

MICHIGAN TRADESMAN

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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MARCH 30, 1927

Number 2271

ALONE WITH MY CONSCIENCE

I sat alone with my conscience
In a place where time had ceased,
And we talked of my former living
In the land where the years increased,
And I felt I should have to answer
The question it put to me,
And to face the answer and questions
Through all eternity.

The ghosts of forgotten actions
Came floating before my sight,
And things that I thought were dead things
Were alive with a terrible might.
And the vision of all my past life
Was an awful thing to face,
Alone with my conscience sitting
In that solemnly-silent place.

And I thought of a far-away warning,
Of a sorrow that was to be mine,
In a land that then was the future,
But now is the present time.
And I thought of my former thinking
Of the judgment day to be;
But sitting alone with my conscience
Seemed judgment enough for me.

And I wondered if there was a future
To this land beyond the grave;
But no one gave me an answer,
And no one came to save.
Then I felt that the future was present,
And the present would never go by
For it was but the thought of my past life
Growing into eternity.

Then I woke from my timely dreaming,
And the vision passed away,
And I knew that the far-off seeming
Was a warning of yesterday;
And I pray that I may not forget it,
In this land before the grave,
That I may not cry in the future
And no one come to save.

And so I have learned a lesson
Which I ought to have known before,
And which, though I learned it dreaming,
I hope to forget no more.
So I sit alone with my conscience
In the place where the years increase,
And I try to remember the future,
In the land where time will cease.

*And I know of the future Judgment
How dreadful so'er it be,
That to sit alone with my conscience
Will be judgment enough for me.*

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

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

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

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

Standard Oil Company
[Indiana]

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E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
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THE FOREST PROBLEM.

That we are awakening to the fact that we have a forest problem on our hands and that it is a problem of no small size is shown by the figures relating to planting.

All but ten of the forty-eight states have laws which encourage forestry by bounties, tax exemption or other provisions. The country has twenty-two schools of forestry and about 3,000 trained foresters, who are being increased by nearly 200 every twelve months. We are making progress.

So much remains to be done, however, that what has been accomplished is only a fair beginning. The fire hazard, for instance, is still large. Year before last, despite the development of forest protection there were more than 90,000 forest fires, and they burned over more than 22,000,000 acres, with a resulting damage of \$38,000,000. Protection from fire has been said to be 75 per cent. of the problem of timber growing in this country. Even if this is an exaggeration mathematically, it serves to give a not inaccurate idea of the importance of this factor in the problem.

When such a phenomenon as the chestnut blight appears, all but exterminating one kind of tree throughout its Northern range and then sweeping through the Southern, the public has a graphic proof of the destruction wrought by tree diseases. Less spectacular enemies of this sort, which injure but do not kill the tree, are held responsible for huge losses. What we call decay is the result of disease, which in large measure can be prevented.

Replanting falls far short of keeping up with the losses. Timber is being used four times as fast as it is being replaced. We must push our conservation activities further and more rapidly.

One explanation which a special committee of the Society of American

Foresters offers for our slow progress in replanting is that a multitude of owners of forest lands hesitate to start the growing of timber on a large scale until they feel assured that "demonstrated cultural methods give reasonable promise of success and profit." The committee adds: "We have forestry in public opinion but far too little in the woods."

As a step forward in reference to the whole problem, the committee recommends instituting a comprehensive system of scientific forest research. The present growth on our forest lands it puts at 6,000,000,000 cubic feet annually. This production could possibly be more than doubled by thorough protection against fire and simple methods of timber growing already known. But 14,000,000,000 feet is barely more than half the present drain on our forests. How is this huge gap to be filled? By intensive practice, answers the committee through the medium of forest research.

Such a system would mean at least a thoroughness and a co-ordination which do not now exist.

THE TRIUMPHANT OYSTER.

It is a relief to turn aside from the contemplation of changes in fashion, crime and punishment, wars and rumors of wars to something in which we can become interested, with the prospect of continued happiness. What could be more pleasing than to learn that our oyster crop is growing rapidly and that there is no danger of this bivalve becoming as scarce as shad or terrapin? In thirty years, we have increased our output of oysters 70 per cent. and there is a prospect of still further increase, owing to improvements in our methods of cultivation.

And not only have we learned how to increase the number of these bivalves, but we have also found ways of protecting them from contamination. It is not longer necessary for fastidious diners carefully to cut off the tails with an apology to their hosts that it is in that part of an oyster that typhoid lurks. Our modern oyster is pedigreed, with a guarantee of ancestry on his shell, so that we can swallow him raw with impunity.

Thirty-five countries are able to produce oysters, but no oysters are superior to ours. And our oysters are patriotic. Visiting Englishmen, delighted with their size and taste, time and again have attempted to transplant them to British shores without success. Our American oysters simply refuse to reproduce in that environment, but when they are taken to the Pacific Coast they multiply as rapidly as they do on their native shores.

SINISTER SUN SPOTS.

French astronomers, it is solemnly stated, are not convinced of the soundness of the theory recently propounded before the French Academy of Medicine—that the responsibility for sudden death is to be placed upon sun spots. No reason is given for this strange reluctance to accept so obviously reasonable an explanation. If it isn't sun spots, then what is to blame?

The scientist who advocates this theory ought to go a step farther and declare that the sunspots are interfering with the prompt adoption of his interesting hypothesis. If they are the cause of sudden death to persons, they may also be the cause of sudden death to ideas.

Take away sun spots as the explanation of whatever cannot be explained satisfactorily on any other basis and where will professional explainers be left? The director of the Paris Observatory allows himself indulgence in a bit of satire at the expense of the sun-spot philosophers. People used to blame fatalism for their woes, he remarks, but now, whenever there is a crime, a sudden death or a catastrophe, they place the blame even farther away by pointing to the spots on the sun as the source of the calamity.

If this tendency persists, we may expect the political manager of the next candidate for President who meets defeat to attribute the result to sun spots. It would be as good an explanation as those usually given.

Windsor, Ontario, is experiencing a boom as spectacular as those of Grasfontein, South Africa, and Weepah, Nev. Grasfontein owed its sudden fame to the opening of a new diamond field, Weepah to the discovery of gold and Windsor to the fact that the citizens of our populous Northern Mid-Western States have found that they will be able shortly to purchase wines, beers and liquors readily on the other side of the Detroit River by paying \$2 for a permit. Canadian officials estimate that as many as 3,500,000 Americans will visit Ontario this summer because of these permits and that most of them will cross to Windsor from Detroit. The total population of all Ontario in 1921 was 2,933,000, considerably less than the number of visitors expected. Windsor, with its population of 85,000, is hoping to become the center of this business and is feverishly preparing to care for it. Within the past few weeks three ten-story hotels have been begun, the leading hotel is getting ready to construct a large addition and a group of American capitalists is reported to have purchased land on which to build a hotel with a 100-car garage. The clerks in the building department of

the town are hard pressed to keep up with the demands for permits to erect dwellings, stores and apartment houses. On the whole, Ontario's new liquor laws are expected to provide more business for its border towns than the discovery of acres of diamonds or fields of gold would have done.

Of the making of books there is no end. They pour from the presses in such numbers that we are puzzled to know what becomes of them all, yet the reviewers declare that the demand for books grows greater year by year. But despite the overwhelming number of new books, there is an increasing demand at the public libraries for what the managers are pleased to call the semi-classical works of such authors as Dickens, Thackeray and George Eliot. As an evidence of this interest they point to the fact that the circulation branches of the public library in New York City regularly carry twenty-five copies of "David Copperfield" to one of any book of modern fiction and that Louisa Alcott's "Little Women" still holds first place among books called for by girls in their teens. It is interesting to note that the foreigner plays a large part in the consumption of this standard literature: According to the librarians, "he has no use at all for light literature. It comes and goes too fast to please him. He wishes to get at the backbone of things, so he reads the more substantial books which give him a better understanding of the people with whom he is living." All of which is most gratifying.

The hope of picking up diamonds caused a rush of men and women to Grasfontein, South Africa, and the prospect of finding gold led another army to set out for Weepah, Nev. A few will be successful; the greater number will suffer the fate of those who sought the treasure at the foot of the rainbow. But diamonds and gold are not the only things that lead men and women to leave home in multitudes. The new liquor laws in Ontario have resulted in thousands of Americans getting ready to cross the border line as soon as they are assured that they can buy liquor freely. The new divorce laws have brought about a similar rush to Reno. The Nevada Legislature has lowered the residential requirement for divorce from six to three months, and now a divorce suit is filed every hour. In character these feverish migrations differ considerably. The rushes to Grasfontein and Weepah are temporary; those to Ontario and Reno will be continuous. Diamonds and gold called their thousands, but liquor and divorce will call their ten thousands and keep on calling them.

THE MERCANTILE PROBLEM.

How It Will Work Out in the Future.

I am addressing the big merchants of the future—that is, men who are running some of the smaller stores to-day.

You do not need to be told that we are in the midst of the greatest changes in distribution and production the world has ever known. My task to-day is simply to bring out in bold perspective the actual facts of the changes which you are familiar with, and to interpret their meaning, so that if possible greater understanding and greater success may come to all of us.

The basic facts are clear. The chain store movement is going forward by leaps and bounds. Until now, a good part of the country's business in most lines has been done by small retail stores, buying in small quantities, often paying three or four profits to intermediaries. They are now in direct competition with the chain stores, which sell enormous volumes of goods which they either produce themselves or buy direct from the producer, and who in addition sell under standardized methods which make the common property of all the small branches the best experience and most successful work of the world.

The chains are thus able to undersell most of the small retail stores. This is shown by the fact that in those lines in which chains have been longest established, the small individual store has largely disappeared or is fast disappearing—as, for instance, tobacco stores, drug stores, grocery stores, restaurants, bakeries, etc.

I believe the individual small store owner can meet and beat this movement—else I should not be here. But before considering how this can be done, let us go on first and analyze what is happening.

There are chains in most of the lines of wanted goods. Some are just beginning. There is hardly a day that the papers do not carry some new item reporting the growth of the chain store movement, either some new line opened or an increase in the business of existing lines.

