometers are the increased activity in the textile industry, improvement in the iron and steel industry, the large volume of railroad traffic, the growth in copper consumption and the exceptional activity in the business of the tire manufacturer. It is by the good showing in these lines that general business has been able to maintain its position above the theoretical normal.

It will occur to some authorities in Wall Street who do not feel quite so certain about the future that Colonel Ayres has failed to emphasize sufficiently the position of the farmer. While he admits that agricultural conditions are not good he views the outlook for better profits in the cattle business as an encouraging sign. So it is. It still must be confessed, however, that the prospects for good profits for farmers as a whole this year are not all what might be desired, and to some commentators on underlying conditions the thought is not a pleasant one.

Paul Willard Garrett.
[Copyrighted, 1927.]

Drop in Agricultural Demand Deposits

The decline in commodity prices over the past eighteen months reflects a downturn in the non-agricultural and agricultural groups but losses in the agricultural divisions have been the most important. If it is true that the

trend of corporate profits in 1927 will depend primarily upon the price movement it must also be plain that the prosperity of the farmer this year more than ordinarily depends upon the trend in agricultural values. In the March issue of the Federal Reserve Bulletin, just published, appears a study on the deposits of country banks in the agricultural districts that throws some new light on this vital problem.

Liquidation of member bank credit in 1927 to date has continued longer and in greater volume than in any recent year. The decline reflects not only a reduction in security loans but in such other loans as those for commercial, industrial and agricultural purposes. The board at Washington explains that the decline in these loans and in net demand deposits reflects "primarily the continued influence of the lower level of prices at which business has been transacted during recent months and at which inventories are now carried."

In a compilation of loans of member banks made by the board at Washington the increase for 1926 is represented as the smallest in five years. That is significant since in the group of about 8,500 member banks those outside of the leading cities hold about 35 per cent. of the loans and investments of all member banks. Indeed, the table reveals the fact that whereas gains in loans for 1926 over 1925 were shown by member banks outside of leading cities in the Boston, New York, Philadelphia, Chicago, St. Louis and San Francisco districts, substantial losses were recorded by most of the others.

Loans of banks outside of leading cities decreased in 1926 in the Atlanta, Minneapolis, Kansas City and Dallas districts. These are all primarily agricultural regions. Net demand and time deposits of the banks outside of leading cities for the eight Federal Reserve districts of the South and West were about \$1,000,000 smaller at the end of 1926 than at the end of 1925 and, to go one step further, net demand deposits alone were about \$175,000,000 smaller. The board observes that "this decline in deposits of rural banks appears to be due in part to the smaller return received by farmers for their products." The significance of this is emphasized further since beginning with last November, or about two months earlier than usual, there was a pronounced decline in net demand deposits at these banks.

Paul Willard Garrett.

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The most profitable investment a young man can make is to give his very best and exclusive services to his employer and let outside interests alone.

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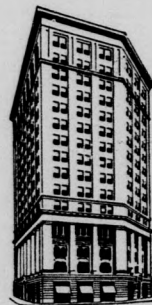
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GRAND RAPIDS, MICHIGAN

Standard Oil Stock a Safe Investment.

A day never passes that the Tradesman does not receive numerous enquiries from its readers regarding the advisability of purchasing certain stocks, either for investment or speculation.

The Tradesman has made it the rule of a lifetime never to recommend any stock to women or men of small means, because it believes that both classes should confine their purchases to bonds.

To men of ample means, however, the Tradesman has never hesitated to state that, in its opinion, there are three stocks which command respect by reason of their sterling worth and dividend earning and disbursing power over a series of years—Standard Oil Co. of Indiana, Packard Motor Car Co. and Reo Motor Car Co.

Standard Oil Co. of Indiana is the premier oil organization of the age. It is the largest producer and distributor of gasoline in the world. It has a long and honorable record of faithful service to its stockholders and the public. Earnings are large and the management is high grade in all that the term implies. On the basis of the present market price, holders of stock receive dividends in excess of 5 per cent. The company now has surplus earnings which amount to about 80 per cent. of the present capitalization and will probably declare a stock dividend ranging from 50 to 75 per cent. within the next few months. Investors who bought this stock during 1921 have received stock and cash dividends which in the aggregate average 25 per cent. per year. In the opinion of the Tradesman, there is to-day no safer investment of a conservative character than the stock of this gigantic corporation.

American Forestry Week for Michigan See To It

That You Do Not Cause
Or Allow Or Leave
An Unguarded Fire in
The Great Outdoors

At various times during that week and all the other fifty-one weeks of the year, see to it that you carefully consider and aggressively act to make that slogan a positive, predominating reality.

Carelessness and heedlessness will be hedged in and curbed and brought into the lime-light of actual consciousness that human actions and failures to act as we should are at the bottom of our loss from forest fires.

See to it that you take time to consider the facts about reforestation and what it will do for Michigan.

An acre of white pine at the age of 40 to 48 years will cut about 40,000 board feet. Phone a lumber yard for price of No. 1 and of No. 2 common grade of white pine and find the ultimate value of that acre of white pine timber when put among the lumber and building material stocks of our State.

Take time to consider the fact that white pine will adequately use the power of our soil and climate, bringing a full production from a latent re-

source instead of stagnation and pauper land.

See to it that you take time to consider how you can invest the price of a good hunting and fishing outfit in a 20 or 40 acres of land on which you can plant a grove of white pine and steadily build a forest growth to your own great satisfaction and that of the neighborhood as a public spirited investment and as an object lesson helpful to the ultimate advancement of the general welfare.

Create values through your own efforts, instead of expecting and insisting that the State propagate fish and game for your pleasure in killing and appropriating to your own use.

Create, cultivate and foster groves of white pine which will for years be an inspiration to the traveler.

Frederick Wheeler,
Vice-President Mich. Forestry Ass'n.

The Curse of Too Much Fat.

Every man who wishes to do his best work must give some thought to his diet. Here in America we have too many fat people. We eat too much sugar, sweets and rich foods. No man can be at his best carrying around every day a load of twenty-five to fifty pounds of unnecessary fat. Stand on Forty-second street in New York and watch the passing crowds. Then a week later stand at Piccadilly Circus in London and watch the crowds there.

Note the difference in fat!

One reason the English can still have a good deal to do with the running of the world is because they are lean people. Their energy is not wasted in accumulating and carrying around adipose tissue. Here in America almost all people—men and women—when they reach middle age seem to get fat. They stop exercising, but increase eating. Our middle-aged people, especially our middle-aged women (if there is such a thing in these days as a middle-aged woman) should adopt some form of exercising besides rolling around in automobiles.

Saunders Norvell.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

W. O. Albright Co., Adrian.
Foss Designing & Building Co., Highland Park.
John H. Winn, Inc., Holton.
Commonwealth Electric Co., Detroit.
John Van Range Co., Detroit.
Cast-Tile Co., Detroit.
Speed Printing Co., Algonac.
Everbrite Stainless Cutlery Co., Detroit.
R. J. Powelson & Co., Detroit.
Log Effect Chain Co., Lansing.
Trip Laundry Co., Kalamazoo.
H. J. Ferman Co., Grand Rapids.

Tradition is not a fetish to be prayed to—but a useful record of experiences. Time should bring improvement—but not all old things are worthless. We are served by both the moderns and the ancients. The balanced man is he who clings to the best in the old—and appropriates the desirable in the new.

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

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:

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29 So. LaSalle St., Chicago, Illinois
1006 Penobscot Bldg., Detroit, Michigan

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Man's Mission Is To Live and Learn.

Grandville, March 22—Our people have been beguiled by pleasing fiction for many years and it has remained for the year 1926-27 to banish most of the fictitious atmosphere and bring our thoughts down to solid earth.

The radio has been one of the eye-openers of the century; it has even trenched on the impossible and startled even thinking people into taking a hitch in their mental capabilities and going deeper into the mysterious of a Nature which grows more puzzling as the years roll onward.

Looking up from Nature to Nature's God has enlightened many unthinking souls that have denied immortality and bowed down in the dust of atheism.

Even Edison, that wonder-worker of the twentieth century, has come out in acknowledgement of an over power, unseen save in its handiwork, a power that cannot be analyzed by mortal man. Ghosts and hobgoblins no longer have power to arouse the superstitious to deeds of foolishness.

We are fast learning the fallibility of all signs which foretold the weather or presaged the coming of some great calamity upon the earth, such as war, pestilence and famine. There are no such signs given to man. The old time astrologer has lost his power and people are fast coming to their senses where the powers of an unseen divinity are concerned.

Nature has its appointed course marked out and seldom goes astray in its workings. A few added husks of corn was wont to foretell the approach of a hard winter, as if inanimate objects had a power of observation not given to man. This year the famous old groundhog came out on the 2d of February, saw his shadow and, according to supposed custom, retired to his den for another six weeks of somnolency—winter.

The mild spring weather following his performance has ruthlessly banished all belief in that old superstition.

Again the first robin was supposed to be a harbinger of spring, and yet that bird has been known to get into our Michigan climate so early as to freeze to death before he had time to escape. Robins abound on every hand this March, and if the old sign was true we might expect no more cold weather.

Normal man, however, judges of the weather as he sees it from day to day, enjoying the sunshine even though a snowstorm may follow. The muskrat builded his house much more substantially in the fall preceding a hard winter. This silly fable has been too often exploded. No man, and he is the highest of God's creatures, can foretell the future, either in politics or weather so how foolish to ascribe to the most cheap of dumb animals the power to foretell the future.

Man lives to learn, and as he does this he learns to live. That he should be satisfied, however, with his lot is not to be commended.

There are many people who decry any attempt at prying into the mysteries of nature, being content with saying that it was not intended for us to know, and that should end it. Not so, however. Investigation is the father of invention; it is also the entering wedge to new discoveries in the science of things.

That people should be content to sit down in their fathers' tracks and make no attempt to peer into the mysterious surrounding us on every hand is the doctrine of non-progression which thinking people will not countenance for a single moment.

Haunted houses used to be regarded with fear and aversion. Most of these might have been explained on a basis of the natural had there been less superstition in the world.

In my boyhood days our neighborhood had a haunted house. It was one which my parents built and occupied for a number of years, vacating it for

a new and better dwelling across the valley. This deserted dwelling became the abode of weird spirits, and none of the boys cared to go past it in the night time.

The time came, however, when my brother and I made bold to investigate the strange noises said to emanate from the lone building. That investigation revealed the fact that a long missing pig was found locked in a downstairs bedroom, where it nearly starved ere we came to the rescue. Most haunts are doubtless of this order.

There are secrets in nature, however, which should be pried into until every undiscovered atom becomes exposed to the gaze of mankind.

Radio approaches the miraculous. It is something we know about, yet something the wisest man in the universe cannot satisfactorily explain. We live, not as some imagine, in a world of chance, but in a world guided and accurately managed by a greater hand and brain than man's.

A thorough study of nature makes this an assured fact. Churches and schools have merely tapped the shell, not having gone into the depths of the subject at all. The only way to live and learn is to continue our questioning of nature's laws, to continue investigation. It would be a dead world indeed which dared not, or would not push these investigating thoughts into actual works which have so often met with unexpected and delightful revelations.

Live and learn is the only course for man as a rational being to pursue, and while he is doing this he is enlarging his thinking powers and making new headway into discoveries which were long buried in the dark ages of the past. Man is a progressive being, and it may not be impossible in the remote future for him to communicate with the inhabitants of other planets that are copartners with this earth around the sun.

Old Timer.

Ready To Begin.

"Have you given him anything or done anything to relieve him?" asked the young doctor, who had fared far into the backwoods to see a patient in the dead of a stormy night.

"Well, no, doc—that is to say, nothin' to speak of," said the wife of the patient. "I had him soak his feet in almost b'ilin' water with a lot of mustard in it, an' I clapped a red-hot plaster on his back, an' another one on his chest, an' I've put a couple of blisters I had in the house under his arms, an' a bag o' cracked ice to the back of his neck, an' had him drink a pint of ginger tea with a dash o' rum in it jes as hot as he could swallow it, an' I follered that with some yarb biters one o' the neighbors sent over, an' I had him take five or six pills out of a box I got one day of a man that come along with medicine to sell, an' he's had three or four spoons o' Quackem's pain-killer an' one o' these sidelitiz powders, but I didn't feel like as if I ort to give him much o' anything, or try to do much for him until you come an' see what you think ailed him. Then I reckoned we could go at him and really give him somethin' an' do somethin' fer him."

The Vultures.

The vultures failed in their attempts to feast on the reputations of George Washington and Gladstone. They, however, seem to have more success in trying to blacken the characters of the living.

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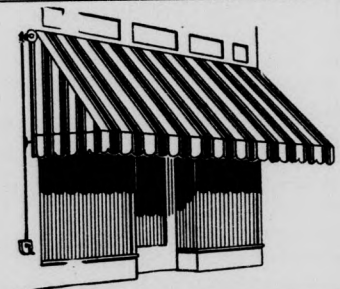
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Telephone 4391

Fire More Destructive Than the Axe.

Grandville, March 22—Forest fires have done as much as the woodman's axe to destroy the woods of Michigan. The deplorable waste caused by the fires which followed the cutting of the pine has never been fully understood by the people in general.

Blackberry brush grew up on the newly burned ground, and many bushels of this fruit were harvested by the early settlers, which was, however, but slight recompense for the loss of much valuable timber.

The first loggers selected the best timber, never going above the limbs in their quest for lumber logs. After a chopping came the fire so that more than half the available pine was given over to destruction. The pioneer loggers thought nothing of this. They imagined there was timber to burn all right and that their remotest progeny would never want because of scarcity.

"The pine timber is simply indestructible," was the general verdict, and this belief held good for years. However, since there was at this time abundance of hardwood lands, the burnings were not regarded as fit for farming. Some of it was and much not. Once burning over seldom injured the land for agriculture, but when several fires ravished the cut-over regions, the soil was completely defertilized, because of which the general idea got out that pine cut-over soils were wholly unfit for farming.

This wholesale denunciation was unjustifiable, since many of the finest farms were made out of a one-time land which had grown a pine woods. Is it imaginable that land which produced a tree growth of more than a hundred feet skyward and two and more feet in diameter was unfertile?

The lands which won for the sand pine soil its ill name were those which had its top soil denuded by repeated burnings, else it was jack pine plains which never grew valuable timber.

Had the pioneers been less careless with their fires there would have been a different story to tell in Michigan, but these repeated fires destroyed the last vestige of fertility on many thousand acres of the best soil that ever smiled up to a summer sun.

Doubtless nearly as much good pine was destroyed by fire as was saved by the axe. The making of shaved shingles occupied some of the later comers to the pine lands.

In my boyhood days the numerous forest fires served to thrill and engage the fire fighters to the utmost. Sometimes, when big columns of smoke were seen rolling above the treetops, our school would adjourn, mills would shut down, and everybody able to wield a shovel, axe or hoe turned out to fight fire. Now and then a settler's cabin went up in flames and more than once the schoolhouse was in danger.

It was no uncommon sight to see men, boys, even women working tooth and nail to keep the fires within bounds. Plowing up the ground in front of the approaching flames was often resorted to, and a back fire set to meet and foil the onrush of the main fire.

Now and then dead treetops caught and the burning twigs and bark were hurled by the wind beyond the fighting line. It was this tendency to cross through the air the barriers erected by the men that made it so difficult to fight off the destroyer successfully.

At the time of the Chicago fire millions of property was destroyed throughout the Northwest by the tremendous spread of forest fires. At this time Holland in our own State and Peshtigo in Wisconsin fell a prey to the great fire. It was no child's play to face and fight the elements of flame and smoke.

To-day Michigan suffers more or less from fires in the woods. No doubt, if all fires could be suppressed there would be great improvement in the timber problem of our State. Growing new forests is all right, and yet it

must seem like a thankless task when more acres are burned over each year than can be made up by new growth in a dozen twelvemonths.

Had the matter of reforestation been started years earlier it would have been better, and that is what the State must do—go at it to mend the sore spots in our timber lines, bring order out of chaos while there is yet time to save much of the new growth and re-establish our depleted forest area.

At one time, as I call to mind, a whole mill crew fought fire two days and a night to save a settler's home from destruction. That home was saved and the grateful owner was never tired of telling the story of how his neighbors came to the rescue and saved him from loss of home. That man was a long time resident of the Muskegon valley, became a public official, and passed to the Great Beyond some years ago, loved and respected by everybody.

The great fires so frequent in the Northwoods more than half a century ago have no duplicates in these days. The palpable reason being there are fewer wood lots for the fire to attack.

Doubtless modern invention has made it easier to combat fires and yet those throngs of early settlers, with the crude utensils at hand, made a fire brigade worthy the respect and praise of an endangered public.

To change the subject, I met a friend from the country who asked if spring was really here. I pointed him to the fact that only that morning, March 14, I saw three robins hopping about with the idea that winter had gone into the discard. If the robins are true prophets we shall see no more winter until next December. But are the birds wiser than humans in their diagnosis of weather conditions?