In addition to economical buying, and the best standard methods and practices, these chain stores have a further advantage in being able to advertise on a big scale at a negligible cost to each of their branches—a thing impossible to the small individual store. And there are still other advantages well known to you, which I might mention.

The disappearance of individual stores wherever these chains have been most developed is portentous of what will happen to all such stores, as the chains continue to spread, not only into new territory, but into new lines. This danger, if there were no escape from it, would be very disheartening to retail merchants, because the chains have a very solid basis, buying so much more cheaply than they can often undersell—and “underbuy”—the small store by 25 per cent. I would prefer to observe the ancient Greek rule and refrain from dwelling on these discour-

aging things did I not feel sure that the individual retailer has advantages which will make him conquer against all chain store competition, if he be organized effectively to do so. Of this I shall speak when I finish the picture of what is happening in retail distribution.

It is well for the retailer further to bear in mind, that in addition to all of this competition which I have described, there is under way another and stronger competition, namely that of chains of department stores. These new chains have been developed to an important extent already.

Just as the department store outdid the individual small store, so for the same reasons the chains of department stores will over-shadow the present chains. This is clear, because the department store chain will have the same advantages over the small store chain that the single department store has over the individual small store cannot afford. For instance, its bulk size, bulk selling; its great power for advertising; its delivery and other services; etc.

At present this movement into department store chains is only at its very beginning, and has not anywhere near reached its full growth in power. The formula that I have been forced to accept as a result of all my work is a chain of department stores of which the similar departments of all the stores will themselves constitute a chain within the main group. For example, all the shoe departments will be operated as a chain of shoe stores in charge of a merchandise manager who in ability and experience will be at least equal to the merchandise manager of a separate chain of shoe stores.

There is no department store or “single line chain” that will be able in the long run to stand up against this class of organization. When this type of organization comes it will be able to sell cheaper and buy in larger quantities; it will help the manufacturers to eliminate their waste and so to sell cheaper than their competitors; it will make enormous total profits; and the more stores they have the better they can do the job.

This means that in every city of fair size one department store of a chain of department stores such as I have been describing will be the conquering distributor—although the individual small stores can get together and organize for their own preservation and do a relatively successful job.

Just imagine such a chain of department stores located in 100 cities. The total sales would easily run over a billion dollars. One hundred shoe departments in 100 of the biggest cities in the country would sell easily over \$50,000,000. And so on in the other departments.

If these conclusions are sound, it means, of course, that the department store chain will determine the fate not only of the individual department stores, but of the small individual retail stores also. You will bear in mind, of course, that the department store itself has no choice in the matter. Unless the department store meets the chain stores in the way I

have indicated, it will likewise be put out of business.

This is a statement that will probably be challenged or, perhaps, even laughed at; but any calm study of the facts will show that it is true. Remember that there are already chains in upwards of half a hundred lines of goods or types of products, most of which the department stores are selling. Every time chains are formed of one of the lines of a department store, it affects the business of the department stores in a way that the small individual stores never have done; because the small individual store pays so much more for its goods than the department store, even with its waste, can undersell them—besides, of course, offering the much greater choice of goods, and other real advantages.

But the chain stores can buy at least as cheaply as the department stores, perhaps more cheaply, and do business at less cost than the department store as at present organized; and if the department store owners should be blind to what is happening—which they are not, although rather slow to face it definitely—then the time will come in the near future when the chain stores will come together and occupy department store buildings. While preserving their individuality, they will combine their power, just as the fruit growers of the Pacific Coast have done so successfully. And thus they will add to their present great power all the other powers that the department store now possesses.

I have hesitated to tell you this to-day because it has not yet been clearly seen. I think it is an original discovery and I am sure I could make a fortune out of it; but I am giving it to you because, after all, I am most interested in taking the waste out of distribution. Some man, perhaps one of you, will be able to make a fortune out of it, besides being held as an inventor of a new and better method of distribution.

But lest you may still not be convinced that you should organize to use your full powers as individual store owners, it will be well to remember that in addition to all the foregoing, the chain store movement is so pronounced that at least two Chicago mail order houses are now creating chains of retail department stores. As you know, Sears, Roebuck & Co., have stores in Chicago, Philadelphia, Kansas City, Dallas, Seattle and Evansville, Indiana, and Montgomery Ward & Co., have them in Chicago, Kansas City, Portland, Ore., St. Paul, Oakland, Cal., Fort Worth and Baltimore. According to reports their sales are greatly exceeding expectations.

I believe the mail order houses, in taking this step, are doing a great service to the country, although they may do their share in inconveniencing the small retailer, who is too self-satisfied and is not trying strongly enough to understand what is happening to the retailers, wholesalers and producers.

I know of the difficulties the mail order houses are having at this, the experimental stage of their retail store chains; but I want to go on record here that within ten years the leading

mail order houses, such as Sears, Roebuck & Co. and Montgomery Ward & Co., will be doing more business through these retail stores than they are doing by mail order now, and, in addition, will be doing more mail order business also than they are doing at present. This is not difficult to understand, because as they develop their retail department stores, they will be able to fill more definitely and satisfactorily the mail order needs of the territory where each department store is because of their closer touch with those outside areas.

I must go one step further in presenting the array of your competitors. In addition to the competitive agencies already described there are being created many stores which sell only at one price or at a limited range of prices. You are familiar with single-price stores. In Washington street, Boston, where our store is, there are numerous one-price shoe stores, there are three clothing stores which are selling at only a single price; and there is a good tailor who makes clothes at one price.

While this movement is in its infancy, it has very great possibilities—very great probabilities—and will, of course, carry with it still greater power of underselling the individual stores on the most wanted lines of goods. Not only is there a definite beginning, a very successful beginning, of one-price stores, such as the Thom McAn \$4 shoe shops and others, but, as you know, Woolworth is doing a business of more than \$250,000,000 annually on five-and-ten-cent goods—almost the most restricted price area in which one price goods can be made. But the possibilities for profit in applying the Woolworth ideas to the higher priced goods are very much greater, as you can readily see, because the waste in production and distribution on high priced goods is not restricted to one or two cents, as it necessarily is on five-and-ten-cent goods. This must lead definitely to more chains of one-price stores.

The conquering type of department store which I have described, namely, the chain of department stores of which the corresponding departments of all the stores will themselves constitute chains within the chain group, will of course be greatly influenced also by this particular development. The department store chain of chains will be obliged to meet it by buying and selling 85 per cent. of its goods in each of the department chain units at the three typical prices prescribed in the so-called “Model stock system,”—namely, the “cheapest full-line price,” the “best-selling full-line price,” and the “highest full-line price.”

I cannot well explain this system in the short time I have. It sounds very theoretical, but it is really only an extension of the Woolworth idea. Briefly, 85 per cent. of the sales of any one commodity, in almost any store, can be made at three prices, determined roughly by the incomes of the customers served, ranging from those of lesser means to those of ampler means. This will be disputed at first thought—has been disputed—because the average business man simply buys

from the producer as cheaply as he can and then adds his profit in the retail price. This, however, results in an unnecessary multiplicity of prices. It becomes clear that the retail prices are finally determined by the incomes of the masses of buyers, and this is the dominating power in fixing prices.

Therefore, it follows that price simplification should be undertaken to determine in each commodity the three prices best suited to the buying power of one's customers. If prices are apparently fixed differently, yet it is clear to anybody who studies the mark-downs of stores that the original prices are not the final selling prices. The average mark-down for the most successful big stores is somewhere near 8 per cent. That means there are millions of dollars of mark-downs per year in the most successful stores and in all stores there is a big percentage.

It is easy to see why this is true. It is already understood by almost every storekeeper that a very great quantity of goods can be sold at the cheapest price at which the article can be made, provided it is of good enough quality so that customers will buy it again and again. It is also well known from experience by every storekeeper that there is a limit as to how high a price can be and still sell goods in quantities and it is also understood by practically every storekeeper that there is a middle price—a price in between these two—at which the greatest quantity of goods of any class can be sold, because goods are bought at the middle price most of the time by the average customer, and some of the time by every customer.

The storekeepers sense this vaguely, but the trouble is it is costing them great amounts of profits and interfering with their success because they don't know that they know. In my book you will see this treated at great length, and with great care.

But we may now pass from our own troubles and turn to the less harrassing contemplation of those of others. What is happening to the wholesaler and middleman becomes clear from what I have already said. Most all of these new forms of retail distribution buy in enormous quantities from the producer direct and, as a result, the wholesalers and other intermediaries have been running up against difficult times. You know, for instance, what is happening to the grocery wholesalers. You know also that two great dry goods jobbing houses, one in Chicago and one in New York, which formerly were very successful, have lately gone out of business.

Some of the new forms of distribution are even producing for themselves. Personally, while this is theoretically advisable, I doubt whether it is practically the best plan at present or for the next ten years at least. The first objection is that their field for distribution is so enormous as to require all their attention. With proper organization, with proper co-operation between themselves and the producers, they can leave this entirely different field of production to the men specially adapted to it—provided, of course,

these men are far-sighted enough to understand what is happening and do not stick their heads in the sand, as some are doing, by refusing to sell to these new types of customers.

But the wholesaler, jobber and other intermediaries can save themselves and enter into bigger prosperity than they have ever had, provided they open-mindedly accept the facts of what is happening and re-organize themselves to meet it. It is my idea, as I have previously declared elsewhere, they can become centers of chains comprised of their old customers; and if they do this in a big, far-sighted way, they will help the individual retail stores in applying remedies which I am going to describe, which will greatly prosper both the individual retail stores and the central jobber.

Wholesalers and jobbers are now in touch with these individual stores. If they are far-sighted enough to realize the possibilities of enormous increases in sales through organizing their present customers and others into chains and to realize that a comparatively small percentage of profit per unit of sales to such chains will make a total profit much greater than they have ever earned before, they will be a better agency for the preservation of success of the individual small retail stores than any other now in sight.

The wholesalers and jobbers can start with the connections they now have with their customers—the individual stores; they can start with their established machinery for buying for many stores—the machinery which can most easily be expanded into the mass buying, on which the chains of stores must chiefly depend for success.