Old Timer.

Instinct, or a Sixth Sense?

Nature has equipped many of her creatures with some subtle sense, which enables them to anticipate and avoid threatening danger on many occasions. This power, which might possibly be rightly termed sixth sense, is nowhere more noticeable than in the tiny honey-bee, seen in every garden. Scientists engaged in the study of the bee have observed that, at certain times, the insect will suddenly return to the hive for no apparent reason.

In the middle of a warm, sunny day, thousands of bees on a quest for honey will be seen speeding homeward. A constant stream has been observed swarming into the shelter of the hive. Invariably, when the bees so return, a rain will begin to fall shortly after they have gained shelter. Many times there has been no apparent sign of rain when bees returned. In some unaccountable way nature warns the bees.

Sad Fate of a Poet.

There's a myth of a Michigan poet,
Who went to a cannibal isle,
With the modest intention
To laugh at convention,
And frolic in cannibal style.

The chief had a beautiful daughter—
A maiden named Laurie, we're told;
But the people for Laurie
Were all very sorry,
She acted so distant and cold.

As they captured the poet to roast him,
He yelled at the top of his voice:
"You shouldn't endeavor
To roast one so clever—
A poet's superior and choice!"

Then away to the chief went the message:
"For Laurie we have a rare treat—
It cannot offend her,
He's cultured and tender—
We'll give her a poet to eat."

So the fellow was roasted that evening,
And many rejoiced at his fate—
But why should we chortle?
That poet's immortal—
He's known as the First Laurie Ate.

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Model Law Which Reduces Arson Losses By Half.

The year 1927 promises to make a new record in the war against Arson. Already there has been introduced in the legislatures of West Virginia, Iowa, Alabama, Tennessee, Maine, New Hampshire, Connecticut, Ohio, Indiana and Arkansas the new Model Arson Law of the Fire Marshals' Association, with the solid backing of the United States Chamber of Commerce, the National Association of Credit Men and many other influential organizations.

Within the next few days the bill is to be introduced in ten or a dozen other state legislatures under similar auspices. As no opposition has yet appeared, and as it is difficult to see on what grounds it could be opposed by any honest persons, the proponents of the law are confident of its passage.

Incidentally, this is probably the most impressive effort thus far made to obtain unified state laws on any subject. The Model Arson Law has already proved its efficacy in New Jersey and Georgia, where it has been in operation for four years and two years respectively. It is authoritatively stated that the annual losses from Arson have been cut down by at least 50 per cent. in each of these states. Similar results in the states wherein passage is expected would mean a saving of many millions of dollars to the American public and doubtless would also effect a large saving of human life.

The new law is the result of a widespread feeling that the operations of that despicable type of criminal, the Incendiary, have passed beyond all sufferance. It is based upon long experience with the ineffective provisions of the old Common Law, whose glaring errors it is designed to correct. The old law had its origin far back in history prior to the insurance period. Deliberate burnings in those days were apt to be crimes of spite, not profit. So seriously were they regarded, that arson was ranked with treason and murder, as one of three crimes punishable by death, and was a crime to which the Statute of Limitations did not apply. It is interesting to note that the death penalty still prevails in some parts of the United States and some states do not even have an imprisonment alternative, although it is safe to say that the death penalty is never imposed for arson alone.

The first glaring error that is corrected by the new law is the result of the old concept of arson; namely, that it must be a crime committed against the habitation of another person. With the wide extension of fire insurance it has come about that certain unscrupulous persons have endeavored to make illegitimate profit through the burning of their own property, after it has been covered by insurance. This phase is the largest factor in criminal fires of to-day.

Under the old law the Court had to be shown that the building burned was that of another. Therefore, the tenant could not be prosecuted because it was his building through tenancy,

and the owner could not be indicted because it was his building through ownership. Such a law was an inducement to incendiarism and so operated in innumerable cases. There were even cases in which it was not possible to introduce the subject of insurance to show motive. It might be proved that a man had taken out \$50,000 in insurance on \$6,000 worth of merchandise prior to having a fire; and yet the Court would say that this had "nothing to do with the case."

However, in New Jersey and Georgia, and hopefully soon in many other states, the definition of arson is extended to cover the burning of buildings regardless of ownership or habitation. In other words, there is to be protection for the habitation rights, the property interests and the interests of society as a whole in the taxable states. There will also be protection against the possibility of exposure to danger of the property of others, because every fire will spread if it has a chance.

By itself, this provision constitutes an important advantage but the new law accomplishes another important reform. In most arson statutes the crime is now defined as the act of "any person who burns or sets fire to certain buildings," but frequently it is a physical impossibility for the man who actually is responsible for the fire to have set it himself. He may have planned the fire; he may be the one who will profit from it; he may have hired the actual "torch" and yet may have been many miles away at the time the fire was set.

Suppose, for example, that a man has a stock of goods in a building on which he has carried a reasonable amount of insurance for a number of years; suppose that he suddenly increases the insurance on his stock far beyond any necessity therefor; suppose that, after insurance, he surreptitiously moves most of his goods out of the building to some other location; suppose that he purchases gasoline, bolts of cheese cloth and candles and himself takes them into the building which later burns. Suppose that all of these facts can be shown by unquestionable evidence; suppose, moreover, that it can be proved that the materials purchased by the owner were used in setting the fire. This would seem to be a pretty complete case of circumstantial evidence against the man who alone would profit through the insurance indemnity. Nevertheless, if, in his defense, he could prove that he was far away from the scene at the time of the actual setting of the fire, it would be difficult, under present law, for the authorities to bring about a successful prosecution. Morally, he set the fire; physically, he did not, and an antiquated law recognizes the distinction.

"Yes, but," some one will say, "in view of the evidence cited, he may be arrested as an accessory before the fact." True, but the accessory must have a principal, and if the principal is unknown and unavailable, the accessory is automatically protected. Incidentally, this is a curious inversion

in the use of terms whereby the real principal, morally speaking, is adjudged the accessory, and the one who is merely employed to set the fire in which he has no direct interest is viewed by law as the principal.

Such a statement has an almost grotesque sound. Unfortunately, the condition exists and permits the encouragement of arson and the protection of the guilty.

Under the proposed Model Arson Law, the man indicated can be indicted and successfully prosecuted on circumstantial evidence. He would be charged with procuring a person unknown to set the fire. Thus, he himself would be recognized as a principal.

It is interesting to note that every point of the suggested law which might be subject to attack has already been passed on by the Supreme Court of New Jersey. In every instance the law has been upheld.

In one case, wherein a man was convicted upon the charge of burning his own dwelling, the case was appealed and the Court, in confirming the sentence, stated that while this law was drastic the indictment followed the wording of the statute in that it accused him of burning the building. Proof of this was sufficient. Furthermore, under the new law it is necessary for the state only to prove that there was some charring or burning of the building; a very slight damage is regarded as due to arson because there was arson in intent. Even where the building itself is not damaged, but there is some charring of insured goods, the definition of arson under Section IV of the new statute still applies.

Thus it will be seen that the Model Arson Law is a sincere attempt to protect society from a crime that has grown to be one of serious menace by freeing prosecution from absurd restrictions inherited from an earlier generation, and bringing the morally guilty within the reach of the law.

As already stated, where it has had a chance to operate the new law has already proved its value. To take a single instance. A prosecutor of Essex county, New Jersey, in four years obtained fourteen convictions out of seventeen arson cases. This is a phenomenal proportion, as any prosecutor will recognize. Furthermore, it included many people who could not have been indicted under the old law.

There can be no doubt that every organization or agency which believes in the enforcement of law, the protection of society and the prosecution of criminals should support the new measure wherever introduced, for incendiarism is rampant, and the people are paying the bills. E. W. West.

Potato Crop Sixth in Value.

The potato crop now ranks sixth in value and eighth in acreage among the agricultural products of the United States, according to a study just completed by the Bureau of Railway Economics and made public to-day relative to the production and marketing of white potatoes raised in this country.

As a table food, however, potatoes

are second only to the wheat crop. The potato crop during the past fifty years has grown with the population, but at a somewhat faster rate. The per capita production was 2.98 bushels for the period 1870-79 and 3.58 bushels for the period 1920-25.

Along with this increase in the importance of potato production, the study further shows the very wide distribution of potatoes in the United States. Idaho potatoes, for instance, enter thirty-five states, while those from Maine and Virginia go into twenty-eight. Alabama, Wisconsin and New Jersey each furnish potatoes to twenty-six states. A similar situation exists as to the distribution of potatoes from all the other large producing states.

During the year ended with October 1926, the study shows that of thirty-six of the principal cities located in this country, twenty-five actually received potatoes from one-third or more states in the United States. In some instances, potatoes were shipped to those cities in larger quantities from far-distant states than from large producing areas closer at hand.

Chicago receives its potato supply from a larger number of states than any other important market, potatoes being shipped to that city from thirty-seven different states. For the year ended with October, 1926, the study shows that Wisconsin potato raisers shipped 4,603 cars to Chicago and from Idaho, 2,743 cars were received. Minnesota furnished 1,060 cars. Potato shipments to Chicago from Michigan amounted only to 734 cars and from Colorado, 718 cars. From Kansas, 653 cars of potatoes were shipped to Chicago.

Ranking next to Chicago was Indianapolis, which received its potato supply from thirty-three states, while Cleveland came next with thirty-two and Birmingham, Alabama, with thirty-one. New York drew its potato supply from twenty-three states and Detroit and Milwaukee from twenty-six states each. Chicago and each of the last three named cities are located close to large producing districts.

Trials of an Agent.

A little girl was seated on the front porch when the salesman approached the gate. He tried to open it, but it stuck.

"Mother at home, little one?" he enquired, before making further attempt to enter the yard.

"Yes, sir," replied the child, "she's always home."

The agent jumped the gate and rang the door bell. There was no response. He rang it several times more, and waited. The door remained closed. Somewhat vexed, he turned to the little girl and asked, "Didn't you say your mother was at home?"

"Yes sir, and I'm sure she is," answered the youngster.

"Then why in the world doesn't she answer my ring, I wonder?"

"I think she will, sir, when you reach our house," came the prompt reply, "we live four doors down the street."

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FIRE INSURANCE COMPANY

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March
Twelfth
1927.

Mr. Albert Murray, President,
Michigan Shoe Dealers Mutual Fire Ins.Co.,
Charlotte, Mich.

Dear Mr. Murray:-

As our company was incorporated in March, 1912, this is our fifteenth birthday. Our policyholders, especially the old ones like yourself, who remember the early days of the company, - the day of small beginnings - will be interested to know that we now have

More than \$10,000,000.00 insurance in force, net.

A surplus ample for the payment of a normal year's fire losses, without touching our income.

A stronger loss paying power than the average "giant" Stock company.

These things were accomplished in the face of a cash return to our members of more than \$300,000.00. We have laid the foundation of a company, of which, as its president since organization, you as well as all other members of the company may well be proud as the years progress.

Yours very truly,

L. B. Baker

Secretary-Treasurer.

LHB-S.

DRY GOODS

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

Sheer Metal Silks For Fall.

Metal silks of sheer, supple construction and plain and novelty printed velvets are being featured for Fall by the Haas Brothers Fabrics Corporation. The sheer metal fabrics, which were displayed in New York last week, are fifty in number. They are intended for afternoon and evening wear and feature a large variety of designs. Included are Oriental motifs on georgette grounds, ombre shadings brought out directly in the metal, all-over jacquards, cut-out motifs, floral effects and small designs showing touches of color. Panels featuring metal floral patterns which are handpainted and squares forming an entire opera wrap also are shown. A metal marquise for evening gowns and blouses is described as one of the finest metal cloths ever woven. A Salome velvet is outstanding in the fifteen velvet cloths offered. A much improved rayon velvet also is prominent, as are printed silk velvets in many patterns.

Toy Buyers Marking Time.

Toy buyers, especially retailers, are placing very little business these days. Were it not for the fact that the exhibits at the recent toy fairs here brought out the largest memorandum business on record, the manufacturers would be in a rather bad way. Even that will not mean much unless the "memos" are confirmed in good part. Retail buying at the fairs was obviously disappointing, general indications being that the larger concerns bought even less than they did a year ago. The same is said to be true of the purchases made by the smaller retailers from the jobbers. The latter are said to have bought well, but in most cases they asked later deliveries and datings, to the disadvantage of the manufacturers. Buyers for the big mail order houses were apparently the only ones that operated in a normal way. Novelty sold best all along the line.

Pointed Fox Scarfs Wanted.

Although the general demand for fur neckwear at the moment is not well balanced, reports from furriers who make up such goods indicate that the Spring season has to date been the best in several years. With a continuance of seasonable weather, a marked increase in the movement of several types of scarfs is looked for. These include neckpieces made of natural white fox and of the various martens. White fox, dyed in such shades as platinum, blue, ashes of roses, etc., has moved well in scarfs. The call for red fox neckpieces is reported fair. Those made of silver fox are moving well, the finer grades being especially in demand. The call for pointed fox scarfs, however, appears to be best of all. The demand for them is so active and the painters are so busy that the manufacturers are having trouble in getting

deliveries of the skins as rapidly as they require them.

New Effects in Toilet Ware.

One of the newest items in toilet ware is a powder compact for the dresser, which is so designed that a light tapping of the finger releases just enough powder for use. The compact is filled from the bottom, and a spring arrangement allows the powder to reach a metal plate at the top when it is gently tapped. The container is housed in a novelty pyralin case in various colored pearl effects. A set is being offered in which the compact, a comb and nail file are included. Sheraton patterns are now being featured in other pyralin toilet ware. Sets range from three to twenty pieces in the colored pearl effects. Included are "make-up sets" having the theatrical type of mirror with easel back and dressing sets which are housed in a sewing chest or embroidery box.

Monocles and Their Mountings.

Monocles for women and their mountings are attracting considerable attention in European jewelry circles at the moment. The newest thing, according to advices received in the local trade, is to set the glass in a beautifully chased handle of oxidized silver, about two inches in length. It is then swung from a very fine wrought silver chain. There is a tendency to place pin-point jewels among the chasing or filigree work of the handle, this giving a touch of color to the device. The monocles are also set in wrought gold, although this is less fashionable for the smaller ones than the silver setting. The whole device is admittedly more for decoration than for practical use.

Tans and Grays in Golf Suits.

Favored by mild weather last week, the Spring season at retail for men's wear sport garments is opening up earlier and much better than last year. Tans and grays are the leading colors and surpass blues in favor. The plain back jacket in golf suits is said to be selling in more volume than the sports back style. The latter, however, is still well regarded and is expected to show a gain in popularity for the next Spring season. Solid colors prevail in both jackets and trousers. Knickers of the same material and color, but having contrasting overplaid, are, however, proving ready sellers.

Printed Cottons Very Active.

A business of record proportions continues to be done on various types of printed cottons for Spring use. With all departments working full or over-time, the leading printers are sold up in some cases as far as sixty days ahead, with the jobbers clamoring for rush shipments of the merchandise they have an order. The present demand is not only featured by its great activity but by its scope as well. Practically all lines of printed cloths are wanted. Voiles, batistes and dimities are selling freely in the sheer goods, and there is also a strong call for such fabrics as low-end broadcloths, English prints, pongees and percales.

Call For Smocks Is Greater.

A noticeable broadening of demand has been witnessed by manufacturers of smocks of late. At the moment it is best for these garments in broadcloth and linene, an imitation linen, and in such colors as blue, green, rose, lavender, tan and brown. Black sateen smocks, which were good during the Winter, are less sought after now, but with the approach of Spring there has been considerable improvement in the orders received for cretonne smocks. Rayon garments of this type are also doing well, but the range of wanted colors in them appears to be confined to blue, green and silver. Another interesting feature is the increasing call for children's smocks in the 8 to 14 sizes. Prices on some of the well-made general lines of smocks run from \$8 to \$21 a dozen, wholesale, according to the materials in them.

Twills Prove Poor Sellers.

The experience of the women's wear mills with worsteds, particularly twills, this season has been far from satisfactory. It had been expected that twills would have a much greater "run" than they have had, and, consequently, there is a liberal over-supply of the cloths in the hands of both mills and cutters-up. Prices have been shaded substantially on the cloths, and even these cuts have not stimulated trading. At the present time most of the buying interest is in kashas, flannels and a few of the dressy type of coatings, particularly jorella.

Suedes Liked For Fall.

Suede coatings are being exploited as due for much favor in women's wear coatings for next Fall. The doekin variety, particularly, is mentioned as likely to be outstanding in the higher-grade fabrics. These cloths possess a soft handle, rich bloom and no pile. Solid colors are expected to dominate. In cloths going into popular price merchandise, bolivias and other pile weaves, velours and a variety of sports cloths are expected to have the bulk of the demand.

Buying of Novelty Jewelry.

Business in novelty jewelry reflects the stimulation of pre-Easter purchasing. New items introduced by manufacturers and importers are said to be taking well. Among these are the popular rhinestone brooches in which use is made of caricatures. Gold coil necklaces and bracelets, originals of which were devised by a famous Parisian couturier, are likewise in good demand. Pearl strands continue to sell actively, with the 60-inch rope favored in the soft mauve-rose tones.

Glove Orders Show Gain.

Buying of women's gloves for quick delivery has been stimulated by the coming of milder weather. Silk gloves to retail at popular prices are in demand for pre-Easter selling. Glace kid merchandise has been steadily called for. Business in chamios suede has been active for some weeks. Favored styles feature the short novelty cuff, together with varied embroidery treatments. Beaver, mode and tan are outstanding shades.

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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.

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GRAND RAPIDS, MICH.

Questions Old Timer's Knowledge of Birds.

Pentwater, March 19.—The letter in the Tradesman of March 9, signed Old Timer, moves a real bird fan to tears and to mirth. Tears, that one who is evidently of tender heart and earnestly desires to help the "under dog" should be so misled by sentiment; mirth over the frequent misquotations and erroneous statements in his article, which we will charitably believe the result of gun-barrel vision rather than a desire to mislead.

To quote Mr. Old Timer, "There is but one sparrow and he thoroughly American," et cetera. Is it possible that one who knows birds at all should be so ignorant of some of our most charming and valuable birds? Including his favorite little fellow of the streets, I know of thirty different members of the sparrow family and wonder that Old Timer can pass through any part of our Michigan and miss our beautiful little white-throated sparrow, scratching in the underbrush or hopping up on a twig to voice his clear, sweet song, "Pea-body—pea-body!" And can it be possible that Old Timer does not know our widely distributed and friendly song sparrow? Does he think it is the household canary out for a lark when he hears its brilliant and truly musical song? Does he think the chipping sparrow—tiniest of them all—is a grasshopper rubbing its wings?

Mr. Old Timer infers our winters would be birdless but for the English sparrow. Again, none so blind as those who won't look about. If some one in Grandville will put a piece of suet (which the butcher will give him if he knows the use it is intended for) on a tree and persuade Old Timer to look, he will be surprised, I am sure.

I live on the shore of Lake Michigan, almost midway of the State's North and South length, and from my living room window I and my guests have been entertained not only daily but almost constantly by the charming and useful birds which visit the oak tree not ten feet distant to partake of the provender that this wise providence to them has provided: downy woodpeckers and their larger cousins, the hairy woodpeckers; the nuthatches, both white breasted and red breasted; the jolly chick-a-dees and the handsome blue jays; and at another feeding station nearby for the non-meat-eaters, a shelf spread with grain, cracked nut meats and crumbs is visited by the juncos, the cardinals and an occasional song sparrow. And the more rigorous the winter, the greater the number of feathered visitors, for they soon learn the supply is unending and no danger of disappointment.

The sparrow does not eat bugs, worms or insects. They are useful in the enormous volume of weed seeds destroyed, but the English sparrow does not render this useful service, as he is from preference a scavenger and to be found usually wallowing in the filth of the street or farm yard, where he will quickly infect newly hatched incubator chicks in a brand new chicken house with the mites with which he is invariably infested.

The English sparrow was imported into the United States in 1850 and 1852, possibly within the lifetime of Old Timer, but as he hatches a constant succession of broods, we may concede this is several bird generations. The day is near at hand when the English sparrow, which, in one year added 512,500 square miles to the territory occupied, will be in complete possession of the country. They are pugnacious and will begin to fight other birds as soon as they leave their own nest. They increase so rapidly they must have room for colonization and they drive out all other birds to accomplish this purpose.

If you do not care to give this the same publicity as that of the article referred to, would you please send it

direct to the author of the same and put him in the way of learning facts instead of the misleading propaganda he is dealing in. I refer him to "Land Birds East of the Rockies," by Chester A. Reed; to "Birds of Eastern North America," by Frank M. Chapman, and to Bulletin No. 1 of the Division of Economics Ornithology and Mamalogy of the U. S. Department of Agriculture, and earnestly recommend his opening his eyes.

Elizabeth Swift Verbeck.

Old Time Traveling Salesmen To Dine April 30.

Grand Rapids, March 21.—The following committee met at the Pantlind Hotel last Saturday afternoon: Edward Frick, R. M. Dively, Manley Jonts, Sam Evans, John H. Millar, Walter S. Lawton, Geo. W. McKay.

The meeting was called to order by myself and the matter of holding a reunion of the Old Time Traveling Salesmen was discussed. After considerable debate, the majority voted that this reunion be held at the Pantlind Hotel on Saturday, April 30 from 3 p. m. to 10:30 p. m., with a banquet at 6:30 p. m. at \$2 per plate, to which all the Old Time Traveling Salesmen and their wives, daughters or sweethearts are invited.

We desire to see at least 300 out on this occasion and for sociability's sake and to get better acquainted we are going to ask that as many as possible be on hand by 3 p. m., as at that time tickets for the banquet will be on sale. This will avoid confusion, and give the Old Timers a chance to visit.

We have over 150 on our mailing list at present and adding more every day. We don't want anyone slighted. Our desire is to make this the big event of 1927.

Announcements of this function will go forward to each and every one on our list as soon as we can get them off the press.

Short talks, music and entertainment will be provided.

Return cards for reservations will be enclosed with all invitations sent out following the first announcements. Geo. W. McKay.

Belt Orders Are Good.

A nice business is being done in novelty belts this season, the demand being described as more active than in a number of years past. The volume purchasing is said to be concentrated on belts having a width of from one to one and a half inches, retailing from \$1 up. The favored materials include snakeskin, pigskin and marbled leathers in the bright shades. A variety of novelty buckles is likewise being featured.

Striped Ties Selling Best.

Business of fair volume has been placed in men's Spring neckwear, wholesalers say. Consumer turnover is beginning, paving the way for re-orders before Easter. Ties featuring white stripes have sold in volume. These are developed mainly in rep silks in a varied range of bright color combinations. Printed foulards and shantung ties in geometrical patterns also rank well in the orders placed.

Wanted To See.

"What is it?" asked the doctor who had been hurriedly summoned at midnight.

"Nothing this time, doc," answered Newlywed, looking at his watch. "My wife just wanted to find out how soon you could get here in case the baby was suddenly taken ill."

What about your Executor?



In your plans to protect your family's future after you are gone, every precaution should be taken in selecting your Executor.

You may intend to have your wife or trusted business friend perform these duties. In most cases, however, an individual acts as Executor once in his lifetime and that one time is often a burden to him. Furthermore, any individual you may name may die or become incapacitated.

The Michigan Trust Company performs the duties of an Executor as a business. It is experienced and equipped in all phases of estate management. Its work in administering Estates is carried on without interruptions, systematically and economically, for the best interests of the beneficiaries.

Ask our Trust officer to explain how this company can help you protect and conserve your Estate

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JOHN DUFFY, Chairman of Board NOYES L. AVERY, President
The first Trust Company in Michigan

Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

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.

TOO LIBERAL CREDIT.

It Is Not in Line With Good Merchandising.

Written for the Tradesman.

A prominent grocer cites the following as the case of a desirable and satisfactory customer, a good name to have on his books.

Customer buys \$60 per month, average. Account runs until \$360 is charged. Then customer pays \$60, leaving \$300 balance. He trades at the same rate, paying every month promptly, but always the \$300 balance stands. Merchant says account may remain in this condition for three years, but he thinks he makes money on such trade with all its variations of delinquency. Store is said to make "twenty to twenty-five per cent.—more likely twenty than twenty-five—on sales."

As side lights on local conditions, some other merchants charge eight per cent. on accounts long deferred; that in some instances the interest is re-charged, paid and customer knows is charged, paid and customer know he pays it, the account stands longer. Such accounts are numerous in that locality, paid anywhere from ten months to four years. Debtors move often in such extended periods and collections, in consequence, are difficult.

I might say as a starter that this question comes from a section which lies in a sort of "back-wash" or eddy of trade development. It is where they have not yet forgotten the "good old days" of annual settlements. What they fail to note is that the long margins of those old days no longer prevail. Let us apply some 1927 reasoning, thus:

This account is of such a general character that all portions of the store enter, so what general, actual margin is earned? I accept at par the statement that the margin is more like twenty than twenty-five per cent., because grocery stores which make more than twenty per cent. average are today few and far between. The tendency is all the other way, regardless of the service or plan of business. But more important is the fact that, regardless of the average margin, grocery expenses are apt to adjust themselves, so that the net is seldom more than 2 to 2½ per cent. The general averages is around one per cent.

All right; 2½ per cent. on \$60 is \$1.50. Yes, that is the figure. Any grocer who makes the unusually good net of 2½ per cent. earns just \$1.50 if and when he sells \$60 worth of goods at one time or during a month or in a year. It will help any grocer to digest these facts and figures.

When any grocer has digested those facts, he will realize that \$1.50 per month is \$18 per year. Now take conservative interest at six per cent. on \$300 and he will find that it costs him just \$18 per year to keep that \$300 tied up in this one account. He makes

the whole of nothing on all that trade, work and trouble.

But it is worse than that. The going rate in the locality where this enquiry originates is 8 per cent. on unsecured open accounts and loans. That makes his interest charge \$24 per year. He is not merely not making a cent on that account; he is paying 50 cents per month for the honor and privilege of working free for that customer.

Now, let this merchant coolly consider that he could lend his \$300 right at home at around 7 per cent. on a secured, gilt edge loan and thus earn—and get \$21 per year—25 cents per month more than he now makes out of his \$60 monthly customer; and that in so doing he would shift all the work and worry onto somebody else while he might go crab fishing, and I think it will be plain that it is utter folly to continue to run such accounts.

Every cent of surplus capital any merchant has could thus be loaned so he could devote himself with undivided attention and energy to his worthwhile, profitable business. Why, then tie it up in absolute idleness, unsecured, in danger of loss every minute—and bring no adequate return consideration?

I have known many men who have tried to "beat the devil around the bush" by various self-fooling devices; but I have never known one of those ways to work out well for the self-deceiver.

A merchant once sold certain customers \$60 or thereabouts per month for two months, then accepted \$60 on account, and so continued indefinitely, the accounts running regularly one month in arrears. With liberal margins on a high grade line of groceries the plan may sometimes be justifiable; but that is about the limit of good business. To go further is to invite risk, loss of profit or worse, and—very often—eventual ill will. For it is a well known kink in human nature that misunderstanding is easy with anyone to whom you extend favors.

The Scotch have a homely proverb which I translate into English above. It evinces keen insight into our brother man.

For it is true that if you begin to trade with a man on the basis that he is to pay at definite times and you hold him to those terms exactly, you have good chances of holding his trade, his good will and his respect indefinitely. Go beyond such proper limit and you court danger. The time is certain to come when you must ask for complete settlement. Then comes misunderstanding. The customer is apt to feel that you are asking too much, even though you merely seek to return to the original basis agreed upon; and not only will you then fail to collect but the customer—whether he continues to trade or not—will "talk about you" most uncomplimentarily.

It is possible to get a two month customer back onto 30 days without serious misunderstanding, but virtually impossible with a six month or yearly customer.

The absurdity of the practice may be more fully sensed from what a well-

(Continued on page 31)

Don't Say Bread

— Say

HOLSUM

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES

of the Bakers Art



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UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

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

service

MEAT DEALER

Hearts in the Daily Meat Diet.

There are quite a few really good animal parts that do not find as much general demand directly to housewives as their worth suggests. As a result it becomes necessary to use part of the supply in sausage unless they are to represent a heavy loss to slaughterers. While these parts are excellent when properly prepared without mixture with other meats, they are not so acceptable to many manufacturers as a sausage filler, unless a low-priced product is to be made. It is not a question of wholesomeness, but one of proper use to obtain the best possible results. Considering the fact that it is only within the recent decades that methods of handling, transportation, etc., have been satisfactory enough to bring these products from the large slaughtering centers of the United States to the vast consuming centers in perfect condition and packed so they look attractive, it is not altogether strange that their universal use has been overlooked. The problem of preparation had to be met, and the ingenuity of many minds brought to bear on producing dishes that could be expected to make consumers want to buy and eat the products we have in mind. Among these products are tripe, livers, tails, lungs, feet, heads, sweetbreads, fries, hearts, etc. We will talk a few minutes about hearts, and hope many of those listening will experiment with the methods suggested, for we believe they will be well repaid for doing so, both in satisfaction derived from eating the food and in real economy. Hearts are not expensive, relatively speaking. The general method of preparing hearts follows:

First wash the hearts, which have been cut open, in plenty of lukewarm water. Remove all veins, arteries and blood spots. Cover with cold water and let stand one hour. They are then ready for use. Beef heart pie: Cut into small pieces and boil until tender one beef heart. Add three slices of bacon, two parsnips, two carrots, one onion, two medium-sized potatoes in time to cook until tender. Brown four tablespoons flour in the oven or thicken with stew. Stir the browned flour with a little cold water and thicken the broth with it. Add butter, salt and pepper to taste. Put in a baking dish and cover with a crust and bake in quick oven. The crust may be made by sifting two and a half cups of flour with one-half teaspoon salt, one teaspoon cream of tartar, and one-half teaspoon soda. Rub in one tablespoon lard and mix to a soft dough with sweet milk and drop from a large spoon on the top of the cooking stew. These droppings of dough should be placed close enough together to make a solid covering when cooked.

Is Quality of All Lambs the Same?

We were asked this week if all lamb chops bought in a market handling what the dealer calls prime meats are the same in quality. We are glad this

question was asked, for it gives us an opportunity to say something about grades of meat. Not wishing to particularize and perhaps do injustice to a retailer who may be very critical in his buying, and who may handle meats nearly the same in quality, we believe it advisable to answer the question in a general way. The grade of all lambs is not the same, and those offered on the wholesale markets range from the highest quality possible of production, and which is officially termed prime, to the poorest offered in the market and which is officially termed cull. Very few of the shops catering to family trade handle lambs lower in quality than common, and most of the so-called better shops buy lambs well up in the medium grade to choice. There is a grade between medium and choice which is officially termed good. Prime meat, as the term is literally used by the U. S. Department of Agriculture, is a very scarce article and only a very small percentage of this country's production makes such a high rating. A liberal percentage grades good and quite a liberal percentage choice. We do not give our personal experiences very often, but perhaps the question at issue may be better answered by departing for a minute from our usual custom. We were planning on a company meal recently and bought a rack of lamb. It was bought rather carelessly without giving the same thought and attention to the purchase practiced when officially grading meats. The salesman selected what he probably considered a satisfactory cut. The conformation was fairly good and the waste was negligible, not being very fat. When we got it home, and when the quality of the meat was examined, it was found to be lacking in the highly desirable color and texture of meat found in choice selections. When it was cooked it ate as it looked. It was fairly acceptable, but lacked the tenderness and flavor desired, and we were not proud of the meat part of our dinner. A week or so later a leg of lamb was to be served to a few friends, and profiting by the former experience a careful selection was made. We looked for a cut of bright color, excellent texture and reasonably fat. The result on the table was as we expected, and everybody commented on its excellence. One cut was medium and the other choice.

About Sunday Closing Bill.

Wyoming Park, March 22—Don't delay writing your representative and senator (care of State Capitol) asking them to support House bill No. 244, referring to grocers and meat dealers' registration and Sunday closing bill.

It is a special request from the House Committee on State Affairs that the grocers and meat men write their legislators, stating that the members will probably be guided by our wishes in the matter.

In other words, if we want this bill passed we should get behind it.

The officers in the different towns should take this matter up at the next meeting. Do not delay. Write at once to your representative and senator, care of State Capitol. Complete bill was published in last week's Tradesman.

Paul Gezon,
Sec'y Retail Grocers & General Merchants Ass'n.

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Suggestions Regarding the Spring Sporting Goods Trade.

Written for the Tradesman.

There are three great essential steps in the sale of sporting goods. First, it is necessary to stock the goods. Then the goods must be so displayed and advertised that people will know you have them. Finally, it is necessary to bring the goods and the people together.

The first step necessitates good buying and a close and intimate understanding of the needs and requirements of your community. Only those goods can be successfully handled for which there is a demand, or for which a demand can be created. There is no use stocking lacrosse sticks in a community where baseball is the dominant sport. Neither is it wise to carry a large stock of fishing tackle in a district remote from good fishing waters. Nor are skis or toboggans saleable in Florida.

You must, accordingly, but with an eye to the potential demand in your community. This done, there at once arises the problem of bringing your sporting goods to the attention of your public. How this can be best done is a problem that varies according to the locality in which your store is placed. One thing is true under almost all circumstances, however. That is that the window is one of the biggest factors in the successful sale of sporting goods.

In village, town or city a window display will attract the attention of passers-by, and thus will widely advertise the goods you display.

There are many ways of putting on window trims. Almost any window trim is good, nowadays, but some are better than others. Perhaps the most common fault is the desire to get into a single display a little of everything you handle. Confusion is the natural result.

Someone has said that a well educated man is one who knows something of everything and everything of something. It is the window display which shows everything of something, rather than the display which shows something of everything, which is truly educational.