But it must be done in a big, far-sighted way, having basic in it the idea of service to the individual stores whom they are going to help combine; and this leads directly to a consideration of the saving remedies for the individual stores. Having listened with fortitude to my recital of your troubles you will allow me to tell you now the way by which, I am sure, the individual store—your stores—can meet and beat the growing chain store competition.

I have already stated the answer in suggesting the way out for the wholesalers. The small stores must unite for their own advantage, to secure the very advantages of the competing chain stores. They can do this by forming chains themselves, retaining their individual ownership by uniting so effectively that they will get all those advantages of mass group buying. By so uniting they can gain all the advantages of making common property among them the best business experience and knowledge in the world, such as the chains now have.

I do not have to elaborate this statement. You realize its significance at once and comprehend the picture it presents. Organizing on such a basis is a difficult thing for individualistic private store owners to do, but they will do it if they see they have no other choice in escaping the fate of the individual grocery stores, drug stores and tobacco stores.

I may point out however, that a weak organization will not do the job.

It must be fully as efficient as the chain store organization. If it is made so, it will compete with the chain stores effectively. It should really be the more effective, because individual ownership, added to centralized organization will bring to the individual stores some advantages that the small chain unit does not possess and probably cannot have fully—that is, the personal interest of the individual owner, with all that that implies. Individual ownership gives the direct interest of a proprietor in each store, which means, among other things, more intimate personal acquaintance with many of his customers. The personal element counts a good deal, as when you enquire: "How is your baby?" and get a glowing reply. It also gives the power to correct mistakes more easily and quickly. Private proprietorship supplies the biggest of all driving forces for maintaining continuous and effective interest in selling—bigger than that stimulated by the percentage of profits or sales which the chain store companies give to their heads.

As I said, it is a difficult thing to do, but it has been done very successfully in another line, with which you are familiar. For example, a Chicago lawyer, Aaron Sapiro, put together the fruit growers, who from a losing business have organized themselves—organized their market, organized National advertising, organized their production—so that to-day they command the National fruit market for their types of fruit.

It is interesting to note that they realized they must be at least as efficient as their competitors, for they use some of the money they pay in themselves to their treasury, to sue themselves—that is, to sue individual members who break their agreements—to compel themselves, by law, to be as cohesive and efficient as their strongest competitors.

Finally, a third and very important group have a place in the picture, and I shall now answer the natural enquiry in your minds: What about the producers?

The producer, of course, like ourselves and the wholesalers, is faced by the chain stores as a reality which he cannot escape. If he is not ready to accept the chain stores unreservedly at this time, he would better organize to sell, say, one-third or one-half of his product to chains, and sell the remainder of it where the chains are not functioning yet. Gradually out of his experience he will know what he wants to do in the future.

As I have said, production and distribution require different qualities. There have been many attempts of producers to distribute directly which have been failures. No dogmatic statement can be made about this, of course but whereas formerly I did not believe there was any reason why a good producer should not be a good retail distributor, the facts have made me change my mind a good deal on this point. There are certain things, as we know, where the producer must or may best be his own distributor, such as automobiles for example. But when it comes to clothing, furniture, crock-

ery, food—in fact, almost all the necessities where a wide variety is required, no manufacturer can in this era of mass production successfully make, at the lowest prices and the best values, the many things required.

In these lines the way out for the producer is to experiment. The right way certainly is not to shut his eyes to what is happening and refuse to sell the chains because by doing this he simply forces the chains to either manufacture goods for themselves or else to back new producers who will make for them what they need. The chances are that these new producers will produce for less than the old ones, because they will locate in the best places—the sale of their output being assured—that is, locate where they can get cheap water power or get coal without transportation costs, a better labor market, etc. For instance, you will recall that the producers of a cloth-covered octavo book, 150 pages, well printed, which sells for ten cents at retail in the Woolworth stores and perhaps other places, are located at Kingsport, Tennessee. This remote town does not seem, until you understand the facts and reasons, exactly the place that would be chosen from all the United States for book publishing—although I understand it is a very charming town of nice people.

If the producers of all the kinds of goods which can be sold in mass quantities will adopt the principles which underlie the production of the Chevrolet car, the Ford car, the Kingsport books, the Thom McAn shoe and numerous other articles—the principle of the best quality for the lowest price, the principle that the right to profit begins only with service to the customer, the principle that nothing but practical, scientific production can compete successfully in the future, which means that running production by opinions must give way to producing and distributing on the basis of facts, scientifically ascertained—then they will also greatly increase the size of their business and their profits; especially if they realize that big advertising which tells the truth and helps the customer to choose wisely is not uneconomic, is not a waste, but is a real service to the progress of the world.

I do not know how all this has impressed you. I imagine the word of a surgeon that a major operation is required never sounds very welcome, very attractive; but the surgeon may be necessary, may even be our best friend, even while he cuts into the tender tissue of our growth. I hope for one thing, at least, out of this talk with you. Inasmuch as it is based wholly on a very deep and sincere desire to make the profession of business a real profession—which means a real machine for service for the common good—inasmuch as it is based on a real and sincere desire to point out to you the possibilities of greatly increasing your success, and avoiding the dangerous competition that is upon you. On account of all of these things I hope that if anything in my method or manner of stating the facts has been undiplomatic and has offend-

(Continued on page 31)

MOVEMENTS OF MERCHANTS.

Grand Haven—The Sherk Auto Co. has changed its name to the Soule Motor Co.

Linden—Wallace Bros. succeed Era M. Frappier in the lumber, builders' supplies, fuel and ice business.

Monroe—The Wolverine Lumber & Supply Co. has increased its capital stock from \$75,000 to \$150,000.

Lansing—The Henkel Radio Shop has removed its stock to its new location at 121 West Washtenaw street.

Detroit—The Howie Glass Co., Inc., 13911 Meyers Road, has changed its name to the Howie Paint & Glass Co., Inc.

Detroit—The Cook-Central Co., 350 East Jefferson avenue, retail furniture, has increased its capital stock from \$25,000 to \$50,000.

Highland Park—The Detroit Royal Motors Corporation, 305 Murphy building, has increased its capital stock from \$25,000 to \$50,000.

Mt. Clemens—J. J. Millen, dealer in boots and shoes, has removed his stock from 84 Macomb street to his new location at 22 New street.

Clinton—Fay Van Nest, recently of Britton, has engaged in the grocery and meat business. Ralph Oliver will manage the grocery department.

Battle Creek—E. H. Bourlais has purchased the stock formerly owned by the Excel Drug Co. and will continue the business at the same location.

Greenville—James L. Case, veteran grocer of this city, died March 28 at the home of his daughter, in Utica, following an illness of several months.

Pittsford—Glen Daykin has traded his store building and hardware stock to Howard Lamb, for his farm north of town, giving immediate possession.

Nunica—Robert S. Brown, general dealer, suffered the loss of his wife last week. The funeral was held at the Methodist church, at Coopersville, Sunday.

Hersey—The Hersey Co-Operative Association has taken over the Coakley Hardware Co. stock and will consolidate it with its implement and lumber business.

Dearborn—The Kandt-Penhale Lumber & Supply Co., has been incorporated with an authorized capital stock of \$100,000, of which amount \$84,700 has been subscribed and paid in.

Hastings—W. J. Reed has sold his grocery and meat stock to G. F. White and Isaac Houvener, who have formed a copartnership and will continue the business under the style of White & Houvener.

Detroit—The Mechanical Equipment Co., General Motors building, has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash.

Jackson—The Case Jewelry Co., 101 South Jackson street, has been incorporated to conduct a retail jewelry and silverware store, with an authorized capital stock of \$25,000, of which amount \$8,500 has been subscribed and \$3,000 paid in in cash.

Albion—The Bishop-Porter Co., Superior and Porter streets, retail dealer in furniture, office furniture, musical instruments, etc., has been in-

corporated with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and paid in in cash.

St. Johns—O. D. Crowell has erected a modern bakery and equipped it with the latest improved baking machinery, at 305 North Emmons street and will market his product by dealing direct with the housewives by means of delivery wagons which will cover all parts of the town.

Petoskey—Business men of Petoskey have requested the Detroit and Cleveland Navigation Co. to make this city a port of call for the Detroit, Mackinac and Chicago boats. Replying to their spokesman, President A. A. Schantz of the company, stated that the navigation officials would be glad to comply with the request if the Petoskey harbor was made safe for the big steamers, Eastern and Western States, to dock.

Manufacturing Matters.

Traverse City—The Grand Traverse Metal Casket Co. has increased its capital stock from \$25,000 to \$50,000.

Port Huron—The Mueller Brass Co., 1925 Lapeer avenue, has changed its name to the Lapeer Avenue Corporation.

Birmingham—The Birmingham Sash & Door Co., 714 Madison avenue, has increased its capital stock from \$12,000 to \$30,000.

Detroit—The Annite Products, Inc., West Jefferson at foot of Clark street, has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Detroit Brass & Malleable Works, 1177 Holden avenue, has increased its capital stock from \$1,500,000 to \$1,650,000.

Port Huron—The Lake Huron Brass Co., 505 Water street, has increased its capital stock from \$10,000 preferred and 10,000 shares no par value, to \$500,000 preferred and 200,000 shares no par value.

Ferndale—The Cadillac Shellac Co., 1521 Hilton avenue, has been incorporated to manufacture shellac and varnishes, with an authorized capital stock of \$75,000, \$5,000 of which has been subscribed and paid in in cash.

Highland Park—The Miller-Schade Co., 16491 Woodward avenue, has been incorporated to manufacture lamps, design shades, etc., with an authorized capital stock of \$50,000, \$2,000 of which has been subscribed and paid in in cash.

Niles—LaMont Hunter, president of the Hunter Co., manufacturer of dairy products, has filed a petition for a receiver. It was stated in the petition that the assets of the company amounted to \$35,000 while the liabilities totaled \$40,000.

Detroit—The Continental Steel Corporation, 604 Stephenson building, has been incorporated to manufacture and deal in steel products, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Terpozone Products Corporation, 7644 Woodward avenue, has been incorporated to manufacture and deal in chemical compounds with an authorized capital stock of \$200,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Detroit—The Metallic Door & Specialty Co., 1354 Buhl building, has been incorporated to manufacture and sell hollow metal doors, elevator doors and partitions, with an authorized capital stock of \$10,000, \$3,500 of which has been subscribed and paid in in cash.