The other day two young men were standing in front of a big city hardware store. One of the windows was given entirely to a display of baseball goods. There were bats, masks, gloves of all styles—fielders' gloves, first baseman's gloves, the big gloves used only by catchers. There were the wicked but necessary baseball spikes, the shoes, the uniform; and adding a touch of wider interest were framed pictures of baseball celebrities, past and present.

The young men studied the display for some little time, and spoke of the different gloves and the various players. Then one of them remarked that

he would like to see some golf clubs in the window.

"Well," remarked his companion, "you can bet there are any number of golf clubs inside that store. A store that can show such a range of baseball stuff isn't going to fall behind or come short in any other sporting goods line."

A comprehensive window display in any one line does not necessarily advertise that line alone. It advertises the fact that the dealer knows his sporting goods thoroughly. A hodge podge display of all sorts of sports is quite apt to give the impression that the stock inside is very similar—varied, but not complete. A fine display of one line, on the other hand, is pretty sure to give the impression that other lines, not shown in the window, will be just as complete.

Frequent changes of window displays are of course desirable, but a window is something like a business letter—it should treat of only one subject. The hardware dealer is not always able to give his sporting goods adequate display, through lack of window space. Other lines in the hardware stock must, of course, have their fair share of display. But a hardware stock with three or more windows or window-sections should give one window almost continuously to sporting goods.

Inside the store the arrangement of the stock is quite as important as the arrangement of the window display. Indeed, where the amount of window space is inadequate to permit continuous or even frequent display, the interior arrangement can be used in some measure to make up the deficiency.

Inside the store, however, everything can be shown. It should be the purpose of the interior arrangement to so utilize the space that the interior display will reach every sport devotee, no matter what his peculiar interest may be.

There are a number of useful contrivances which help toward space economy in showing these lines and at the same time facilitate successful display. The sporting goods department of one large hardware store was faced with the problem of making a comprehensive display of golf clubs and tennis racquets without using too much space. The problem was a perplexing one, since at that time both floor space and shelf space were rather at a premium.

For the tennis rackets, the store had made a stand somewhat resembling a book-shelf. The fixture consisted of three shelves upon which the rackets rested, the handles protruding at one end, being supported by a brass rod built out about nine inches from the shelf. On each shelf were perhaps a score or more rackets, yet the whole stand was not more than three feet wide. It is so convenient that the purchaser can try a dozen or more rackets in a very few minutes. Even though the store is not wide, there is ample room for the rackets to be swung as in an actual game, and the stand is so placed that this can be done without interfering with other stock. Thus

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the intending purchaser can experiment until he selects a racket whose weight balance and grip suit him entirely.

For golf clubs, the same store uses a stand about 2 feet wide by 3 feet long and standing about 4 feet from the ground. It has not only a top, but shelves arranged in tiers, a space of about 5 or 6 inches being left between. The shelves are made of slats so that a better view of the articles on the lower shelves can be secured. The shelves carry golf clubs, so placed that the club part can be seen at one end and the handle at the other. On this stand, a wide variety of golf clubs can be shown. The player looking for an iron can run over the business ends of the clubs, and, seeing some which appeal to him, can easily draw these out and try the spring and weight. This stand takes up but little room, and is so placed that there is ample room nearby for testing the clubs—and this actual testing is very helpful in making sales.

It pays in handling such lines to give the customer a chance to try them out for himself. With some customers, too insistent sales-talk may prove prejudicial. I remember the comment of one young tennis enthusiast. "I like to buy my stuff from Brown's," she said. "They don't everlastingly fuss about you there. You can go in, and look over the stock, and test a racket. They have the stock, and aren't afraid to let a player look it over. I like that."

With many sporting enthusiasts, this element in salesmanship has to be considered. It is a good deal the same with them as with the typical book lover or magazine reader. The book-lover is pretty sure to dodge the store where some over-enthusiastic clerk rushes up and says, "Now here's a book I'm sure you would like." The real book-lover prefers to "browse" among the books; and the store which lets him browse to his heart's content is the first store he visits.

So it is with sporting goods; and it is for the salesman to accurately draw the line between neglect of the customer and too-eager salesmanship. A man who understands a game thoroughly does not want too many or too positive suggestions. He likes to make his own selection, and to turn to the salesman when he has a question he can't answer himself.

Customers in this category are usually the advanced players who are enthusiasts regarding the game and have an intimate knowledge of it. There is another class where good salesmanship will produce results. The customer who is just taking up a game and doesn't know a great deal about it will welcome the salesman who can speak with knowledge and authority and give really helpful suggestions regarding good play.

Such customers give the dealer a golden opportunity to unload old stock. But if the dealer is wise he will pass up the opportunity. The novice does not remain a novice very long; and the novice who, growing in knowledge of the game, discovers that the dealer has

imposed on his implicit confidence to sell him inferior goods, will be decidedly resentful and will take his future business elsewhere. If the customer and especially the new customer gives you his confidence, do nothing to shake it. Rather, try to justify its continuance.

It is for the salesman in this department to acquire a knowledge of his individual customers as well as a knowledge of his goods and of the various sports. Try to know, not merely the game but the individuals in your community who play it. Keep in touch with the local developments. As a rule, except perhaps in baseball, sporting enthusiasts are more interested in local events than in outside scores.

It may be impossible for the hardware dealer to know all about the games that are popular in his community, in addition to carrying the burden of directing a big business. It may be impossible even for a good salesman, specializing in sporting goods, to know all about the lines he sells. But a wide-awake salesman can acquire a decently accurate smattering of information, and can use it to good advantage in meeting customers and prospects.

The more you know about the goods, the more you know about the game and the more you know about the individual interests of your customers, the more readily you will sell to the sportsmen of your community, and the more intelligently you will buy to meet their needs. Both intelligent buying and intelligent selling are based on knowledge. Victor Lauriston.

Modern Eggs Are Longer.

One of the difficult problems in the packing of eggs is the increased length of eggs. Modern mass production methods, as applied to eggs, has not only increased the number, but also the length of the egg. These longer eggs stick out further than their short brethren and take the weight of the layer of eggs above them in a case. Using the cup flat, now used by most packers as egg carriers, this difficulty is eliminated, for the egg can be tipped slightly by running the hand across the top of a layer of eggs in a packing case and turning the longer ones slightly.

Couldn't Be Fooled.

A recent bride on one of her first shopping trips determined to have it out with the butcher.

"That was terrible ham-burg I bought here yesterday!" she said.

"Is that so? I'm sorry to hear that. Here is some we made to-day. Try it, I'm sure you'll find it very good."

"No indeed," she said, "You don't fool me again, just give me two pounds of ham and I'll make my own ham-burg."

Essay on Man.

A girl was asked to write an essay on "man" and submitted the following:

"Man is what woman has to marry. He drinks, smokes, swears and doesn't go to church. Both sprang from apes, but woman sprang the farthest.

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COMMERCIAL TRAVELER

The Story of Sugar Development in Hawaii.

Honolulu, Feb. 26.—The story of sugar in Hawaii is well worthy of perusal. We have all known and heard of sugar production in Louisiana and Cuba, but we have known little of its processes, and when we begin to talk about Hawaii, we begin to sit up and take notice, especially when the fact is established that in 1926 the sugar crop of the Islands amounted to 787,000 tons—not pounds—at a valuation of \$69,538,000.

Before starting in on the story of sugar, I want to make acknowledgement to Miss Edith Scott, private secretary to General Manager Dennison, of the Oahu Railroad, operating on the Island of that name (Honolulu) for much information collected for me and of great value to me in the preparation of this article.

Last week I gave you the story of the pineapple. Sugar and pineapples are the principal, but not all, the products of the Hawaiian Islands.

What do we all know about sugar? It is the principal article in our daily diet; existence would be almost impossible without it, and yet if the schoolmaster should ask you who invented it and how it is produced, could you raise your hand?

Here is the way it comes to me: At the early dawn of civilization, a hermit, living in India, created sugar cane and from its juice made the first sugar. It is not known whether the methods of Burbank were employed or not. It is all left for your imagination to play upon, but the story or legend tells us his object was to provide a heavenly food for an earthly paradise. And that's that.

What we really do know about it is that when Captain Cook discovered the Hawaiian Islands in 1778, he found a number of varieties of sugar cane. How it came here is a subject of much talk not founded on fact.

It is here now, however, in copious quantities, and that is what I propose talking about. Many times I have visited New Orleans and Louisiana, but I have never taken the trouble to find out how sugar is made and neither have you.

The world's entire sugar production exceeds 24,000,000 tons, and the United States alone consumes over thirty per cent. of it, or the equivalent of 107 pounds for every living person within its boundaries. Indians and politicians not excepted. Now the sugar product of the Islands may not look so large when compared with the world's production, but it is just sufficient to protect the United States against profiteering, or about 23 per cent. of our home requirements.

While the date of the introduction of sugar cane to the Islands is shaded with much doubt, the introduction and progress of manufacturing same is another thing. Throughout Hawaii the remains of early sugar mills still stand as reminders of bustling days of the '60s and '70s when sugar began to come into its own here.

Prior to the introduction of modern mills, it was produced by crushing the cane on boards and boiling in small copper kettles, but to be exact the first real mill was built in 1835, and sugar as a prime factor in the Islands became a possibility from then on.

Previously I have told you about my trips about the Island of Oahu. But forty years ago, beyond the Pali to Kaneohe and in the now beautiful residential districts of Nouanu and Manoa Valleys, quaint old sugar mills were operating, driven by horse, water buffalo and water power; and one stick of cane at a time fed through their upright wooden rollers.

To-day there are \$200,000,000 invested in mills of the most modern type and payrolls are enormous.

In 1875, twenty years before Hawaii

became an American possession, a reciprocal treaty was negotiated between the United States and Hawaii, and this was the real beginning of the story of sugar. At that time they only produced 100,000 tons. I have just given you the figures for last year. As a background in history in every great nation and every great enterprise, certain men occupy an outstanding position. In Hawaii these men were of the old fashioned pioneer stock that made for us all a nation we are so proud of.

I have personally met many of their descendants, still carrying out the main program of their ancestors with a record of advancement and improvement such as is so noticeable in all American enterprises. Inventions contributed by them have been standardized in all parts of the world. They met the natural obstacles, and progress was slow, though steady and now Hawaiians may look back with pride at the achievements of the pioneers.

Among the many who became known nationally in connection with this industry on the Islands were Henry Baldwin, Samuel Alexander, Claus Spreckles and John M. Horner. Of these the first two were born in Hawaii, Spreckles lived in San Francisco, having made a great name for himself in American industry. Horner also came from the Coast and settled here.

In a previous article I told you that in no other part of the world are as many different races of men living and working so closely and harmoniously as within the boundaries of the Territory of Hawaii.

East meets West, North meets South and they all meet here on common ground, working closely and harmoniously. Having come, as it were, from the four corners of the earth, it is interesting to know that the sugar industry brought them here. We have all races, but so far as the preliminary processes of producing sugar are concerned, the Chinese and Filipinos have mostly performed the labor, in the past, though the Japanese of an agricultural trend have been of much assistance. There is also a large Portuguese population on the Islands who are to be considered in treating this subject. It must here be emphatically stated that of all the races mentioned, and the Filipinos and Portuguese come here on contract, the Japanese are outstanding in evidences of American education, American customs, American standards of living in American environment and are, as a whole, good American citizens.

In the case of the contract laborers, their passage to Hawaii and all expenses are paid and also their return passage after a period of three years or 720 working days. Many more are anxious to come than can be employed.

Science has worked wonders in Hawaii, in keeping with its advancement in all parts of the world, and the experiment station of the Hawaiian Sugar Planters Association, has a personnel of chemists well known to the world at large, with many great achievements credited to them, not the least of which has been the development of new varieties of sugar cane, harder and most productive in this soil. Intensive production has only been attained through scientific study and application of fertilizers. Instead of "playing out" as is most usual, the agricultural lands of Hawaii have actually become more productive under constant cropping.

The benefits of this work have not, however, been confined to the sugar industry alone. Other plant life has been preserved and industry assisted.

Suppose all the fruit of Michigan, the corn of Illinois and Iowa and the wheat of Kansas were to be attacked by a disease which would lay waste these vast producing industries—a disease that would temporarily baffle all efforts of science. Such a thing

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CAFETERIA IN CONNECTION

would be a great disaster of far-reaching effect. Hawaii's sugar industry was threatened with a rapidly spreading plant disease only a few years ago. The largest areas of sugar land were planted with Lahaina cane, which was then the most productive variety. It was attacked by a root disease, which threatened the existence of every plantation on the Islands. It was at the most serious stage that Hawaiian scientists brought out a hybrid type known as H-109, which proved immune to the Lahaina disease and produced more sugar. But the sugar men are by no means placing all their eggs in one basket. These scientists are producing and testing out many other varieties for a possible contingency.

After the root disease came a borer, which extracted very heavy toll from the sugar men. To neutralize the efforts of these borers, a small wasp was brought in from the Philippines, and in a short time the borer lost out. With these lessons in mind there is a sufficient explanation for the inspection of baggage which takes place on passengers arrival here. No roots, bulbs or seeds may be brought in and such fruits as are essential to creature comfort must be officially fumigated.

Water is vital to the production of sugar. Hawaii produces much "liquid sunshine," and frequently, but not in sufficient quantities for cane propagation, hence the water problem is always uppermost.

Owing to the limited rainfall, many miles of dense native forest died out, and were replaced by grass or became permanently waste lands. Irrigation has been developed from mountain streams, reforestation has been established and vegetation in all forms has taken on new life.

It is said that the irrigation system in Hawaii is the finest in the world. It looks as though it might be. Mountains have been tunneled, hundreds of miles of canal and ditches have been built, syphons, flumes, reservoirs, as well as hundreds of artesian wells. Scores of electric and steam operated pumping stations are in use. These planters have been called the "most daring and successful pioneers of irrigation in the world."

Water is the life blood of the plantation and the vast network of canals and ditches intersect the fields like an intricate web of arteries and veins. And it takes 4,000 tons of water to produce one ton of sugar in Hawaii. All this work has cost millions upon millions. On Oahu one aqueduct—the Waiahole—built by the Oahu Sugar Company, cost two and one-half millions. It brings water from the opposite side of the Koolau mountains through a tunnel nearly three miles long, and there are numerous other developments of a like character.

This of itself goes to show that the production of sugar means something more than a merry child's frolic. In other words it "costs money to buy whisky," as we used to say in pre-volstead days.

Now before we "raise cane," as it were, let us see what we will do about transporting it from the field to the mill.

There is a total of thirty-nine railway systems in the Hawaiian Islands. They don't make a great deal of noise, they are not much for style, but they are here nevertheless, as busy as bees, and you are bound to notice their activities if you visit the plantations.

Thirty-two of Hawaii's sugar plantations operate their own railroads, with approximately 140 locomotives, and five have complete railroad repair shops. The work of these plantation railroads is to carry the harvested sugar cane to the mills from the fields, portable tracks being used. Main lines radiate from the mills and portable tracks are laid to each field, where the cane is being cut. They also transport

their help, supplies, etc., in the same manner.

I have spoken heretofore of the Oahu Railway, which performs a general and independent service between Honolulu and interior points on this Island. It is interesting to know that prior to the establishment of these railroad lines, all of this hauling was done by oxen at a very great expense as compared with rail transportation. Another method of transportation is "fluming." It reminds you of the old lumbering methods in Michigan. By this method the harvested cane is thrown into a V shaped trough and floated rapidly down to the sugar mill. Occasionally a jam occurs, and then there is the customary scurrying to break it. Some plantations have miles of these flumes, over hill and across canyons on trestles, some of which are two or three hundred feet high. Some of them are built in sections and are portable. Flumes are laid from two to four hundred feet apart in the fields and the cane is carried to them either by hand or sleds and piled alongside. When ready the water is turned on and the cane, in bundles, is thrown in and sails onward.

Eminent authorities who have made a study of the sugar industry throughout the world declare that the scientific culture and manufacture of sugar is further advanced in Hawaii than anywhere else.

The planting, cultivation and harvesting of sugar cane here reveals many modern methods and interesting sights to observers.

In cultivating, the ground is turned with steam plows to the depth of twenty-four inches. These plows are operated by powerful engines that work in pairs, one on each side of a field, usually from 1,000 to 1,500 feet apart. One engine pulls a gang plow across the field and the other draws it back. Ordinarily in the States soil is only turned to the depth of four to six inches.

After the lands are plowed and harrowed and all the weeds turned under, other plows are used to make furrows in which the sprouts are planted. These are about five feet apart, interspersed with irrigation ditches. A small amount of seed is also planted, but the bulk of the cane is raised from sprouts, obtained when the previous crop is harvested. This comprises a section of the stock about twelve inches long, on one end of which is a bud or eye. They are lightly covered and subsequently irrigated. At the end of a week or so the shoots appear above the ground and cultivation begins. It takes eighteen months for the crop to mature, a condition which applies to everything raised in Hawaii. You will see usually one crop being harvested, another growing, and a third being planted. Harvesting begins in December and ends in July or August. After the first harvest the old cane roots are usually left in the ground for another growth. The second crop is called "first ratoons." From two to four ratoons are grown from the original planting.

When the cane is ready for harvesting the fields are set on fire. This fire burns up the dry leaves and trash without injuring the cane, that is, if it is ground quickly. The stalks are then cut with a long cane knife, very much as corn would be handled.

When the cane is being harvested the trains and sluices work day and night. There must be no opportunity for fermentation of the sap. At the mill it passes through a crusher which breaks it into small pieces and mats it into an even layer for its progress through the mill. The mills consist of rough surfaced rolls weighing from twelve to sixteen tons, forced together by hydraulic rams exerting a pressure of 500 tons. As the matted cane slowly passes through the rolls, additional juice is extracted. In front of the last set of rolls, the cane is sprayed with hot water, which softens the

fiber and removes any remaining juice.

The fibrous, woody residue of the cane, called "bagasse" passes on a conveyor to the boilers and is used for fuel, the ashes from which are returned to the fields for fertilizer. The juice is immediately chemically treated and heated, the hot juice being run into settling tanks, where dirt and other foreign matter sinks to the bottom. The light brown clarified juice must be reduced to a syrup before going to the vacuum pans to be crystallized into sugar. Clarified juices from the cane contains about 85 per cent. water, and 15 per cent. sugar. A large portion of this water must be removed by evaporation in immense upright tanks containing steam tubes through which the exhaust steam from the mill passes, and which boils off a portion of the water. Successive tanks finally reduce this to a syrup about sixty-five per cent. solid. When the proper stage has been reached, the "sugaring off" process begins, the sugar crystals are separated by centrifugal action, the grains of sugar drop into bins and are finally packed in sacks containing 125 pounds each. Over twelve million sacks are the average annual product of the Islands. This raw sugar is then shipped to the mainland for refining, producing the snow white product which finally lands in your coffee cup.

There is one private refinery on the Islands which has a product sufficient to supply local demands.

It is a noticeable and interesting fact that the bulk of the machinery used in the various processes is built in Honolulu, and many improvements not used in the States are available here.

Living conditions for plantation laborers are almost ideal. Each family who so desires is provided with a comfortable house and plat for a vegetable garden, and most laborers take great pride in the up-keep of their premises. Prizes for perfect home conditions are offered by operators and create much rivalry.

Food, such as not raised by the individual, is supplied at a low cost and medical attention is free. Amusements are available as in the cities. Also schools.

Every employe, even the most inefficient, is guaranteed a minimum wage of \$1 per day, plus free housing, water, fuel and medical attention. Additional compensation is a matter for the employe. A monthly bonus of 10 per cent. is given to all who work steadily. There is also an additional bonus based on the selling price of sugar. The wages actually range from \$1.50 to \$4 per day and they are all encouraged to earn the higher wage.

A great many Filipinos come to the Islands on a three year contract, under which their fare is paid back to point of embarkation, but most of them prefer to remain and eventually bring their families here.

Under conditions existing in the Islands the element of gambling is removed from the production of sugar

because of the fact that it simply becomes a matter of mathematics. A given amount of fertilizer, water and cultivation will produce a certain given result. While the rainfall varies, irrigation is so arranged that moisture is provided when and where it is needed. There are no floods or drouths to contend with. Labor troubles are almost unknown. Employes are encouraged to be frugal and to be good citizens. They are supplied with complete knowledge as to the financial results of operation, and no form of deceit is practiced in their intercourse with their employers.

They realize that their mission is to work under orders, do not waste their time on soap box orators, are proud of their citizenship and educate their offspring to be likewise.

I have tried to give you in condensed form the story of sugar, gathered from various and voluminous sources. It ought to prove educational, and I feel it is worth while to know these things, even if you are not immediately interested in sugar profits.

This and my article on pineapple culture have been prepared with this ultimate end in view.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 22—The thirteenth complimentary dance of Post A. T. P. A., will be held at the Hotel Pantlind Saturday evening, March 26.

The thirteenth annual meeting and smoker of Post A, Travelers Protective Association of America, will be held at the Association of Commerce rooms on Thursday evening, March 24, at 7:30 p. m., for the election of officers and such other business as may regularly come before it.

Henry Joseph, Manager Grande Brick Co., leaves Florida to-day for his home in Grand Rapids. He expects to arrive here April 1.

O. B. Davenport, who has been connected with the Grand Rapids Savings Bank nineteen years, has been promoted to the position of Cashier—a worthy recognition of a very worthy man. Mr. Davenport has given his connection faithful service and has developed into a capable and painstaking banker.

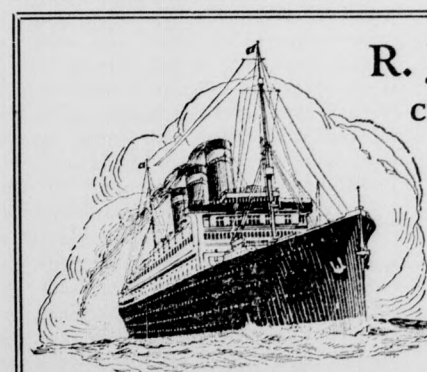
Fred C. Beard, the East Wealthy street grocer, who has been spending the winter in Florida, is expected home the latter part of next week.

Herrod & Co. expect to begin operations at their new meat factory on Grandville avenue next Monday. The house will produce sausage, cold meats, hams, bacon, hamburger steak and bologna. The equipment is in advance of anything ever before attempted at this market.

ASK FOR

KRAFT CHEESE

A variety for every taste



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DRUGS

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

Hospitality in the Drug Store.

Once there was a florist who realized the value of taking in interest in his customers. A certain customer came to buy a plant. The florist learned that this customer lived in an apartment and that the apartment had a porch. Selecting a hardy fern, the florist told the customer exactly how to take care of it. Strangely enough the fern flourished—the first of dozens bought from other florists which did.

Later its owner waxed prosperous and one day bought himself a home. He needed plants, shrubbery, and a box hedge. Large florists and landscape gardeners descended on him, but he would have none of them. Again he appeared to the florist in the little shop and bought of his wares, leaving in exchange his check for \$600.

This is hospitality in selling. And by no means is it restricted to florists. Druggists can practice hospitality in the drug store every day, every hour, if they will. Their stores are full of opportunities of making to-day's buyers pan out bigger in days to come. Hospitality in the drug store is simply the act of taking a genuine interest in customers—helping them with their buying problems—telling them things they want to know, but about which they will not ask—making them feel at home.

To illustrate: A young man wishes to buy a camera. You suspect that he knows little or nothing about cameras. "Ever used a camera before?" you ask.

"No."

"Do you want a camera for general picture taking—for out-door use?" He does.

"Then probably a common roll-film camera will serve you best. They are inexpensive, and the finished pictures cost little. But if you are taking pictures for a special purpose—as for selling to periodicals—you'd want a good plate camera."

You sell the roll-film camera, and throw in a few hints about its use—how to take advantage of lights, focusing, position, etc. The buyer sees that you are taking an interest in him, aside from a mercenary one, and carries away with the camera a healthy respect for you. Afterward, when he wants camera supplies, naturally he gravitates to you for them.

Another customer wants to buy a toothbrush—something that's easy on the gums.

"Are your gums sore? Do they bleed easily?" you ask.

"That's just it," he answers. "They always bleed."

"Then I would suggest a soft-bristled brush—one that cleans thoroughly but gently. Here's such a brush. And have you used this toothpaste? It's not only a cleaner, but it hardens the gums. If you use it

regularly it will stop the soreness and bleeding.

The customer is pleased to buy both articles, but more than that you have made a new customer into a regular.

Again, at Christmas, a farmer wishes to look at some fountain pens—some style that would make a suitable gift for his daughter. He wants one that "don't leak all over everything." He has one like that and he can't use the blamed thing.

"Has it been broken?" you enquire.

"No, it leaks."

"What kind of ink do you use?"

"Common writing ink."

"That's probably the trouble. Common writing ink usually is too thin for fountain pens. Fountain pen ink is made purposely for fountain pens, and shouldn't leak out."

You go on to tell him more about fountain pens and their functions. While doing so you sell him a model that appeals to him, fit him out with fountain pen ink, and say that if the pen gives further trouble to bring it in and you will look at it.

Nothing remarkable in this, is there? No; just common every-day stuff, but by such tactics you weld invisible bonds between yourself and the customer, as surely as did the florist referred to at the start. It pays, and pays big, to practice hospitality in the drug store.

R. Gilbert Gardner.

Liability of Merchant For Injury To Customer.

As a general proposition of law, a merchant is bound to keep his premises in a safe condition for the reception of such customers as may choose to enter. And it may be noted in passing, it takes mighty little in the form of an obstruction on the floor or aisles of a storeroom to render them unsafe. In fact, any unusual condition of the floors or aisles, such as a wet spot or trash left thereon, may, if it causes a customer an injury through a fall, constitute ample proof of a lack of reasonable care on the part of the merchant.

And it follows, as does the night the day, that if a customer can show that an injury was suffered by a fall, that was caused by the failure of the merchant to keep his premises free from danger, the latter may be forced to respond in damages. And, as an example of what may constitute negligence on the part of a merchant in a situation of this kind, the following case, which arose in an Eastern state, may be reviewed with profit.

In this case the defendant was engaged in operating a large store. The plaintiff entered the store, and while passing down an aisle fell violently on the floor thereby suffering a severe injury. It then developed that the plaintiff had slipped and fallen over an obstruction on the floor which consisted of a quantity of peanuts.

The evidence tended to prove that in some manner the peanuts, perhaps a pint, had been dropped on the floor, and after being repeatedly stepped upon by customers had become crushed and almost ground into the floor. For the injury suffered the plaintiff brought an action for damages and was awarded

a verdict in the sum of \$7,000 against the merchant. From this an appeal was taken to the higher court, and here in reviewing the record the court, in part said:

"The duty of a storekeeper to an invitee or business visitor is to use reasonable care to keep the premises in a safe condition for the purposes of the invitation. The plaintiff was not guilty of contributory negligence. The storekeeper invites the customer to look chiefly on the counters where are displayed the wares. The business of the customer is to see what goods are offered. She may assume that the floor will be free from obstructions of a dangerous nature or unusual slippery spots.

"This does not mean that the customer may walk blindly along irrespective of obvious danger. It does mean that she is not to be charged with negligence as a matter of law merely because she happens to fall on a slippery spot in a crowded and busy store."

Following the foregoing statement of the duty of a store keeper in respect to keeping his premises free from danger, and the duty of a customer to avoid danger if obvious, the court again turned to the record in respect to the facts here involved. In this connection it was, among other things, said:

"The peanuts for an hour and ten minutes were on the floor. Under the circumstances, was this a sufficient length of time from which the jury might charge defendant with constructive notice of the presence and opportunity to remove them? We do not think that time alone can be made the test of constructive notice to a storekeeper of the dangerous condition of his floor.

"What may be a reasonable time within which to say he should have known of and removed the danger will vary with the nature of the business, the size of the store, the number of customers, the nature of the dangerous substances, its location, frequency of travel over it, the probability of stepping upon it, the opportunity to see and remove it, the location of the danger with reference to aisles and counters, the lights in the store, how the substance came to be upon the floor, and other circumstances. After argument on the motion for new trial several months were taken by the trial justice for study of the case. That judgment was that the verdict of the jury was supported by a preponderance of the testimony, and we are unable to say that he was clearly wrong."

In conclusion the court overruled the defendant's exceptions and ordered judgment entered on the verdict. Holding, to put it in plain language, that on the evidence of record the defendant merchant was liable in the sum of \$7,000, for the injury suffered by the customer caused by falling on the obstruction on the floor of the store-room. Which, taken all in all, constitutes a snappy illustration of the possible liability a merchant may incur by reason of permitting any unusual obstruction, or dangerous condition to exist, in the aisles or on the floor of his place of business.

Fumigating Pastilles.

Benzoin	125.0 grams
Cascarilla	125.0 grams
Myrrh	41.5 grams
Charcoal	750.0 grams
Oil of nutmeg	25.0 grams
Oil of clove	25.0 grams
Potassium nitrate	66.5 grams
Mucilage of tragacanth	enough

The first four ingredients, in moderately fine powder, are carefully mixed with the potassium nitrate; the oils are then added, and enough mucilage of tragacanth gradually incorporated to form a plastic mass. This is rolled into the desired shape, divided and dried.

A somewhat more complex formula, as given by Dieterich, follows:

Potassium nitrate	375 grains
Water	25 ounces
Powdered wood charcoal 30 oz. (av.)	
Powdered tragacanth	375 grains
Storax	300 grains
Benzoin	300 grains
Vanillin	8 grains
Coumarin	3 grains
Musk	3 grains
Civet	1½ grains
Oil of rose	20 drops
Oil of bergamot	15 drops
Oil of ylang ylang	10 drops
Oil of rhodium	10 drops
Oil of sandalwood	5 drops
Oil of cinnamon	5 drops
Oil of orris	1 drop
Oil of cascarilla	1 drop

Saturate the charcoal with the potassium nitrate dissolved in the water, dry the mass, powder, add the other ingredients and mix thoroughly. Beat the mixture to a plastic mass with the addition of sufficient mucilage of tragacanth containing 2 per cent. of saltpetre in solution and form into cone-shaped pastilles. In order that the storax may be evenly distributed throughout the mass, it may be previously dissolved in a small amount of acetic ether.

Picked Up at Three Fountains.

To paraphrase Will Rogers a bit, "All I know is what I see in drug stores as I travel around," writes John H. Clifford.

One thing that I saw the other morning was a druggist friend of mine spreading down some newspapers back of his fountain. When I asked him why, he told me it was because the ice cream men were due any minute to repack the cream and bring in the day's supply. It was far easier, he said, to spread the papers down and let them do their darndest, and then pick the papers up with their load of water and little chunks of ice than to sweep or mop up the floor after them.

I caught another druggist lifting the top off his two-can ice cream container at the closing hour one night and spreading newspapers over the tops of the cans and the surrounding ice and mixture.

"An expense-saving stunt of my own," he explained. "The spreading of newspapers in this way saves both ice and ice cream."

Here is still another one which may

or may not appeal. It is to laugh anyway.

This druggist deliberately filled his shaker phosphate bottle from the plain water tap, wiped it off, and set it back in its usual place.

"How come?" I queried.

"My own little plan for cutting expenses," he replied. "Nobody knows the difference and I never use anything else."

When I argued that there must be a difference in taste, he proved his point by drawing me a "phosphate" spiked with the contents of the water bottle. I couldn't notice any difference.

Rubber Cement.

Carbon bisulphide is the solvent most commonly employed where it is desired to make a solution of rubber. Chloroform is also widely used for this purpose, but it is more expensive. With regard to benzene, benzol, gasoline and naphtha, considerable confusion exists, the names being loosely applied to a number of hydrocarbon compounds of petroleum derivatives of varying composition. The benzene of the U. S. Pharmacopoeia is the liquid intended in nearly all the published formulas for rubber solutions. This distillate of petroleum differs from either gasoline or naphtha in being more volatile and explosive. It is characterized by a strong odor resembling that of petroleum, but much less disagreeable.

Rubber cements are very common and very useful, but great care should be taken in their preparation to guard against fire; they should not be prepared at night, as the carbon bisulphide, naphtha or chloroform is very inflammable. Vessels which are used to digest the rubber should be closed and if possible put out of doors. If heat is required, use a sand or hot-water bath; on no account bring near a fire.

To repair the lacerated article, wash the hole over with the cement, then place a piece of linen dipped in it over the gap; as soon as the linen adheres the cement is applied as thickly as required.

1—Caoutchouc, 1 part; mastic, 7 parts; chloroform, 50 parts. Mix and let stand until dissolved (which will require several weeks).

2—Gutta percha, in pieces, 1 av. oz.; carbon bisulphide, 8 fl. oz.; rosin, 40 grains. Mix and dissolve.

Nail Polishing Powders.

1. Precipitated silica ----- 1 ounce
Heavy magnesia ----- 1/2 ounce
Oil of ylang ylang ----- 1 drop
Tint with solution of carmine.
2. Precipitated silica ----- 1 ounce
Prepared chalk ----- 1/2 ounce
Stannic oxide ----- 1/2 ounce
Oil of rose ----- 1 drop
Tint with solution of carmine.
3. Precipitated silica ----- 1 ounce
Tin oleate ----- 1/2 ounce
Essence of eau de cologne 2 drops
Tint with solution of carmine.

India Rubber Varnishes.

1. Dissolve 10 pounds of India rubber in a mixture of 10 pounds of turpentine and 20 pounds of petroleum by treating same on a water bath. When the solution is completed add 45 pounds of drying oil and 5 pounds of lampblack and mix thoroughly.

2. Dissolve 7 pounds of India rubber in 25 pounds of oil of turpentine. By continued heating dissolve 14 pounds of rosin in the mixture. Color while hot with 3 pounds of lampblack.