Detroit—Kleinman's, 8045 Ferndale avenue, has been incorporated to manufacture and deal in auto accessories, radio supplies, etc., with an authorized capital stock of 10,000 shares at \$10 per share, of which amount \$9,000 has been subscribed and paid in in cash.

Albion—The Albion Metal Products Co., 310 Washington street, has been incorporated with an authorized capital stock of \$14,000 preferred and 7,000 shares at \$1 per share, of which amount \$12,000 and 6,000 shares has been subscribed, \$1,400 paid in in cash and \$6,000 in property.

Holland—The O. E. Szekey Corporation has been incorporated to manufacture and sell tools, machinery, etc., with an authorized capital stock of 1,000 shares at \$79.25 per share, of which amount 899 shares has been subscribed, \$1,596.90 paid in in cash and \$69,648.85 in property.

Saginaw—The Forest Lawn Granite & Marble Works, has merged its business into a stock company under the style of the Forest Lawn Granite Works, 3217 South Washington avenue, with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and paid in, \$3,000 in cash and \$1,500 in property.

Sturgis—All chattels and goods and the building and equipment of the Sturgis Manufacturing Co., recently named the Kant Fall Manufacturing Co., have been ordered sold at public auction. The Peoples State Bank of Detroit was issued a judgment of \$134,971.83 against the above company Feb. 22 and it is to satisfy that judgment that the sale has been ordered.

Items From the Cloverland of Michigan.

Sault Ste. Marie, March 29—Passmore & Paquin, the well-known exclusive shoe dealers, are having something decidedly new in window displays designed by the Lawrence Art Studios, who are remodeling the windows with polychrome panelling. With the color scheme of white and gold, it will make a very pretty display. The work will be completed about April 1.

Mr. and Mrs. Spencer Hill are spending the winter in the city and expect to leave for Albany Island about May 1 to re-open the popular summer resort.

The Civic and Commercial Association have approved of the idea of seeing what can be done to build a large new rink during the summer, so that the hockey fans may enjoy the winter sports.

The Association also adopted a resolution requesting the State Highway Commission to recommend and the State Board to authorize a reduction in automobile fares at the Straits of Mackinac in order to equalize the recently decided upon fare of 25 cents per passenger.

Some people's bank accounts are exaggerated and others are overdrawn, but that doesn't mean the same thing.

Instead of a gold rush our Canadian friends expect a liquor rush and hope for as great a profit. Hotels, boarding houses and even the lowly flop joints are preparing for the influx of foreign visitors. Cottages are springing up all

over Algoma. The Algoma Central Railway is flooded with requests for information about the sites along its right of way and many tourist camps are being erected. Early May is given as the probable opening season on Americans breezing their way to Canada.

Clyde Conolly, the well-known merchant at Thrice, is building a new three-story hotel of twenty-four rooms, which will be ready for the tourist season. Mr. Conolly expects the biggest season in its history. Munuskong is the official name of the place known as Thrice to many who are acquainted with the lower river, especially the bass fishermen and duck hunters. It is just below the West Nebish Cut. Mr. Conolly is also postmaster and is developing a sub-division called Riverside Park, he has also several summer cottages which he rents to tourists and resorters and which are also used by hunters during the hunting season.

Folks used to commit suicide by turning on the gas. Nowadays they get quicker results by stepping on it.

Mr. and Mrs. Joseph Plaunt, who conducted the Rest A While resort last year, have taken over the Harmonic Beach for this season and will make many improvements and alterations, enlarging the dining rooms. They will have the resort ready for the tourist season, when they will serve frog and chicken dinners during the summer. Mrs. Plaunt needs no introduction, having established a reputation for the past few years on the famous chicken dinners which have been enjoyed by our citizens, as well as our Canadian friends from across the river.

In spite of all the gunmen in Chicago, the city goes on growing right rapid. Seems like the population is just shooting up.

Blain Bailey, D. M. Seaman and Frank Avery, of Drummond Island, commenced making maple syrup last week. The sap ran good all the week, despite the fact that it is nearly one month earlier than usual.

The hotel at DeTour has opened for the season. While not on summer schedule, it will take care of the present requirements, which means much to the travelers making that territory.

William G. Tapert.

The war against the "bob" is growing more active. Recently an international convention of hairdressers in Vienna assured the world that it was on the decline. Recently a group of American artists in this same line, assembled in Philadelphia, issued a statement saying that clever flappers were allowing their hair to grow, having discovered that since their grandmothers adopted the "bob" the stupid men were unable to distinguish between flappers and old ladies who should be wearing lace caps. Consequently, the flappers were missing a lot of fun. To circumvent the designs of these elderly persons, the more youthful are beginning to adopt "transformations," switches, "rats" and bought hair. And now no less an authority than M. Marcel, the inventor of the wave, has solemnly assured the young women of London that the "bob" is doomed. "A girl with a boy's head behind and a girl's coiffure in front is similar to a bad piece of furniture," says M. Marcel, adding the prophecy that in a few years long locks will be fashionable and the "bob" but a memory. All of which may or may not be true. The only thing certain about women is their uncertainty. They always do the thing you don't expect them to do.

Essential Features of the Grocery Staples.

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

Tea—The primary markets for tea have been very firm during the past week, with further advances on medium and fine grades. This refers especially to Ceylons and Indias, also to Javas. There is plenty of low-grade tea in primary markets, which is going begging. In this country prices are feeling the strength of primary markets, although no actual change has occurred in tea, sold in a large way, during the past week. The demand is only fair.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been quiet during the past week, with an upward trend for the most part in Rio, but continued weakness in Santos. Crops in Brazil are expected to be heavy and this has affected the market. Mild coffees have shown no change during the past week, except here and there certain grades have moved up a little. There has, however, been no general advance. The jobbing market on roasted coffee remains about unchanged.

Canned Fruits—California fruits show no particular change. There is some demand for peaches. Hawaiian pineapple is also wanted. Prices are not very firm, but most of the stocks are in firm hands and there may be no further decline.

Canned Vegetables—Movements of canned vegetables into consumption have been fair as a general proposition, with buyers placing repeat orders from time to time for rather substantial quantities. It has been difficult to particularize on any group of canned vegetables but as a general proposition it is safe to say that enquiry for canned corn has shown an increase. The buying in tomatoes, corn and beans is in fair volume. Primary market holders of tomatoes are hopeful of securing better prices. Some of them say that stocks are gradually being reduced.

Dried Fruits—Interest in the dried fruit situation centered in the generally firmer position reported for dates. Sales in the first two months of the year ran 50 per cent. ahead of a year ago, and as bulk dates are about the most favorably priced fruit in the dried fruit line their popularity continues to increase. The action of one of the leading packers in placing pitted dates on the market should further increase consumption. A recent reference to an early exhaustion of date stocks was intended to apply to figs. The latter have been selling rapidly and may be closed out by May 1. Demand for raisins has been good, without material change in conditions. Prunes have also been selling pretty well, although here and there prices are being shaded about half a cent. Prune market is therefore more or less unsettled. No change has occurred in apricots, peaches, Greek currants or other varieties of dried fruits.

Canned Fish—Fancy shrimp is reported very scarce. California sardines are still scarce and firm, with advance in prospect. There is undoubtedly a

very short pack of sardines in California this year. Maine sardines have been dull since the last advance. Pink and red Alaska salmon are both steady to firm, without change for the week.

Salt Fish—The mackerel market is almost bare of everything except Canadian mackerel, but the trade are looking forward to the advent of the new fish. The situation of course is very firm.

Beans and Peas—Demand for all varieties of dried beans is very dull. Prices are about unchanged from last week. Dried peas are also weak and dull.

Cheese—The demand has been about routine during the past week, with the general situation quiet and steady. No change has occurred in prices.

Rice—Reports in the rice market are that prices of clean rice at New Orleans are quite firm and as farmers supported by the banks, are holding rough at firm prices, if mills are to be enabled to operate at any profit the clean price will have to advance enough to create that profit.

Syrup and Molasses—There is no change reported in New Orleans molasses. The market is steady, with considerable firmness in primary markets and there is a very fair demand for grocery purposes. No material change seems to be ahead in molasses. Sugar syrups are in rather light supply and are therefore steady to firm. Demand is fair. Compound syrup is steady and firm.

Review of the Produce Market.

Apples—Baldwins command 75c@ \$1.25 per bu.; Northern Spys, \$2@3 for good; \$3.75 for fancy; \$4.50 for extra fancy. Delicious in boxes, \$3.75.

Asparagus—75c for big bunch.

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—At this writing the general feeling in butter is higher and firmer. The situation is quite strong, with an active demand for the finer grades. Jobbers hold fresh packed at 50c, prints at 51c. 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, \$4.50 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—Receipts of eggs continue heavy, but the market has been in pretty good control. In consequence prices have ruled steady during the week. The demand is excellent, as eggs are cheap. Local jobbers pay 22c for strictly fresh.

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. ---\$4.25

Hot house leaf, per lb. ----- 10c

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 ----- \$4.75

100 ----- 5.00

126 ----- 5.25

150 ----- 5.50

176 ----- 5.75

200 ----- 5.75

216 ----- 5.75

252 ----- 5.75

288 ----- 5.25

344 ----- 4.50

Sunkist Red Ball, 50c cheaper.

Parsnips—\$1.35 per bu.

Pears—\$3.50 per crate for California.

Peppers—Green, 90c per doz.

Pieplant—12c per lb. for home grown hot house.

Pineapples—\$6.50 for 24s, 30s and 36s.

Potatoes—\$1.25@1.40 per 100 lbs. around the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 28c

Light fowls ----- 21c

Springers, 4 lbs. and up ----- 29c

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

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

Strawberries—\$7 per crate for 24 qts. from Alabama.

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

Tomatoes—Southern stock, \$1@1.25 per 7 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18c

Good ----- 16c

Medium ----- 14c

Poor ----- 12c

Conservative Buying May Be Indulged In.