He Had the Proof.

Old Man—When did the first street car start running here?

Young Man—Aug. 3, 1863.

Old Man—I just wanted to be sure; I am still waiting for it.

SPORT VISORS FOR SPRING

THE LATEST STYLES,
THE BEST OF COLORS.

We sold hundreds of thousands last year and this year they are selling better than last. Buy an assortment. Put in a window display and watch them sell like hot cakes.



HERE IS A LIST OF THE VERY BEST SELLERS.

- No. V6—Six straps over head, assorted color visors with assorted color bindings, come assorted colors to dozen ----- \$1.75 Doz.
- No. 80X—Six straps over head, white body with colored edges, one-half inch wide, sweat band 1 1/2 in. wide, assorted colors, transparent cloth bound visors with colors to match straps and sweat band, assorted colors to dozen ----- \$1.75 Doz.
- No. 25—With four white one-half inch straps over head, 1 1/2 in. sweat band of same color, assorted colors, white trimmed celluloid transparent peaks. Price ----- \$1.75 Doz.
- No. 4645—For ladies. Four satin trimmed and bound 2 inch over head straps, transparent visors, come assorted colors with assorted bound visors ----- \$4.00 Doz.
- No. 4654—Ladies' silk knit, the "Olympic", made with knitted silk top straps and sweat bands, all two-color effect with assorted color green bound visors. Price ----- \$3.75 Doz.

Hazeltine & Perkins Drug Company
Manistee MICHIGAN Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50 @ 6 75	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Eligron	7 50 @ 7 75	Benzoin Comp'd	@ 2 28
Carbolic	34 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	@ 2 16
Citric	52 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharadines	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	@ 2 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	@ 1 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	@ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	@ 1 80
Tartaric	40 @ 50	Lavender Flow	7 50 @ 7 75	Cubebs	@ 2 76
Ammonia		Lavender Gar'n	85 @ 1 20	Digitalis	@ 2 04
Water, 26 deg.	06 @ 16	Lemon	4 50 @ 4 75	Gentian	@ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 85	Gualac	@ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled bbl.	@ 88	Gualac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld. less	95 @ 1 08	Iodine	@ 1 25
Chloride (Gran.)	09 @ 20	Linseed, raw less	92 @ 1 05	Iodine, Colorless	@ 1 50
Balsams		Mustard, artifi. oz.	@ 35	Iron, Clo.	@ 1 56
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	@ 1 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	3 75 @ 4 50	Myrrh	@ 2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,	2 85 @ 3 25	Nux Vomica	@ 1 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	@ 5 40
Tolu	2 00 @ 2 25	green	2 85 @ 3 25	Opium, Camp.	@ 1 44
Barks		Orange, Sweet	5 00 @ 5 25	Opium, Deodor'd	@ 5 40
Cassia (ordinary)	25 @ 30	Origanum, pure	@ 2 50	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00 @ 1 20	Paints	
Sassafras (pw. 50c)	@ 50	Pennyroyal	3 25 @ 3 50	Lead, red dry	14 1/2 @ 15
Soap Cut (powd.)	30c @ 25	Peppermint	7 00 @ 7 25	Lead, white dry	14 1/2 @ 15
Berries		Rose, pure	13 50 @ 14 00	Lead, white oil	14 1/2 @ 15
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sandelwood, E.	10 50 @ 10 75	Ochre, yellow less	3 @ 6
Juniper	11 @ 20	Sassafras, true	1 75 @ 2 00	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, arti'l	7 50 @ 1 00	Red Venet'n Eng.	4 @ 8
Extracts		Spearment	8 00 @ 8 25	Putty	5 @ 8
Licorice	60 @ 65	Sperm	1 50 @ 1 75	Whiting, bbl.	@ 4 1/2
Licorice, powd.	50 @ 60	Tany	9 00 @ 9 25	Whiting	5 1/2 @ 10
Flowers		Tar USP	65 @ 75	L. H. P. Prep.	2 90 @ 3 05
Arnica	@ 75	Turpentine, bbl.	@ 80	Rogers Prep.	2 90 @ 3 05
Chamomile (Ged.)	@ 60	Turpentine, less	87 @ 1 00	Miscellaneous	
Chamomile Rom.	@ 50	Wintergreen,	6 00 @ 6 25	Acetanalid	57 @ 75
Gums		leaf	3 00 @ 3 25	Alum	08 @ 12
Acacia, 1st	50 @ 55	Wintergreen, sweet	75 @ 1 00	Alum, powd. and	09 @ 15
Acacia, 2nd	45 @ 50	birch	3 00 @ 3 25	ground	09 @ 15
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 1 00	Bismuth, Subni-	3 70 @ 3 90
Acacia, Powdered	35 @ 40	Worm Seed	6 00 @ 6 25	trate	3 70 @ 3 90
Aloes (Barb Pow)	25 @ 35	Wormwood	9 00 @ 9 25	Borax xtal or	07 @ 12
Aloes (Cape Pow)	25 @ 35	Potassium		powdered	1 50 @ 2 00
Aloes (Soc. Pow.)	65 @ 70	Bicarbonate	35 @ 40	Cantharades, po.	2 29 @ 2 50
Asafoetida	50 @ 60	Bichromate	15 @ 25	Calomel	35 @ 40
Pow.	75 @ 1 00	Bromide	69 @ 85	Capsicum, pow'd	35 @ 40
Camphor	96 @ 1 02	Bromide	54 @ 71	Carmine	7 00 @ 7 50
Guaiaac	@ 80	Chlorate, gran'd	23 @ 30	Cassia Buds	35 @ 40
Guaiaac, pow'd	@ 90	Chlorate, powd.	16 @ 25	Cloves	50 @ 55
Kino	@ 10	or Xtal	30 @ 30	Chalk Prepared	14 @ 16
Kino, powdered	@ 120	Cyanide	30 @ 30	Chloroform	51 @ 60
Myrrh	@ 60	Iodide	4 66 @ 4 80	Chloral Hydrate	1 15 @ 1 75
Myrrh, powdered	@ 65	Permanganate	20 @ 30	Cocaine	12 10 @ 12 80
Opium, powd.	19 65 @ 19 92	Prussiate, yellow	40 @ 50	Cocoa Butter	70 @ 85
Opium, gran.	19 65 @ 19 92	Prussiate, red	@ 70	Corks, list, less.	40-10%
Shellac	65 @ 80	Sulphate	35 @ 40	Copperas	2 1/2 @ 10
Shellac Bleached	70 @ 85	Roots		Copperas, Powd.	4 @ 10
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Corrosive Sublim	1 86 @ 2 07
Tragacanth	1 75 @ 2 25	Blood, powdered	35 @ 40	Cream Tartar	31 @ 38
Turpentine	@ 30	Calamus	35 @ 75	Cuttle bone	40 @ 50
Insecticides		Elecampane, powd.	25 @ 30	Dextrine	6 @ 15
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Dover's Powder	4 00 @ 4 50
Blue Vitriol, bbl.	@ 07 1/2	Ginger, African,	30 @ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, less	08 @ 15	powdered	60 @ 65	Emery, Powdered	@ 15
Bordea. Mix Dry	13 @ 22	Ginger, Jamaica.	60 @ 65	Epsom Salts, bbls.	@ 3 1/2
Hellebore, White	18 @ 30	Ginger, Jamaica,	45 @ 50	Epsom Salts, less	3 1/2 @ 3 1/2
powdered	35 @ 45	powdered	45 @ 50	Ergot, powdered	@ 2 50
Insect Powder	35 @ 45	Golden seal, pow.	@ 8 00	Flake, White	15 @ 20
Lead Arsenate Po.	15 1/2 @ 27	Ipecac, powd.	@ 6 00	Formaldehyde, lb.	15 1/2 @ 20
Lime and Sulphur	8 @ 22	Licorice	35 @ 40	Gelatine	80 @ 90
Dry	22 @ 38	Licorice, powd.	20 @ 30	Glassware, less 55%	
Paris Green	22 @ 38	Orris, powdered	30 @ 40	Glassware, full case 60%.	
Leaves		Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Buchu	85 @ 1 00	Rhubarb, powd.	@ 1 00	Glauber Salts less	04 @ 10
Buchu, powdered	@ 1 00	Rosinwood, powd.	@ 40	Glue, Brown	21 @ 30
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.	@ 90	Glue, Brown Grd	15 @ 20
Sage, 1/4 loose	@ 40	ground	@ 90	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Sarsaparilla Mexican,	32 @ 52	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Glycerine	35 @ 40	Glycerine	34 @ 54
Senna, Tinn. pow.	30 @ 35	Squills	35 @ 40	Hops	70 @ 85
Uva Ursi	20 @ 25	Squills, powdered	60 @ 70	Iodine	6 45 @ 7 00
Oils		Tumeric, powd.	20 @ 25	Iodoform	8 00 @ 8 30
Almonds, Bitter,	7 50 @ 7 75	Valerian, powd.	@ 1 00	Lead Acetate	20 @ 30
true	7 50 @ 7 75	Seeds		Mace	@ 1 60
Almonds, Bitter,	3 00 @ 3 25	Anise	@ 35	Mace, powdered	@ 1 60
artificial	3 00 @ 3 25	Anise, powdered	35 @ 40	Menthol	7 80 @ 8 50
Almonds, Sweet,	1 50 @ 1 80	Bird, Is	13 @ 17	Morphine	11 18 @ 11 93
true	1 50 @ 1 80	Canary	10 @ 16	Nux Vomica	@ 30
Almonds, Sweet,	1 00 @ 1 25	Caraway, Po.	30 25 @ 30	Nux Vomica, pow.	17 @ 25
imitation	1 00 @ 1 25	Cardamon	3 75 @ 4 00	Pepper black, pow.	40 @ 50
Amber, crude	1 25 @ 1 50	Coriander pow.	30 20 @ 25	Pepper, White, pw.	50 @ 55
Amber, rectified	1 50 @ 1 75	Dill	25 @ 30	Pitch, Burgudry	20 @ 25
Anise	1 40 @ 1 60	Fennell	25 @ 30	Quassia	12 @ 15
Bergamont	1 50 @ 1 75	Flax	7 1/2 @ 15	Quinine, 5 oz. cans	@ 30
Cajeput	4 00 @ 4 25	Flax, ground	07 1/2 @ 15	Rochelle Salts	2 60 @ 2 75
Cassia	1 60 @ 1 85	Foenugreek, pwd.	15 @ 25	Sacharine	11 @ 22
Castor	2 00 @ 2 25	Galbanum	8 @ 15	Salt Peter	30 @ 40
Cedar Leaf	1 25 @ 1 50	Lobelia, powd.	@ 1 60	Selditz Mixture	30 @ 40
Citronella	3 00 @ 3 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Cloves	25 @ 35	Mustard, black	20 @ 25	Soap mott cast.	22 1/2 @ 25
Cocunut	2 00 @ 2 25	Poppy	15 @ 30	Soap, white castle	@ 12 50
Cod Liver	2 00 @ 2 25	Quince	1 25 @ 1 50	case	
Croton	2 00 @ 2 25	Rape	15 @ 20	Soap, white castle	@ 1 45
Tinctures		Sabadilla	60 @ 70	less, per bar	
Aconite	@ 1 80	Sunflower	11 1/2 @ 15	Soda Ash	3 @ 10
Aloes	@ 1 56	Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Arnica	@ 1 44	Worm, Levant	5 00 @ 5 25	Soda, Sal	02 1/2 @ 08
Asafoetida	@ 2 28	Tinctures		Spirits Camphor	@ 1 20
				Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure	2 25 @ 2 50
				Zinc Sulphate	06 @ 11

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

Apricots
Smoked Hams
Beef

DECLINED

California Prunes
Post Toasties
Kellogg's Corn Flakes
Mutton
Pork

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 8 85
10 lb. size, 1/2 doz. 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 5 40
Sliced bacon, medium 3 30
Sliced beef, medium 2 80
Grape Jelly, large 4 50
Grape Jelly, medium 2 70
Peanut butter, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 2 90
Peanut butter, 6 1/2 oz. 1 85
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 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 2 70
Pep, No. 202 1 75
Krumbs, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50

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 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70

BROOMS

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

BRUSHES

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

Shaver

No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/4
Paraffine, 12s 14 1/4
Wickling 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 50
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00
Blueberries, No. 10 14 00
Cherries, No. 2 3 75
Cherries, No. 2 1/2 14 00
Cherries, No. 10 14 00
Loganberries, No. 2 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
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
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 80
Pineapple, 2 br. sl. 2 40
Pineapple, 2 1/2, sl. 3 00
Pineapple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 3 50
Plums, No. 2 2 40
Plums, No. 2 1/2 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's, Black, No. 10 12 60
Rhubarb, No. 10 4 75
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 60
Chicken Haddie, No. 1 1 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 2 90
Lobster, No. 1/4, Star 1 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, 1/2 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
Tuna, 1/2, Albocore 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. 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 Carne, 1s 1 35
Deviled Ham, 1/2 2 20
Hamburg Steak & Onions, 1 3 60
Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 5 1/2
Potted Meat, 1/2 Libby 9 1/2
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans

Campbell's, 1c free 5 1 15
Quaker, 18 oz. 85
Preston, No. 2 1 10
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 85
Van Camp, Med. 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 7 50
Green Beans, 2s 1 45
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, fan. 1 80
Corn, No. 2, 8 oz. 10 75
Homing, No. 3 1 00
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 38
Mushrooms, Choice, 8 oz 45
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pumpkin, 1/4, each 12 1/4
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 20
Tomatoes, No. 3, 1 90
Tomatoes, No. 10 8 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort 65
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Flats and
Daisies 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
Zeno 65
Teaberry 65

COCOA.

Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 18 00
Bons 9 00
7 oz. Rose Tin Bon 9 00
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, 1/2 37
Baker, Caracas, 1/4 35

COCOANUT

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

CLOTHES LINE.

Hemp, 50 ft. 2 00
Twisted Cotton, 50 ft. 3 50
Braid, 50 ft. 2 25
Sash Cord 3 50



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
Carolene, Tall, 4 doz. 3 80
Carolene, Baby 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Quaker, Gallon, 1/2 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 Panatris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Knickerbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Delosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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 28
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 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are
ordered at a time, 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 28
Evaporated, Fancy 33
Evaporated, Slabs 25

Citron

10 lb. box 40

Currants

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

Dates

Dromedary, 36s 6 75

Peaches

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

Peel

Lemon, American 30
Orange, American 30

Raisins

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

California Prunes

90@100, 25 lb. boxes @07
60@70, 25 lb. boxes @09 1/2
50@60, 25 lb. boxes @10
40@50, 25 lb. boxes @11
30@40, 25 lb. boxes @12
20@30, 25 lb. boxes @14

FARINACEOUS GOODS

Beans

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

Farina

24 packages 2 50
Bulk, per 100 lbs. 06 1/2

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Tapioca

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



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

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 Westenbruggs 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 case --- 6 70
 No. 1 1/2, 36 cans to case --- 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 case --- 5 45
 No. 1 1/2, 36 cans to case --- 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 case --- 3 75
 No. 1 1/2, 36 cans to case --- 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. --- 10 1/2
 Peanuts, Jumbo, std. --- 1 1/2
 Pecans, 3 star --- 20
 Pecans, Jumbo --- 40
 Pecans, Mammoth --- 50
 Walnuts, California --- 38

Salted Peanuts

Fancy, No. 1 --- 13 1/2
 Jumbo --- 16
Shelled
 Almonds --- 70
 Peanuts, Spanish, --- 12 1/2
 125 lb. bags --- 32
 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, doz. --- 2 50
 12 oz. Jar, stuffed, doz. --- 3 50
 doz. --- 4 50
 20 oz. Jar, stuffed doz. --- 7 00

PARIS GREEN

1/4s --- 31
 1s --- 29
 2s and 5s --- 27

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. Tins --- 15
 8 oz., 2 do. in case --- 15
 15 lb. pails --- 15
 25 lb. pails --- 15

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosene --- 14.6
 Red Crown Gasoline, --- 16.7
 Tank Wagon --- 19.7
 Solite Gasoline --- 40.1
 Gas Machine Gasoline --- 21.6
 V. M. & P. Naphtha --- 39.2
 Capitol Cylinder --- 21.2
 Atlantic Red Engine --- 12.2
 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. 15 1/2@16
 Med. Steers & H.F. 15@15 1/2
 Com. Steers & H.F. 14 1/2@15
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 --- 18
 Medium --- 16
 Poor --- 13

Pork

Light hogs --- 16
 Medium hogs --- 16
 Heavy hogs --- 15
 Loins, Med. --- 22
 Butts --- 22
 Shoulders --- 18
 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. pails --- advance 3/4
 10 lb. pails --- advance 3/4
 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@20
 Veal --- 19
 Tongue, Jellied --- 35
 Headcheese --- 18