Written for the Tradesman.

The wheat market has been sauntering along this week in the even tenor of its way, without fire-works, crop scares, fainting spells or paroxysms from speculative efforts; it has appeared perfectly satisfied with itself and acted accordingly, which leads us to the conclusion that at last the Bearish Influences have pretty well spent themselves, and that prices have reached a low enough level to warrant stability and possibly occasional show of strength.

The fact that certain varieties of our wheat have declined to the point where the price is practically on a world basis is a very healthy sign; a good indication there will not be much if any more liquidation of future contracts at a lower price level, unless, of course, the world crop prospects become so good as to cause a general lowering of the world price level, and, of course, as about 75 per cent. of the total world's production will be harvested within the next five months, crop prospects will certainly have a very definite bearing on prices.

At this time, prospects are excel-

lent for the growing crop of winter wheat; have seldom been better, but this condition as already been discounted. It is too early to know about the amount of spring wheat seeding to be done, but this information will be available within thirty days. Of course, an increase of spring seeding, and continued favorable showing of the winter wheat will have a tendency to depress values, particularly if this showing is world-wide. However, it would be a most unusual circumstance to have the wheat go to maturity without some crop scares or some actual deterioration in condition, so that, as stated above, it would seem as though flour purchased for immediate and early trade requirements would not show a loss even though the market profit seems to be negligible. Stocks of flour, generally speaking, are comparatively light, and more or less buying to replenish actual requirements must be done; prices are reasonable, low in fact; good crop prospects have been discounted, as have rather heavy stocks of wheat, so that all-in-all there appears no danger of an immediate decline, and while speculative purchasing for deferred shipment holds no fascination under present conditions, conservative buying may be indulged in without unnecessary worry or fear of heavy loss through price declines.

Lloyd E. Smith.

Wars and rumors of wars in Europe we shall have always while the Balkans are Balkans. In that section of Europe war seems to be almost as much of an industry to-day as it was in medieval times. With a half dozen self-determining small nations forever bent on seizing a few more miles of one another's territory, however rocky and unproductive, war seems to be possible any day. And it is made more so by the insidious political manipulations of the stronger nations in Western Europe. Rightly or wrongly, here in the Western Hemisphere we have come to look upon these Eastern nations as spoiling for a fight all the time. We cannot dismiss the matter with an impatient gesture and the remark that those who are always talking of fighting seldom fight. There have been too many wars in the Balkans for that, even if we could forget that the greatest war in a thousand years was begun there only thirteen years ago. There is the constant danger that some one of this small group will start a conflagration that will involve the rest of Europe. But we have this consolation just now: A modern war, with its enormous expenses, costs so much nowadays that every nation, big or little, is forced to think twice about being able to carry it on.

The Boomerang.

It may take time but every scandal boomerang finally comes back and hits the would-be character assassin between the eyes.

In criticizing frankly one good thing to remember is that those who need the truth most usually are not big-minded enough to accept it at its real value.

Hosiery To Match Shoes and Dress.

The advent of the short skirt, which seemingly has come to stay, has made hosiery the most important accessory to women's costumes, for the sixteen inches of exposed stocking supplies no small part of the ensemble. In the last three years women's hose have ceased to be a staple article worn merely to protect their feet from their shoes. Instead, they have assumed a place of importance in every woman's wardrobe.

Not only must present-day stockings have quality in their making, evenness of knitting, luster and gracefully shaped ankles and feet but they must also be of exactly the right shade to harmonize with the shoes and dresses of the wearers. As a result, salesgirls in the hosiery departments of retail stores all over the country daily are asked by customers some such questions as these: "What shade of stocking should I wear with this shoe?" "What color or shade of stocking should I wear with a dress like this?" "What are the newest hosiery shades?"

Furnishing the stores, for use by their clerks, with the correct answers to such questions seemed to a well known knit goods house of this city to offer an excellent opportunity not only to gain new retail customers for its lines through the medium of an authentic fashion service, but to aid retailers by encouraging larger purchases of hosiery by individual customers. In connection with this it was recognized that the correct application of style to the retailing of hosiery must inevitably result in the sale of more pairs. Such a service was installed, with Miss Merle Higley in charge as fashion director. Yesterday Miss Higley outlined the workings and results of this service.

"Increasing emphasis on the ensemble idea in the costuming of American women, which is illustrated so forcibly in the 'compose' costumes featured this Spring and the development of the 'costume for the occasion,' immediately influenced footwear styles," she said. "Shoes for the occasion" were produced, so styled as to fit in exactly with the type of costume with which they were to be worn. There were sturdy Oxfords with rubber soles for active sports wear, and lighter weight Oxfords with medium heels for semi-sports and street wear. Several types of pumps were offered for various times and occasions. And, similarly, different weights and kinds of stockings were brought out and chosen by well-dressed women for these different types of shoes. Wool and silk mixtures, chiffon lisle, medium-weight silk and sheer silk for formal wear were all included in the wardrobe of such women.

"In line with the trend of style, fashion magazines began to tell American women about the correct choice of shoes for a given occasion or affair, but they gave them no such advice about the proper choice of hosiery. The result has already been mentioned—it was necessary for patrons of the stores to seek this advice from the salesgirls, most of whom were not properly posted themselves.

"It was with the idea of filling the need so plainly manifested that a decision was reached by the house in question to issue each season an authoritative style book, containing not only information about the correct costume colors for every occasion, but also the proper harmonizing shades of shoes and hosiery. The results that have been obtained since the idea was put into execution bear silent witness to the sales-building powers of the passing on of correct style information to retail stores and, through them, to their customers.

"This information, in the form of a style book, is distributed by retailers to their charge customers. Some stores enclose it in packages sent from the ready-to-wear department, while others enclose it in bundles containing piece goods and boxes containing shoes. A store in a college town distributed copies to sorority houses and dormitories with considerable success, while another got a number of new customers by distributing the book among teachers attending a State convention.

"A concrete example of the value of style information in selling hosiery to consumers is supplied by a letter recently received from the buyer for a store in a city of 750,000 population. A wealthy woman who had received a copy of the book from the store called on the buyer in question for help in matching up the shades of hosiery she wanted to buy with dresses she already possessed. The buyer, who had studied the style book and who had the wanted information at her finger ends, worked with the woman. The result was the sale of \$95 worth of stockings, not a pair of which has been returned by the customer.

"As for the power of an authentic and carefully prepared style book in increasing sales to retailers, the case may be cited of a certain town in which sales for the year of a particular brand of hose were doubled. In a number of cities and towns new accounts have been opened on the strength of it. One retailer, who had made a comfortable fortune and could not be interested in any merchandising service, 'cottoned' at once to the style service idea and installed a complete line of the hosiery it advertised.

"That style and style promotion are gaining ground steadily as sales producers in apparel lines, as well as in accessories, is constantly being demonstrated. One progressive retail store opens its ready-to-wear floor one evening a week twice a month for a private fashion show, which is conducted by a different group of women each time. One night recently more than five hundred women employed in the banks and trust companies of the city in which this store is situated attended a show of that kind, chose their own models for the demonstration and listened to a talk on 'smart' colors and correct costume choices. This type of style promotion not only increases sales in the store, but also increases the style consciousness of larger groups of women, who will seek merchandise with better style in all lines.

"The use of style as a sales asset, however, must be based on absolutely

authentic data, and also upon real style in the merchandise. Specious use of style for promotion purposes is sure to prove a boomerang. It creates dissatisfied retail accounts and sales resistance to the featured brand on the part of the consumer, for retailers in small towns, as well as large, are becoming increasingly informed on the correct details of style information as it affects the varied merchandise carried by them. Consequently those manufacturers and advertisers who seek to profit by the use of the most powerful single sales influence on the woman customer to-day—style—must present authentic information only. It is becoming more and more difficult to fool the great bulk of the American women into buying a product by the specious use of style. This applies almost as much to the selling of refrigerators, lamps, towels, etc., as to the selling of hosiery or any other of the many and varied lines of merchandise in which women are interested."—N. Y. Times.

Grocers Protest Against Fliver Owned Retail Stores.

A great deal of criticism has been occasioned by the Ford Motor Co. conducting retail stores at which their employees and the public generally can purchase meats and groceries at less cost than both independent local dealers and chain stores can sell.

Manufacturers who sell the Ford stores direct risk considerable antagonism on the part of the trade in general.

Criticism of Ford in his new enterprise has become so general that retail grocers' associations and merchants' associations in other states have protested against the new Ford undertaking.

As an example of how far-reaching this feeling exists, we are quoting from a letter written to Henry Ford by L. F. Padberg, Secretary, Missouri Retail Grocers' and Merchants' Association:

"Much bad feeling exists to-day in St. Louis and Missouri from the Independent Retail Grocer and Butcher toward the Ford Company on account of you operating Retail Meat Markets and Groceries in Detroit. Protests are coming in from all parts of Missouri steadily.

"In principle: Why should you, after having been favored by God in acquiring your wealth, try to drive your fellowman in other lines out of business?

"You are trying to mislead the people into the belief that the corner retailer is holding them up, over-charging, etc. You know it is not true. You are sowing the spirit of suspicion, hatred and discontent among the public toward the little retailer. You are helping to destroy the community builder.

"The retail business, more than any other, gives the individual an opportunity to put his own initiative to work, to bring his own personality into play, to work out his own salvation. Why destroy the very thing 'by your retail store policy,' that has done more to bring our country, our men, to the front, than anything else—'initiative.'

"The present day grocer should be supported and perpetuated. Allow an-

other comparison. How many automobiles do you sell to chain stores?

"I am sure every corner grocer and meat dealer buys and operates an automobile in his business, mostly Fords. No line of business has populated your small trucks as has the grocer and meat dealer. St. Louis has 500 chain stores. 'No delivery,' 2,500 independent grocers and meat dealers, at least one car apiece. They deliver. If they did not, it would mean 2,500 Fords less. You, in your meat market, advocate cash and carry. 'No delivery.' Should we follow? Remember, no delivery—no Ford truck.

"In conclusion, don't let us fall out. Close up your meat shops. You can't sell meat and groceries cheaper than we do at a profit. Operating without a profit in competition with us is unfair and monopolistic."