Smoked Meats

Hams, Cert., 14-16 lb. --- @29
 Hams, Cert., Skinned --- @31
 16-18 lb. --- @31
 Ham, dried beef --- @32
 Knuckles --- @32
 California Hams --- @18
 Picnic Boiled --- @22
 Hams --- 20
 Boiled Hams --- 45
 Minced Hams --- @19
 Bacon --- 24 @36

Beef

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

Mince Meat

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

Pig's Feet

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

Casings

Hogs, Med., per lb. --- @55
 Beef, round set --- 23@36
 Beef, middles, set --- @1 50
 Sheep, a skein --- @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 35
 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
 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
 Milklers, Kegs --- 1 25
 Milklers, half bbls. --- 10 25
 Milklers, bbls. --- 19 00
 K K K K, Norway --- 19 50
 8 lb. pails --- 1 40
 Cut Lunch --- 1 65
 Boned, 10 lb. boxes --- 15

Lake Herring

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

Mackerel

Tubs, 100 lb. fine 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

Blackline, 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 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. --- 4 80

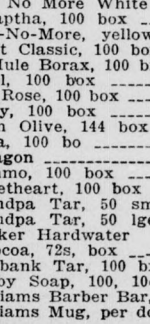


Per case, 24, 2 lbs. --- 2 40
 Five case lots --- 2 30
 Iodized, 24, 2 lbs. --- 2 40

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
 Grdma 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
 Fairy, 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 --- 2 85
 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. --- 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx --- 3 75
 Bon Ami Cake, 3 dz. --- 3 25
 Brillo --- 85
 Climalline, 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
 Rinso, 40s --- 3 20
 Rinso, 24s --- 5 25
 Rub No More, 100, 10 oz. --- 3 85
 Rub No More, 20 Lg. --- 4 00
 20 oz. --- 3 85
 Sani Flush, 1 doz. --- 2 25
 Sapolio, 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
 Cassia, Canton --- @26
 Ginger, Cochin --- @33
 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
 Penalty, 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
 Tumeric, 2 1/2 oz. --- 90

STARCH

Corn
 Kingsford, 40 lbs. --- 11 1/4
 Powdered, bags --- 4 00
 Argo, 48, 1 lb. pkgs. --- 3 60
 Cream, 48-1 --- 4 80
 Quaker, 40-1 --- 07

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 1/4
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 --- 3 50
 Tiger, 50 lbs. --- 06

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

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 --- 5 19

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 90

Zion Fig Bars

Unequalled for
 Stimulating and
 Speeding Up
 Cookie Sales

Obtainable from Your
 Wholesale Grocer

Zion Institutions & Industries
Baking Industry
 Zion, Illinois

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

TWINE
 Cotton, 3 ply cone

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 12.—We have to-day received the schedules, order of reference and adjudication in the matter of Ernest E. Dybee, Bankrupt No. 3115. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Niles, and his occupation is that of a merchant. The schedules show assets of \$1,181.06, of which \$510 is claimed as exempt, with liabilities of \$5,601.63. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Carmi R. Smith, Niles	\$1,425.00
Harley Haimbaugh, Niles	1,634.00
Hamilton Anderson Furniture Co., Niles	223.40
Gateway City Music Shop, Niles	19.35
Buchler Bros., Niles	306.65
G. E. Bursley & Co., Niles	130.00
City Dairy, Niles	299.36
C.O.D. Fruit Co., Niles	124.16
Duneland Product Co., South Bend	17.28
Hodges & MacIntosh, South Bend	27.21
Hosier Wholesale Grocery Co., South Bend	857.22
Frank N. Kies & Co., Inc., So. Bend	42.80
Loose-Wiles Biscuit Co., So. Bend	31.89
Miller & Hart, Chicago	132.25
Sawyer Biscuit Co., South Bend	37.96
S. B. Wholesale Grocer Co., South Bend	20.00
Standard Oil Co., Grand Rapids	120.20
Ward Bros., Inc., River Forest, Ill.	6.67
Weisberger Bros., South Bend	71.22

March 14. We have to-day received the schedules, order of reference and adjudication in the matter of William H. Merrick, as White Cash Market, Bankrupt No. 3116. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a merchant. The schedules show assets of \$378.32 of which \$250 is claimed as exempt with liabilities of \$1,462.56. The first meeting has been called for March 30. The list of creditors of said bankrupt are as follows:

Hasper Biscuit Co., Muskegon	\$ 70.13
Steindler Paper Co., Muskegon	17.77
Armour & Co., Chicago	175.00
Franklin MacVehel Co., Chicago	29.05
G. J. Tromp Fisheries, Muskegon	16.40
Kimball Co., Muskegon	13.30
Coca Cola Bottling Co., Muskegon	14.70
Anderson Packing Co., Muskegon	65.69
Tuxpan Importing Co., unknown	31.64
Moulton Grocer Co., Muskegon	142.00
Peoples Milling Co., Muskegon	14.90
Sanitary Dairy Co., Muskegon	36.45
Plankinton Packing Co., Milwaukee	218.84
Vette & Zunker, Chicago	150.00
Schoonberg's Market, Muskegon H.	14.00
T. Schillaci & Co., Muskegon	11.20
Wit & Van Andel, Muskegon	9.40
Busard-Reddy Motor Sales Co., Muskegon	31.90
J. J. Olson, Muskegon	375.00
I. Van Westenbrugge, Muskegon	22.00

March 7. (Delayed). On this day was held the final meeting of creditors in the matter of Sol H. Kahn, doing business as Right Clothes Shop, Bankrupt No. 2470. The bankrupt was present in person and represented by attorneys Dunham, Chollette & Quail. The trustee was present in person and represented by attorneys Wicks, Fuller & Starr. Claims were proved and allowed. The report and account of the trustee was considered and approved. Expenses of administration were approved and ordered paid. A supplemental first dividend of 5 per cent. on new claims proved and allowed was ordered paid, and a final dividend on all claims of 34.9 per cent. was declared and ordered paid. 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.

March 17. On this day was held the final meeting of creditors in the matter of August Spuguzzo, Bankrupt No. 2861. The bankrupt was present in person and represented by attorney Wilard McIntyre. The trustee was present in person and represented by attorneys Corwin, Norcross & Cook. The trustee's final report and account was considered and approved. Claims were proved and allowed. Expenses of administration were ordered paid and a supplemental first dividend of 5 per cent. and a final dividend of 13 per cent. ordered paid. 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.

On this day also was held the sale of assets in the matter of Palmer E. Adams, individually, Clarence G. Walbridge, individually and as copartners doing business as Purity Pie Shop, Bankrupt No. 3071. The bankrupts were not present or represented. Several creditors were present in person. The trustee was present in person. The property was sold on final offer to Wolverine Spice Co., of Grand Rapids, for the sum of \$200. The sale

was confirmed and the meeting adjourned without date.

In the matter of Albert L. Joyce, Bankrupt No. 3058, the trustee has filed in court his petition praying for leave to conduct a sale at auction at the premises formerly occupied by the bankrupt, at Grand Rapids. Such leave has been granted and a sale at auction, at the premises formerly occupied by the bankrupt, will be held, on Monday, March 28. The property offered for sale is the stock, raw and finished, machinery, tools and equipment and furniture and fixtures of a complete beverage bottling works, at Grand Rapids. An inventory is in the hands of E. De Groot, trustee, 450 Houseman building, and in the hands of the referee in bankruptcy. Parties interested will be shown the property prior to sale by application to the trustee. All interested should be present at the time and place of sale.

In the matter of Glenn H. Johnson, Bankrupt No. 2999, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 31. The report and account of the trustee will be considered and passed upon. The expenses of administration will be passed upon and a final dividend to creditors declared and ordered paid.

In the matter of Josiah Van Loo, Bankrupt No. 2793, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 31. The trustee's final report and account will be considered and passed upon. Expenses of administration will be paid, as far as the funds on hand will permit. There will be no dividend.

March 18. On this day was held the final meeting of creditors in the matter of Shupp & Andrus, Bankrupt No. 2965. The bankrupts were not present, but represented by attorneys Norris, McPherson, Harrington & Waer. The trustee was present in person. Creditors were present and represented by Jewell, Face & Messinger. Claims were proved and allowed. The shares of stock in Textile Leather & Metal Preserver Co. were sold for \$100. The balance of accounts were sold for \$35. An order was made for the payment of the balance of expenses of administration and for the declaration of a dividend of 30 per cent. on prearranged partnership labor claims. The final meeting then adjourned without date. No objections were made to discharges. The case will be closed and returned to the district court in due course.

March 18. We have to-day received the schedules, references and adjudication in the matter of Damon & Ormiston, Bankrupt No. 3118. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Kalamazoo, and the schedules show assets of \$50 of which the full interest is claimed as exempt, with liabilities of \$2,701.95. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of the same made herein. The list of creditors of said bankrupt are as follows:

Empire Mfg. Co., Franklinville, N. Y.	\$1,132.00
Thomas Booth, Cuba, N. Y.	300.00
A. J. & H. B. Ackerly, Cuba, N. Y.	264.00
Union National Bank, Franklinville, N. Y.	94.36
A. B. Morgan, Franklinville, N. Y.	14.00
A. M. Farwell, Franklinville, N. Y.	50.00
Dr. Hal. Hamond, Franklinville	25.00
McNall & Gould, Franklinville, N. Y.	6.89
Dr. H. K. Hardy, Rushford, N. Y.	70.00
W. H. Markham, Franklinville, N. Y.	28.10
F. E. Lincoln & Sons, Hinsdale	100.00
F. J. Miller, Canadea, N. Y.	269.00
John Moore, Meadville, Pa.	200.00
L. A. Williams, Franklinville	5.00
A. L. Williams, Franklinville	10.00
Charles Fuller, Franklinville	15.00
R. L. Farnham, Franklinville	12.00
W. H. Bates, Franklinville	7.00
Franklinville Canning Co., Frank'v.	100.00

March 18. We have to-day received the schedules, reference and adjudication in the matter of Ransom W. Peavy, Bankrupt No. 3119. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a machinist. The schedules show assets of \$500 with liabilities of \$3,805. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Guarantee Bond & Mortgage Co., Grand Rapids	\$2,000.00
M. R. Rubber Co., Grand Rapids	40.00
Matilda Neumag, Wautoma, Wis.	200.00
Lafayette C. Williams, Grand R.	1,295.00
Dr. C. J. Myler, Muskegon	20.00
Walter Neal, Muskegon Heights	20.00
Lea May Searls, Muskegon	30.00

March 21. On this day was held the sale of assets in the matter of Herman Arod, Bankrupt No. 3101. The bankrupt was present in person and represented by attorneys Travis, Merrick, Warner & Johnson. Creditors and bidders were present in person. The stock in trade and fixtures, as shown by the inventory and appraisal, except reclamations, were sold

to Glenn E. Banton for \$800. The sale was confirmed and the meeting adjourned without date.

What the Casing Does For Sausage.

There have been some objections raised against giving small children sausage in animal casings, because the casings were said to be indigestible. As a result of the opinion, many mothers remove the casings before giving the meat to the children. The results observed do not seem to indicate any great danger to children when sausage are eaten in the usual manner, and if the product such as frankfurters or pork sausage is well chewed there is little to fear. To a great extent the thought of indigestibility is unsupported by facts and usually unsupported by study and research.

Some casings are a great deal tougher than others, and some of the very tough kind are neither satisfactory for high-grade sausage from a commercial nor a dietetical standpoint. There are advantages found in the use of casings, and these should not be disregarded when considering the subject as a whole.

The casing keeps it from contamination, and in excluding air and moisture helps the keeping qualities. The casing also permits ready handling of sausage and serves as a first-class fat and natural moisture holder. In holding the fat and moisture in the meat cooking does not produce a hard and dry product, which frequently results when finely chopped meat has no such covering. This is extremely important, since hard and dry meat is far more likely to be indigestible than the well chewed meat in casings.

There are means of keeping chopped meat soft when cooked without casings but actual observation will assure us that these means are not always observed. It should be impressed upon the mind of every child that such meats as are finely chopped and then broiled or fried should be well masticated. If this becomes a law with growing children they will be far more apt to observe it later in life and perhaps save themselves a few unpleasant hours. Certain people of foreign birth incline very much to hard sausage and they have learned from infancy how to eat it. It is usually sliced very thin and then thoroughly masticated. The result is a satisfying dish, robbed of the chances of indigestion that might attend bolting such solid food.

There is nothing gained in condemning a food for the mistakes of those who eat it. B. F. McCarthy.

U. S. Department of Agriculture.

The Retort Courteous.

They were ancient enemies, and each had said that the other was a crook and a villain of the deepest dye.

They met one afternoon on a muddy country road, and, if either stepped aside for the other he would be obliged to walk in mud up to his shoe tops.

One of them stood stock still and said sternly: "I never step aside for a pusillanimous crook."

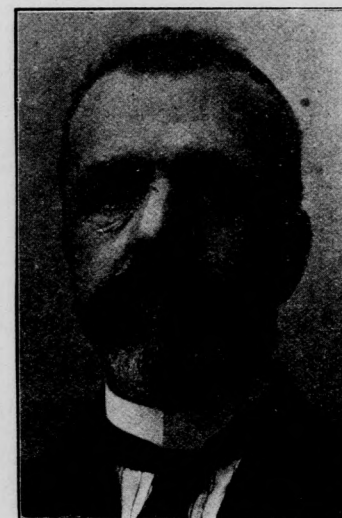
Said the other walking into the mud: "I always do."

GONE BEYOND.

Death of John De Kruyter, Former Retail Merchant.

John De Kruyter died at Muskegon Feb. 17, 1927, at the age of 73 years and five months. Death resulted from cancer in the neck, from which he was a most patient sufferer. He is survived by Mrs. De Kruyter, five sons—Nicholas, Joe, Peter, John and James—and one daughter, Jennie.

Mr. De Kruyter was born in the Netherlands Sept. 25, 1853. He came to this country in 1892, going directly to Colorado with a Holland colony. A year later he came to Grand Rapids and soon after moved to Vogel Center, where he was engaged for eight years in the harness and shoe business. In the fall of 1902 he moved to Holland. He stayed there for six months. In the spring of 1903 he moved to Rudyard, where he engaged in the harness and shoe business. The following



John De Kruyter.

year he added to his line general merchandise. He took into partnership his oldest son, Nicholas. In 1907 he spent six months in the Netherlands, accompanied by Mrs. De Kruyter. In the fall, when he returned, he sold his interest at Rudyard to his son and engaged in the flour and feed business in Muskegon with another son, Peter. In 1911 he also went into partnership with his son, James, in the general merchandise business at New Era, as a silent partner. In 1919 he sold his interest in the stores at Muskegon and New Era and resided in Muskegon until he passed away.

Mr. De Kruyter was a member of the Berean Reformed church of Muskegon. He was a man of untiring energy and "liked to see things go," as he expressed it. He cared very little for social affairs and took no interest in politics. His life was devoted to his family, his church and his business. He leaves a legacy of good deeds for his descendants and associates.

The fellow who makes his environment his excuse for remaining little lacks one of the very essentials that make a man big in any position.

Items From the Cloverland of Michigan.

Sault Ste. Marie March 22—Ed. Fields, the popular pop corn man, opened his stand business last week, which is one of the first signs of spring. Another sign is that from now on the police department is putting on the brakes for the motorists. All stop signs now mean "Stop." Signals and all other regulations are being enforced.

James E. Quinlan, School Commissioner for many years at St. Ignace and well known throughout the county, died at his home in St. Ignace, last Monday. The remains were laid to rest at Mackinac Island.

Wealth does not always make us more contented, but it usually makes us harder to please.

The Garipey Transfer Co., largest taxicab company operators here, closed its doors last Monday with a foreclosing of a mortgage on all of its equipment held by Partridge & Shunk, Studebaker dealers. It is possible that the business will be taken over by some other company.

Leon J. Lyons has purchased the grocery store from Mrs. W. Cochran, 900 East Portage avenue, and will continue the business. After making several changes in the interior he will add a cafe at one side of the building and also deal in soft drinks, confectionery and light groceries. Mr. Lyons was formerly with the Palace Garage & Taxi Co., at Cheboygan; also for several years in the grocery business at Detroit.

It is an easy thing for a man to resist temptation if he has something better in sight.

The many friends of Percy Bennett, traveling salesman for the Tapert Specialty Co., were surprised to learn that he had put something over on them when he announced his marriage to one of Sault Ste. Marie's (Canada) fair daughters. This happened last summer when he took his vacation, spending several weeks in Toledo and other cities. His friends are making the best of it now by wishing them joy and happiness.

A self made man generally thinks that he has accomplished a real work of art.

Charles Paquette, proprietor of the Hotel Belvidere, has closed his dining room for the present and may sell out his interest in the hotel in the near future.

The New Temple theater opened for business last Wednesday, after being closed for the past several months, during which it has been enlarged, re-decorated and re-arranged. A large pipe organ has been installed. George La Mothe, the Chicago organist, has been engaged to be the organist. The lighting effects are similar to the Chicago movie theaters, with the moonlight effect of clouds moving overhead. The house was filled to overflowing at the first two shows, but could not accommodate the crowd that stood in line for a block each side of the street to get to the ticket office. Charles De Paul, the proprietor, has every reason to feel proud of his new theater, which is said to be one of the prettiest theaters of its kind in Cloverland.