Favor For White Silks.

Manufacturers of plain crepes anticipate a big season for white silks during the next few months. For party dresses, weddings, confirmations, graduations and similar occasions white and ivory shades will be widely used. The cutting-up trade is said to have already placed a substantial volume of orders for these two shades. The silk trade is also planning to feature strongly the four new shades sponsored by the Gormont Retailers of America. These tones are peach, coral, gray and blue, the distinctive names of which will probably be announced next Monday or Tuesday.

When fame gets behind you, it stays there.

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GRAND RAPIDS

New York Chicago Detroit
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IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Expert check forgers will sometimes go to considerable trouble to set the stage properly for their operations, according to the Merchants Journal.

One of these professional swindlers undertook to put over a wholesale check forgery stunt in Kansas City, Kansas, recently. He went to the Brotherhood State Bank, introduced himself to the cashier as J. P. Gillman, of Minneapolis. He said he was president of the Gillman Monument Co. of Minneapolis, a concern which was engaged in the business of selling monuments by mail.

"You'll notice out through the country," he explained, "the little graveyards still have the old style tombstones. They disappeared from the cemeteries in the big city half a century ago. Now, the people in these little towns want modern monuments just like you see in the cemeteries in the big cities. Our business is to manufacture these. We send out our catalogs to the undertakers in the smaller cities. People can make their selection and we ship the monument out either by train or by truck. These paved highways enable us to ship heavy monuments great distances at small expense. Our business has almost doubled in the lake states in the last year."

Mr. Gillman said he wanted to locate a branch factory in Kansas City, and was looking for a suitable site. He also wanted to make a deposit, and open an account at the bank, and produced \$5,675 in checks, as a starter. The banker accepted the checks for deposit, and expressed his pleasure Mr. Gillman informed him that he had rented an office in the Brotherhood bank building. And he had. That part of his story was true.

But the cashier had met many men in his time and had learned much. So he queried Minneapolis and was informed that no such man was known there. The St. Paul bank knew nothing about the bank book he brought to the Kansas City, Kas., bank. So Mr. Alberti told the police.

Charles Costello and Charles Little, city detectives, walked into the neatly furnished office of the "monument company" and placed Mr. Gillman under arrest. Just as they walked into the office, two real estate brokers who had found sites for the large monument works appeared.

An investigation disclosed the office furniture, a neat business suit, a hat, a pair of shoes, and even the large diamond ring had been purchased at various stores on a "dollar down and a dollar forever plan." Part of these were paid in worthless checks.

The prisoner admitted, police say, that his right name was Fred Riggs, and he was 31 years old, and that he had served a sentence of one year in the Federal prison at Leavenworth for forgery.

About \$125 in worthless checks written by Riggs, are held by Kansas City, Kan., merchants.

Charges of forgery have been filed against Riggs.

Another slick scheme which is being worked with great success in a number of towns is engineered, apparently, by two negroes.

This is rather unique, for it is not often that negroes go into the check swindling business. It is not just in their line.

The negroes claim to be Pullman Car porters. When they light in a town they engage rooms with some reputable colored family, and stay carefully away from many questionable negro resorts.

Having secured a location and set the stage, they don their Pullman jackets and Pullman badges, and sally forth with finely lithographed checks apparently issued by the Pullman company in payment for wages. The checks are apparently signed by Pullman officials, and have every appearance of being the real thing. They are generally drawn for good sized sums, from \$75 to \$95 each. They go to a store, buy something, and order it sent to their room. Then they tender the Pullman check in payment. If the merchant calls up the house to which the goods are to be sent, he is assured that the man lives there and that he is a pullman porter. They pass all the checks they can in one afternoon, and then disappear.

The Kansas City, Mo., Better Business Bureau reports that someone is working the "stolen statement" game in that city, with big returns.

In this game, the first step is for the crook to follow the postman in his rounds, about the first of the month, and pick up some of the monthly statements left in the mail boxes.

With a statement from a downtown store, taken from some one's mail box, the crook presents himself at the cashier's window of the store, offers a check for twice the amount and says he wishes to pay his bill. It looks reasonable. The check is made to the customer as recorded on the store's books and apparently is endorsed by him.

He receives his receipted bill. With that identification he goes to another department, where he obtains apparel or whatever merchandise is desired and asks that it be charged to his account. The check forgery is not discovered for days later.

A man of good appearance went to a Kansas City jewelry store recently and selected a diamond ring. The cost was around \$2,000. He was in no hurry. When the check had time to clear he would call for the diamond. In a few days the stranger returns to find the check has been returned marked insufficient funds.

The patron explains he was stupid enough to draw the check on the wrong bank and gives another check, receiving the old one, which was stamped with the endorsement of the jewelry firm. He will give the second check time to clear and call for the diamond.

Instead he takes the endorsed check,

deposits it in another bank, after removing the insufficient fund notation, checks against it and disappears.

The following warning to business houses has been issued by Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the U. S. Department of Commerce:

Certain foreign publishing concerns, or parties purporting to be publishers, have approached a large number of American manufacturers by correspondence, offering to prepare and publish, without charge, in their trade publications articles of public interest respecting the business organizations of American concerns. An exchange of correspondence usually leads to the preparation of the article and finally to an exorbitant debit against the American concern involved for half-tone cuts. The charges have varied between \$100 and \$600. Inasmuch as our investigations have developed that the publications have no circulation or standing and that an indication of fraud is very evident, it is suggested that you avoid direct dealings with any such publishers until after adequate investigation has been made.

If approached in this way it would be well, before responding, to consult responsible American advertising agencies or this Bureau. If you submit the name of the publication and the publisher to the Specialties Division of the Bureau you will be informed whether these names are already known in connection with cases where other firms

have been victimized. If you have had past experience with this class of solicitation, you will increase the effectiveness of our efforts to safeguard American industries by making the details available for the confidential use of this Bureau.

Appraised Value of William Judson Estate.

The appraisers have filed the report on the value of the William Judson estate, placing the following values on the properties left by the deceased:

Real Estate.	
Grocery building	\$100,000.00
Homestead	40,000.00
Land in Newway county	80.00
Bonds.	
10 Berkey & Gay Furniture Co.	9,500.00
10 Morris Friedman	9,800.00
Liberty Loan	10,200.00
Pennsular Club	400.00
Ithling Bros. & Everard	90.00
Stocks.	
Antrim Iron Co., 400 shares	80,000.00
American T. & T. Co., 5 shares	750.00
G. R. Mutual B. & L. Ass'n.	1,476.93
G. R. Railway Co., 1 share	100.00
Kent Country Club	250.00
Liggett & Meyers Tobacco Co., 50 shares Preferred	6,250.00
1400 Common	139,475.00
2209 Common B	220,348.00
Masonic Country Club	100.00
Mich. Bell Tel. Co., 10 shares	1,000.00
Michigan Trust Co., 50 shares	12,000.00
Old National Bank, 200 shares	56,000.00
Pantlind Building Co., 1 share	80.00
Accounts Receivable.	
Note Arthur J. Plumb, \$325	1.00
Recapitulation.	
Real Estate	140,080.00
Bonds	29,990.00
Stocks	517,829.93
Accounts Receivable	1.00
Cash	7,030.35
House furnishings	1,883.45
Automobiles	1,300.00
Total	\$698,064.73

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CHOCOLATES

ORDER WHILE THE ASSORTMENT IS COMPLETE

NATIONAL CANDY COMPANY, INC.

PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN

UNFAIR COMPETITION.

It is doubtful if there ever was a time when so much dissatisfaction was expressed as now over certain conditions in the garment industry. The conditions themselves are not new, but circumstances have become such as to make them more of a source of widespread irritation than ever. All concerned in the production of garments and their disposition are complaining except the retailers. So the guns of all other factors are being trained on the latter as being the only ones who are benefited by existing conditions. The producer of fabrics at first was disposed to place blame on wholesalers or garment manufacturers, but was forced to admit finally that the two last mentioned had been compelled to adapt their buying policy to the methods of the retailers. This policy, usually described as that of hand-to-mouth or piecemeal buying, leads to something more than the mere purchasing for immediate needs. As carried out by the buying representatives of retailers, it means putting the screws on those from whom they buy. Much time must elapse between the selection and purchase of a fabric and its manufacture into a garment. Yet the maker of the latter is expected by the retailer's buyer to hand out the finished article whenever called for, which is usually as late in the season as can be. No time is allowed for its making. This gives the manufacturer the option of making up garments in advance to meet supposititious needs or to losing sales. If he does the former, the close of the selling season is apt to find him with a lot of garment on his racks which he must dispose of for what they will bring in the brief time left him.

This is the opportunity for which the retail buyer has been scheming. He is fully aware of the situation and has learned how to play off one garment manufacturer against another to his own advantage. It has frequently resulted in goods being sold even at a loss, because the manufacturer had to do this or suffer a greater loss by being compelled to keep garments until they could no longer be disposed of on any terms. The procedure is so well known that it seems surprising, at first glance, that it can be continued. But the garment trade is a peculiar one in many respects. Among those engaged in it are quite a number with little, if any, financial responsibility. They are willing to take chances, the more so because their ideas of cost accounting are vague and indefinite, and they never seem to know whether they have done business at a profit or loss until they are confronted with a book-keeper's statement at the end of a selling season. At one thing they are adepts. This is skimping wherever possible. The poorest of material and workmanship goes into their products, which are got out to sell at a price. But this kind of stuff, with which manufacturers of reputation cannot compete, makes it harder for the latter to market their really servicable wares. It also prevents the carrying out of any understanding in the trade not make up goods except

on order and thus helps flood the market with more garments than can be disposed of to advantage.

CANNED FOODS CONDITIONS.

Considering the enormous quantities of vegetables and fruits that were put in cans last year, and disregarding many of the crepe hanging operations of those who have only catered to the buy-as-you-need-it trade, it is still evident that records were broken by the American people in the volume of canned foods consumed so far this year. The quality of last year's pack was about the best that has ever been turned out. Now that the end of many of the packs is in sight, those canners who have taken any kind of losses at all are found asserting that hereafter they will only pack against orders, but this fine scheme of operating on a reduced basis has its pitfalls in that if the distributor feels that the market is on the bottom he may purchase an increased volume of futures. The new season is close at hand and acreage contracts are already being made. If any stock can be placed in the predictions of long distance weather forecasters it will be safe to assume that two record crops will not follow each other and that there will be no record production this year as was the case in 1926.

Meanwhile canners are studying the market for the purpose of closing out their lines at the best prices obtainable. If the next season should turn out unfavorable for the grower some of the items that may be held over may prove to be decidedly valuable property. All things considered, including the keen competition which has been met up with from fresh vegetables and fruits which are available nine months out of the year, the canned goods market has done well. The supplies of fresh goods by the way have been arriving in steadily increasing quantities. A few years ago it was virtually impossible to secure tomatoes, lettuce, beans, spinach, asparagus, etc., during the first three months of the year. Now the average fruit and vegetable stand can produce nearly all kinds of fruits and vegetables and at a price which is not more than 25 per cent. above that paid during the height of the regular season.

THE WOOLEN INDUSTRY.

Auction sales of wool at London and Australia during the past week presented few new features. While the cabled reports show a firmness in prices, there is also brought out the fact that there was a fair percentage of withdrawals of offerings because the bids failed to reach the upset prices. In this country there have been some more dealings in the new clip, but prices generally are below the parity of those abroad. The supplies available here are ample, but there is not much incentive to buy as yet on the part of the mills. Recent reports would appear to indicate that woolen manufacturing concerns are contracting their facilities to meet existing conditions. A report during the week showed that there were fifty-eight fewer mills in operation in 1925 than in 1923. Since then, and especially with-

in the last month or so, this process of reduction has been going on. The American Woolen Co. is setting an example in this respect by shutting down mills which it does not pay to operate. The company opened its fall lines of women's coatings during the past week, most of the offerings showing price advances. Worsteds are not to be shown until well into the summer. Other concerns have set no dates for their fall openings of women's wear fabrics, not deeming it advisable to do so until buyers are ready to operate. Clothing men will begin showing their fall lines within a week or so. They are not yet through with their spring business. The season for carpet and rug purchases will start with the opening of the big auction by the Alexander Smith & Sons Co. on Friday. This is expected to be attended largely by buyers from all over the country.

COTTON CONDITIONS.

When the final ginning figures for the 1926 cotton crop were made public last Monday advantage was promptly taken of them to push up quotations. The large drop of over 700,000 bales below the final estimates appeared to surprise dealers. But the total ginned still remained a record one of nearly 18,000,000 bales, and the calmer reflection of a few days resulted in a lowering of prices. The outlook now is for a fair amount of stability unless something unforeseen should occur to change the prospects for this year's crop. Planting of the latter has already been started, and the indications are still for only a slight reduction in acreage. The success of mechanical methods of picking cotton has shown a way for reducing production costs, and this will enable planters to sell their product for less and still show a profit. The firmness to cotton quotations has been reflected in the prices of various fabrics. Gray goods of different constructions have held to the levels recently established, although the transactions have not been large in volume. Finished fabrics, which are moving quite briskly, are holding their own. This is true of prints, including printed draperies and colored cottons. Denims and gingham continue in good demand. Rayon mixtures are also sought by buyers. The season for fall gingham has been opened, deliveries to be made in May, June and July, and the prices are to be named later. In knit underwear little change in conditions is noted. Hosiery, however, seems to be picking up.

COURSE OF TEXTILE PRICES.

For several of the textiles there is no really free market. Cotton is the one conspicuous example of price being governed by the law of supply and demand. In the case of raw silk there was either over-production or under-production during the past year and the prices began to drop rather suddenly. Then the Japanese government stepped in and helped carry the surplus so as to hold up prices. It is still aiding in this direction. The last crop of jute in India was a record one and, by all the rules, burlap should have fallen greatly in price. Here, also, concerted efforts by those interested

have resulted in withholding supplies from the market and so prevented the drop which was confidently expected. Upset prices at various wool auctions have had much to do with checking the downward course of the article which was so marked a feature a year ago. In the case of flax, the best evidences are that the supplies are rather limited, although the demand has not been over large. But with a recent increase in the call for linens, the price of these has been generally advanced abroad as well as here. In the case of rayon the market last year was somewhat demoralized. The increased use of the material, however, has put it on a better basis. Then, too, the European combination of manufacturers of the material enabled them to fix higher prices, which have been reflected in those of the domestic article.

MORE JEWELS THAN EVER.

More than \$80,000,000 worth of gems were imported by Americans during 1926, a gain of about \$5,000,000 over the preceding year. In its own particular way this fact reflects the very persistent quality of National prosperity. At the same time a further analysis of the schedule of precious stones which passed through the custom houses discloses something else—namely, that there was an increase of nearly \$4,000,000 in the value of the uncut diamonds, which would indicate that at least a partial shift of the gem-finishing industry from its center in the Netherlands is under way.

There was an increase of \$1,500,000 in the importation of finished diamonds, unset, and these gleaming gems led by an exceedingly high percentage the whole list of stones imported. More than 60 per cent. of the total gem influx of 1926 was of diamonds, rough or finished. There was a slight slump in the figures of the pearls imported, just about paralleling the diamond gain.

Gems are essentially a luxury. The demand generally fluctuates with the ebb and flow of good times. With the exception of a few who regard certain gems, more particularly diamonds, as a form of investment, the purchases are purely for purposes of personal adornment. The fact that gems do not bear interest, but depend for the advance of their value upon the increase in market price, is a deterrent to their employment by the common run of investors as desirable units of a fortune.

There is a tradition that when Eve completed her dress of fig leaves Adam made the first joke on the length of time it took a woman to dress. But such jokes are obsolete now. A dressing contest conducted in Chicago between groups of men and women showed that the average time required for men to dress was twenty-one minutes, while the women needed only fifteen. "And why shouldn't we dress fast," said one of the triumphant women, "we only have three garments to put on besides shoes and stockings." And this is midwinter! How rapid will the women be in summer?

OUT AROUND.

Things Seen and Heard on a Week End Trip.

We had an interesting companion on our last week end trip in the person of John I. Gibson, who is known to nearly every man, woman and child in Western Michigan through his ten year connection with the Western Michigan Development Association. Mr. Gibson has a fund of anecdotes and a string of stories which apply to every occasion and no more companionable man was ever made by the Creator. We sauntered along to Muskegon, where we parted company for the afternoon—he to call on friends and I to make a dozen or more calls as follows: Peoples State Bank, Pine Street Grocery, A. D. Valk, E. F. Hilbert, D. P. Berghuis, Lloyd Hansen, Edward Hesse, Paul Hillman, Hans Johnson, Lakeside Lumber Co., Olsen Bros., William A. Pierson, Henry Poirier and S. M. Mangleson. Every call I made was a pleasant one. I was made to feel that I was among friends, which is about the happiest feeling a man can have in this world.

No visit to Muskegon is complete which does not include a trip over the cement road in North Muskegon which starts at the intersection of M 11 and runs to the mouth of Muskegon Lake. For two years I have deplored the fact that this beautiful thoroughfare ended in a swamp. I was delighted to note Saturday that work on the ten mile extension to Michilinda had been started. The extension runs past the channel which connects Muskegon Lake and Lake Michigan, thence North along Lake Michigan under the shadow of some of the finest sand dunes to be found anywhere. The road will be a scenic highway in all the term implies. Because of the enormous amount of excavating, filling and grading to be done, I imagine it will require two years to complete the work. When completed it will probably be the most picturesque ten miles of highway anywhere in Michigan.

The development of Interlaken Park—between Muskegon Lake and Bear Lake—is proceeding along most modern lines. The homes already erected on the tract are marvels of beauty and utility and indications of additional homes are everywhere in evidence.

We spent a most delightful evening at the Occidental, having learned by accident that there is at least one room in the hotel large enough to house a small family. It has long been my custom to insist on a large room, not too far up in hotels which are not thoroughly fireproof. If I cannot get what I require in this line I proceed to some other city or return to my own home. I would have spent many a night at the Occidental in the past if Landlord Swett had not concealed all knowledge of Parlor A from me. Now that I know about the existence of such a room, he may expect to see my name on his register more frequently hereafter.

One thing I have never been able to explain about the Occidental is the comparatively small number of people

who eat in the main dining room at the evening meal. With good food, well cooked and carefully served at very reasonable prices, I cannot understand why the dining room is not crowded to capacity. I do not think the special fish or steak \$1 evening dinner can be matched anywhere for the price. Why the good people of Muskegon pass up such an opportunity is beyond my comprehension. Although the special dinner is only \$1, it is not a plate dinner, as some hotels are now serving for much more money. Landlord Swett assumes that his patrons are not in the kindergarten or high chair class and treats them like gentlemen and ladies.

While the other members of our party proposed to see Hoot Gibson, I craved the privilege of sitting in the office in order to meet any of my old Muskegon friends who might happen to drop in. I sat as still as a statue for an hour, but nary a friend or acquaintance put in an appearance. I have met the same experience at the Pantlind Hotel. Twenty-five years ago I could meet a dozen congenial spirits any evening at the Morton House or Occidental Hotel. What has gotten into the men? Have they ceased to cultivate the friendly spirit which was once so manifest or have the wives of these men induced them to abandon the habits of a lifetime by dragging them off to moving picture shows, whist parties or on automobile trips? I realize that we live in an age of change, but some things do not seem to me to be much of an improvement over the customs of the past.

I have frequently had occasion to commend the wonderful activity which has changed Muskegon from a sawdust village to a city of beautiful homes, well paved streets and commodious store buildings; but the most valuable asset she possesses is still neglected—easy access to Lake Michigan, so that all classes of people can enjoy the life giving air and bathing facilities of the finest body of fresh water in the world. I have twanged on this string so long that I would not be surprised if my Muskegon friends were tired of reading my constant reminders, but I shall never cease to regret that the wonderful people who brought about the rebirth of their city when it was down at the heel should be short sighted in this respect and permit Grand Haven and Ludington to show them the way without profiting by their example.

E. A. Stowe.

Europe Nearing a Crisis Through the Greed of Italy.