George Shields, of Chicago, is back looking around for a good location and may locate in this neck of the woods again, not being satisfied with the Windy City.

A friend in need is a friend you ought to help.

Art Gillespie, who has been in charge of the Dion meat market during the winter, has gone back to attend to his own business at Algonquin, as Mr. Dion has returned from his stay in the copper country and will conduct his own business again.

J. K. Meyers, representing Swift & Co.'s butterine department, is spending several days here on business.

Chester Long, the merchant at Rose-

dale, was a business caller last week. He reports business somewhat quiet during the winter, but expects the summer will show up better than last year, as the farmers are getting educated along the lines of better farming and producing more profitable products. The serious trouble is that the man who knows it all isn't in a class by himself. There are too many of him.

Looks like an early opening of navigation now. The Kibby launches have started regular trips between Brassar, Sugar Island and the Soo. Some of the boats which have spent the winter here are fitting out and have the crews ready for an early start.

William G. Tapert.

Habitize Yourself.

Take any ten so-called captains of industry and you'll find ten men who achieved their success by ten divers routes, but you'll find that they all have this in common—that each learned early to free his brain from all detail worry. Railroad as many of your daily activities as possible to the habit track. You never give your breathing any thought—you just breathe. And there are dozens of your daily activities upon which you now expend thought, time and worry, that you could forget about just as you do your breathing. Simply make habits of them—put them into the realm of things that care for themselves. This is no plea for doing the day's work without thought—it is a suggestion that you devote the day's thinking to the work that most needs thought.

When Is a Man a Success?

When is a man a success?

When he refuses to slander even his enemies.

When he does not expect to get good pay for poor service.

When he does not wait until tomorrow to do the things that should be done to-day.

When he is loyal to his employer and not false to the ones with whom he works.

When he intelligently co-operates with the other members of the organization.

When he is studying and preparing himself for a higher position with better pay.

What a great deal of trouble men cause themselves and others by losing their tempers! Too often they seem to treasure that which has offended them. They think about it and by their thinking magnify it. Things that anger us must be conquered and compelled to take their proper places. If we are wise we forget as quickly as possible that which hurts us, and give our thought to those things that please us. One habit is as easy to form as the other.

Those men who think as a boy never grow old. The boy loves adventure, he loves to plan, he looks forward, not backward. The atmosphere of a boy is wholesome, alive, vigorous and inspiring. Boys are more daring than men—they love to invent new things and explore new fields. The successful executive of to-day must be a pioneer, no matter how old his business is, to keep abreast of a fast-moving business world.

TOO LIBERAL CREDIT.

(Continued from page 20)

known credit expert says: "Consider \$300 unpaid balance, \$60 current account paid monthly—with ten such accounts a merchant will have \$3,000 invested in frozen credits to do a current monthly business of \$600—wow!

A community attuned to business on such a basis must, if it is to avoid going broke, charge margins so liberal that merchants like Penney and Woolworth find them easy picking. To continue operations on such an archaic plan is to hold a fine umbrella for up-to-date competition.

A charge of 8 per cent. for deferred payment makes things slightly better—or it may do that provided all factors are correctly weighed and regarded. If the interest is collected, the interest carries the capital. Then excessive margins are not so needful and a correct business basis may rule. Even so, such is not good modern business practice.

Loaning money is banking. To carry folks for current needs between crops, for example, is a banker's function. If any customer has difficulty getting thus carried by a bank, surely the merchant has no business to carry him. If, on the other hand, a merchant has accumulated surplus funds, the proper use for that is investment in mortgages or bonds which are pieces of mortgages. In this way a merchant operates impersonally. He does not mix his personal preferences with business, always a dangerous thing to do.

As to those who "charge" interest which they do not collect—why waste time arguing that out?

Argument pro and con might continue indefinitely—uselessly; for the way to do business is to operate within well-established, conservative limits. Give yourself the benefit of all doubts in credit extension. You cannot beat the law of economics.

It is true that the world to-day is more universally on a credit basis than ever; but this is basically so because business has learned, recognizes and observes sound credit rules more generally than in the past. The merchant who plans to operate most successfully must go and do likewise.

Paul Findlay.

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.

Wanted—National cash register, Burroughs adding machine, and floor show cases. A. L. Redman, Olney, Ill. 507

For Rent—Excellent location for small department, general, or shoe and clothing store. Town needs such, badly. Low rental. Second door from main corner, thriving Western Michigan farm and resort town. Two-story brick building. With five percent of entire Lake Michigan frontage within fifteen miles ride, town has very bright future. Address No. 508, c/o Michigan Tradesman. 508

For Sale Cheap—Lambert coffee roaster, Standard computing scale, steel cut coffee mill. C. W. Warner, 1915 Race St., Kalamazoo, Mich. 509

FOR SALE—The best grocery store in one of the finest towns in Central Michigan. Clean stock. Good trade. Illness only reason. Address No. 510, c/o Michigan Tradesman. 510

Montgomery Scores Again!

Just finished two successful and complete Sell-Outs at Ann Arbor, Mich. Chas. S. Millen Estate, Dry Goods; also Quality Food Co., Ann Arbor's largest Grocery and Meats sold out to the Bare Walls. Retail Merchants going out of Business, or Liquidating, Reducing Stock or Raising Money should secure my personal services.

Over 20 years of active experience in the field. Some of my recent successes to which I prefer you are: C. L. Seller's Dry Goods, Ashland, Ohio, complete sell-out; Berger and Jacobs, Dry Goods, Loraine, Ohio, stock reduction sale; A. B. Boyce, successor to Webster-Anderson Co., Dry Goods, Tecumseh, Mich., old stock, complete disposal; Walther's Dept. Store, Bay City, Mich., last June, Stock Reduction Sale, greatest sale in volume ever held in Bay City in recent years; last May, Beach Dry Goods, Howell, Mich., complete Sell-Out in 9 days; and many other success on request, including full endorsement of Detroit's Largest Wholesale Dry Goods Houses.

I CREATE THE SELLING POWER—you furnish the stock. Write or wire for open dates on one, or more weeks service.

W. G. Montgomery

Phone Northway 1403-W

7411 Second Blvd.

DETROIT, MICHIGAN

FOR SALE OR RENT—Store building and 20 acres good land; 10 acres cleared with 50 eight-year old apple trees; 10 acres second growth timber. Store building 24x60, one-story stucco finish, and cement basement; iron clad warehouse, 20x30, adjacent. Complete set fixtures in store. Good point for buying cream, eggs, poultry, beans, etc. Store did good cash business. Located at Bagnall, 30 miles west of Cadillac on Ann Arbor railroad. Would exchange for improved or unimproved city property. If interested, write L. B. Bellaire, 120 East Cass St., Cadillac, Mich. 512

For Sale—Grocery store and fixtures. First-class location, clean stock, good fixtures. Will inventory about \$8,500. Can be reduced. Price, wholesale inventory. Deal direct with owner. Address Lock Box 452, Ypsilanti, Mich. 513

For Sale—Shelving for shoe store, window display fixtures, and package sealer. Telephone 80160, or call personally mornings before eleven, at 1406 Bemis St., Grand Rapids. 514

For Exchange—Cadillac touring 8 auto, just well broke in. Splendid condition. Will trade for merchandise. A. L. Redman, Olney, Ill. 515

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

For Sale—Stock of groceries and notions at Hamburg, Mich. Good resort town. Rent \$20 per month, long lease. Big opportunity. \$1,500 cash takes it. F. D. Wallace, South Lyon, Mich. 511

FOR SALE OR RENT—Two-story brick store building in Portland. Fine location, good condition. Address Box 384, 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—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—One fifteen-foot Sherer grocery counter, one National cash register, one set Dayton computing scales, and other show cases and counters. All in A-1 condition. Frank A. Wieber, Fowler, Mich. 477

CASH For Your Merchandise!

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

LOUIS LEVINSOHN, Saginaw, Mich.

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

Wanted—Position to represent hardware or kindred line in Michigan territory. Fifteen years' experience. H. W. Ogden, Shelby, Mich. 506

Modern Standards of Living.

We are told that the standards of living in the United States were never higher and that poverty is becoming less general all the time. In looking around us and noting the things we see it is easy to absorb this teaching, for there seems to be very few really poor even in the congested sections of the cities. Ill health probably is the greatest factor in causing want, for there is work, at least a living wage for practically every healthy man or woman. This condition is without doubt responsible for the demands of consumers for a high degree of quality and service from those supplying foods in the raw or semi-prepared state. Price is no longer the chief factor in selling meats for housewives want meat that is good in every way. Of course, they want this kind of meat at as low a price as they can buy it, broadly speaking. Enterprising retail meat dealers have taken notice of this demand, and the shop to-day that does not carry at least some meat of high quality is the exception rather than the rule. Stores catering to transient trade, and which depend on attractive prices as a stimulation to sales sell in many instances the highest quality merchandise to those who are used to paying moderately high prices and demand quality. The method of display in windows or refrigerated counter cases is the result of careful study in harmony and color, and it would be considered a mistake to build up such attractive shows for customers look-

ing for cheap meat without giving thought to the so-called better class the show attracts. Sometimes the things sold are no lower in price than when sold by regular corner meat retailers. It frequently is due to the size and appearance of the package that products appear reasonable compared to what others charge. In the stores of one large operator it may be observed that bacon is sold in packages costing 25 cents each. The brand of bacon is one Nationally recognized for quality and the price seems reasonable. The package contains about one-third of a pound, which makes a pound of this bacon cost about 75 cents. This is not especially cheap even for so good a product. Other products like sausage and chipped beef are sold in small packages at a price which figured on a pound basis would compare favorably with what dealers consider a satisfactory price. It is not strange that this is so, for quality meats are sold wholesale on a close range of value, but the interesting thing is that public preference for quality is so generally recognized.

Harry Cheney at the Head at Saginaw.

Saginaw, March 21—Harry H. Cheney was chosen as senior councilor of Saginaw Council No. 43, United Commercial Travelers, at an election and public installation of officers and initiation ceremony at the Elks' temple Saturday evening. Prior to the election the organization and its ladies' auxiliary enjoyed a potluck dinner and afterward "500" was played and a dance staged.

The other officers are: Past coun-

cilor, Joseph D. Frost; junior councilor, Joseph Paquette; conductor, Earl Chisholm; page, Fred Hayes; sentinel, Carl Rice; secretary-treasurer, T. A. Pitts; chaplain, Arthur Malone; executive committee, Edward Allerton and George Bremer.

Approximately 250 members of the council and auxiliary and their friends attended the installation which was in charge of H. L. Rutherford, grand junior councilor of the State body. The officers then officiated at an initiation of a class of ten candidates.

Blue and gold, the auxiliary colors, were the motif of the table decorations at dinner with streamers of this color and yellow tapers in blue holders. The dinner was under the direction of Mrs. A. D. LeFevre, assisted by Mrs. Daniel McArthur, Mrs. Edward H. Knoop, Mrs. Clarence H. Wolgast, Mrs. Edward Moldenhauer, Mrs. Horace D. Fox, Mrs. Charles E. Phillips, Mrs. Fred Phillips and Mrs. Glenn H. Burgess.

Novel Menu For St. Patrick's Day.

W. R. Keasey sends the Tradesman the following menu which was served for luncheon at the Hotel Chippewa, Manistee, March 17:

Consomme Shamrock
Mrs. O'Toole Green Cucumbers
Irish Queen Olives
Prime Rib Roast of Pat Kelly's Steer
Baked Shannon River Trout, Lemon
Baked Shannon River Trout,
Lemon Butter
Fricassee of McCarth's Fatted Lamb
Fried Pork Chops,
Phil McCann Apple Sauce
Dublin Cut Asparagus
Irish Potatoes Tom Keely Baked
O'Brien Green Peas
Kerry Apple Pie
Mrs. O'Toole Ice Cream, Cake
Coffee Milk
Green or Black Tea

People who tell hard luck stories always have hard luck stories to tell.

Job as Cheese Tester Open to Englishman.

London, March 10—Cheese tester is a new job offered to Englishmen. At a meeting of the committee of the Cheshire Cheese Federation it was announced that England was to have the first cheese grader, who, on a salary of \$2,500 a year, plus \$1,000 for expenses and equipment, would travel about the country inspecting and grading cheeses at the various factories. This is the first time that an appointment of this nature has been made.

The Assassin.

Society will some day be purged of the long-nosed scandal mongers. The hazard of life gradually eliminates their kind as it does the assassins who strike in the dark with the stiletto.

Because women will persist in imitating men's fashions in haircuts, dress and smoking, the men of London are seeking refuge behind full beards. In the fine old mid-Victorian days, when the women appeared in voluminous skirts and men in baggy trousers, the men either wore full beards or long, flowing side whiskers. But the men found it more convenient and comfortable to resort to beardless faces and gave no thought to the idea that in so doing they were imitating women. When women showed a disposition to seize such badges of masculinity as trousers, short hair and cigarettes, men complained without bringing about any change. The only thing left for them, therefore, is to cultivate hirsute adornments. The most daring of female imitators cannot go that far in trying to look like men.

MERCHANTS LIFE INSURANCE COMPANY

DES MOINES, IOWA

Financial Statement as of December 31, 1926

ADMITTED ASSETS

(Basis—Insurance Department Report)

First Mortgage Loans on Real Estate	\$6,276,502.92
Loans to Our Policyholders	1,162,587.64
Bonds—U. S. Government, Municipal, Etc.	717,439.30
Cash in Banks and in Office	229,778.51
Real Estate	311,544.78
Interest due and accrued	246,686.13
Net Uncollected and Deferred Premiums	296,788.46
All other Assets	7,977.14

Total Admitted Assets \$9,249,304.88

LIABILITIES, CAPITAL and SURPLUS

Legal Reserve	\$7,883,844.00
Special Reserve Funds	378,716.10
Premiums paid in advance	46,675.25
Reserve for Taxes	67,032.99
Death Claims Awaiting Proofs	63,338.07
All Other Liabilities	39,968.94
Capital Stock	\$400,000.00
Surplus	369,729.53

Surplus to Policyholders 769,729.53

Total \$9,249,304.88

Paid Policyholders since Organization (1894)	\$10,935,380.63
Paid Policyholders during the year 1926	1,049,010.78
Approved Securities on deposit with the State of Iowa on December 31, 1926	8,029,635.79
INSURANCE IN FORCE DECEMBER 31, 1926	\$81,502,688.00

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice-President

CLAY H. HOLLISTER, Treasurer

A. G. GREEN, State Manager

Michigan Trust Building

GRAND RAPIDS, MICH.

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.

HART BRAND

The Choice of the Land

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART
On The Can**

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

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



Combined Assets of Group

\$33,389,609.28

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

Here Is the Entire Mueller Family

EACH PRODUCT AS PERFECT
AS SKILL CAN MAKE IT

Mueller's Elbow Macaroni

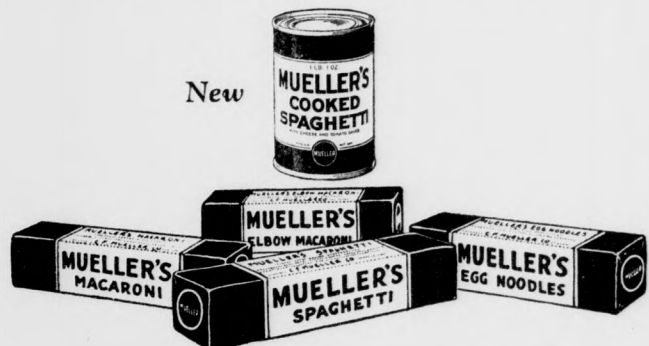
Mueller's Spaghetti

Mueller's Egg Noodles

Mueller's Egg Alphabets

Mueller's Egg Vermicelli

Mueller's Cooked Spaghetti



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

Speed Up Sales

*by featuring properly
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling.

K C Baking Powder

Same Price

25 ounces for 25c

for over 35 years

Your customers know it is a *quality* product--that the price is *right*. Why ask them to pay War Profits?

It's up to you to show them that you have it.

**Millions of Pounds Used by the
Government**

All Insurance Is Mutual



STOCK COMPANIES are purely Mutual as far as the "Inner circle" of stock holders is concerned.

The difference is that in the stock company plan the dividends go to the stock holders, while in the Mutual plan they go to the policy holders.

In America 95 per cent. of all life insurance carried is Mutual. If the Mutual plan is best for life insurance in which every risk is an eventual loss--the Mutual plan must be best for fire, wind, casualty, and automobile insurance in which comparatively few risks are ever losses.

All things being equal, good judgment and hard business sense will guide you to adopt the Mutual plan with its Safety First, Service Always, and Lower Cost. Once you have adopted it and experienced its superiority you will not change.

There is Mutual protection for everything insurable. For the sake of your business and your property see that your insurance policies read Mutual.