Grandville, March 29—Whatever concerns Europe in a lesser degree concerns America. The trouble at present brewing in Jugo-Slavia and Albania is of a piece with every trouble that has led to the embroiling of greater Europe in the past. This trouble might be referred to the league of nations for a settlement, but is not likely to be, from the fact that this vaunted league, entered into as a peace-making agreement, is really a mere rope of sand.

When one of the great powers of Europe conceives the idea that its rights are being trampled upon, that moment the league is cast aside and the aggrieved nation begins mobilizing troops, hurries batteries and guns to

the front, making immediate preparations for war. So much for this vaunted league of nations which America was urged to join.

It is well that Uncle Sam had the good sense to keep out.

It is said that Jugo-Slavia has plans for the overlordship of Albania, which at present is held by Italy. The boot-shaped nation considers its prerogative being trodden upon and at once, without consulting the vaunted league of nations, to which she is a signatory member, proceeds to rush troops to her Northern frontiers preparatory to war on Jugo-Slavia at a moment's notice.

A bit of unnecessary bungling along diplomatic lines and central Europe will become involved in war. Too bad this is so, but such is the situation, no matter what peace advocates may say.

Albania is only a pawn in the struggle between Italy and Jugo-Slavia for dominance in the Balkans, and the former is not going to permit a secondary power to balk her plans in the least. France and England are being brought into the controversy, yet whatever Mussolini decides upon as for Italy's interests will go through willy nilly.

Those small nations of central Europe have ever been a disturbing element, and are as much so to-day as they were in the past. We in America can hardly conceive of big nations going to war over some disputed point with such small fry, but nevertheless some great wars have been thus brought about.

If the league of nations was calculated to save Europe from these interminable quarrels over territorial extensions it is now certain that such a hope has gone glimmering.

Serious representations and warlike bristlings are being indulged in by Italy, France and other European governments. People may cry peace, peace while the war clouds gather thicker and thicker over the nations of Europe. Some may choose to belittle all this, and even sneer at the prospect of so small a matter embroiling great nations in deadly strife, and yet almost every war, ancient and modern, which has plowed the fields with blood and fire started from smaller beginnings than the present eruption in Albania.

The prodding of these small powers are to the greater ones like the gnats irritating the skin of an elephant. The irritation goes on until the national strain is too great to stand, and fire and flood ensues.

Such irritation is even now going on, pushed by Jugo-Slavia and Albania to the breaking point. In fact, Italy has warned France of impending hostilities along her Northern border, while settled peace was supposed to hover dove-like over continental Europe.

Italy has warned Jugo-Slavia to keep hands off in Albania. Whether such warning will be heeded remains to be seen. There is fire enough in this pot to set a flame going among the great powers of Europe, a fact that emphasizes the wisdom of this Nation refusing to sign any agreement made over the European bargain counter.

We being out have learned from recent events to hold back from any bargaining with Europe on any question whatever.

That another war in Europe is on the cards cannot be brushed aside. The only question is as to the hour when the gong announcing a break will sound. When it does sound the United States will be in a position to take advantage of any and all diversions that may arise, a much more enviable and safe position than would have been had we signed away our rights at the league of nations table.

It does seem as though those pacifist workers in America ought to use a little common sense in dealing with the question of peace and war. It is a known fact that war, however revolt-

ing, must come in order to secure an honorable peace, and the nation which is fully prepared is the one to keep safely out of such contests.

Let the quarreling nations of Europe go to it if they will. We in the United States will have none of it unless the honor and integrity of the Nation is assailed, which is hardly likely with frowning guns at every port, an organized army of fighting men behind them.

Italy has been more than once the ground over which large contending armies have marched, since the days of the Caesars down to Napoleon, and later times, and it may still covet the glory of other wars if Mussolini carries out the campaigns he has planned.

The ambitions of men high in political life have oftentimes driven a country into war. It is easy to call to mind the coup made by president-elect Louis Napoleon when, after being elected President of France, he declared himself emperor, and won the position through the shedding of blood in the streets of Paris.

Should the Italian dictator's ambition lead him to strike for the throne for himself it is impossible to tell where the bloodshed will end.

Old Timer.

Healthy, Wealthy and Wise.

Men die because of some fault or faults in the organization or management of their bodies. Businesses die, or fail for the same reason.

One of the best ways to be sure of dying sooner than you need to is to be an optimist whose optimism is based wholly on sentiment and not at all on knowledge.

Your kidneys may be showing albumen or sugar, but do not investigate to find out. Be an optimist.

An epidemic of flu or smallpox is on the way. It is very bad in certain sections of the country. Forget it, or better do not let anyone tell you about it. Be an optimist! Expose yourself! Go where the epidemic is worst. Be an optimist! Do not build up additional physical resistance. Refuse to read or heed all information of anything bad or of depressing or threatening conditions.

This attitude, or this philosophy, if it may be called a philosophy, is cutting off many years of life for men.

1920 and 1921 taught business men that they must not be so foolish about business. But still there are many that need to learn that unintelligent optimism is dangerous, and intelligent pessimism a mark of wisdom.

Suit Over "Big Butter and Egg Man"

Minneapolis, Mar. 28—Miss Frankie Heath, vaudeville performer, may go on chiding the "big butter and egg man" in song without fear of being disturbed by court proceedings. Herman Klingelutz, a local produce dealer, defender of the "butter and egg man," has decided not to press his suit for \$100,000 damages against Miss Heath and the Orpheum Theater, which he instituted a year ago when Miss Heath sang the song in an appearance here. Mr. Klingelutz complained that he had "suffered in morals, integrity, character and intelligence" from the implications of the song, which he contended was a reflection on the State of Minnesota, "the biggest butter and egg producing state in the United States." In her answer, Miss Heath contended the term "butter and egg man" was a harmless slang expression which meant a "newly rich man from the West who comes to the East intent on painting the town red."

SHOE MARKET

The Value of Better Salesmanship.

Back of all the thought and effort which merchants and manufacturers are giving at the present time to promoting the interests of the shoe industry lies one ultimate object, namely, to sell more shoes to the consumer.

It avails the manufacturer little to sell a sizeable order of merchandise to a retail account unless the shoes move in due course and in a reasonable space of time from the shelves of the merchant to wardrobes of the individual customers whose use they were originally intended to serve.

Similarly, it helps the merchant but little to stock shoes which represent the carefully matured judgment of himself and his buyers unless his salespeople are able to arouse in the minds of the customers who come to the store something of the enthusiasm and admiration which the merchant experienced when he bought them.

In the final analysis, the success of the whole chain of intricate operations involved in the designing, making and distribution of shoes depends in a very large measure upon the ability of the retail salesman and the retail saleswoman. One of the most hopeful developments in the retail shoe business to-day is to be found in the increasing recognition that is being given to this fact. Salespeople are being encouraged to take a greater interest in their work, to qualify themselves through special training, continuation courses in salesmanship and various other ways to become more efficient in their profession. The salespeople themselves are giving evidence of a new attitude toward their work and are realizing that its possibilities for future advancement are limited only by their ambition and their capacity to make themselves more efficient and more productive.

One of the most interesting examples of this new attitude on the part of the retail salesman and the increasing recognition of his importance on the part of merchants and leaders of other branches of the trade is to be found in the movement to organize associations of retail salesmen, whose objects are primarily self improvement, education and mutual advancement along the lines of increased efficiency.—Shoe Retailer.

Barefoot Sandals of Skeleton Type.

The vogue of sandals is on the ascendency and bids fair to become one of the chief features of the warm weather season. Shoemakers have achieved very novel effects in subtracting as much leather as possible from the shoes and yet assuring comfort and sightliness. In some of the high grade shoes, there is more space than leather. Only diminutive counters are used and just enough leather stripping for the forepart to keep the shoe on the foot. This is a very difficult shoe to make and in some cases only the hand turned manufacturers will dare to fashion it.

Simultaneously with the advent of the sandal vogue has come a new interest, in open shank types and all

kinds, and particularly in strap up the front models. Instances are noted among the better grade shoemakers where factory production at the present time is 70 per cent. open shank shoes. In the cheaper grades, naturally, the open shank model is not quite so popular.

Reptile Leathers More Popular Than Ever.

The vogue of reptilian leathers has achieved new emphasis, and no style program is complete unless some consideration, at least, is given to this interesting type of shoe material. A number of institutions in various parts of the country, are more enthusiastic than ever about reptile leathers, and insist that they will feature these throughout the summer months of the year. The bench makers, making only high grade shoes, report a tremendous interest in reptiles, especially lizards. Imitation reptile leathers have waned a bit, but even these are used frequently on moderate priced shoes. A great many new finishes in reptile leathers have been perfected recently, such as polychrome and mottled effects in various skins. Genuine ostrich leather, not a reptile skin, has been revived, but only in the expensive grades of shoes. Reptile leathers of all kinds are being extensively used in women's coats and suits.

Silk Hose Demand Reviving.

The approach of Easter is bringing about a revival in the demand for the better grades of women's full-fashioned all-silk hosiery, which had been lagging rather noticeably. Features to current sales are few, about the only real one being the continuance of the call for gun metal hose with black heels. Manufacturers were caught napping on them, not having expected them to stay in vogue so long, and deliveries are generally behind. In some cases goods on new orders cannot be shipped under three to four weeks. Some indication is seen of a vogue for navy stockings this Spring to go with navy outer garments and shoes of this hue, but there is no telling how big it will become. In the men's half-hose of the better kind there are signs of a demand for solid color effects in keeping with the stress that some of the high-grade haberdashery shops are laying on plain colors in neckwear.

Fashion Welts to the Fore.

In the past three months, particularly, there has been a great improvement in the selling of stylish welt shoes, in stores located in all parts of the country. Certain welt shoes now are available which are difficult to distinguish from turns, are very light in weight, trim in appearance, and increasingly popular. The tailor seems certain to feature in the apparel world during the season ahead, and produces additional reasons for continuous featuring of fashion welt shoes. These welts are made up of all kinds of materials and a great many colored kidskins, as well as a profuse usage of tan and black calf. A black calfskin tailored pump, trimmed in black alligator, black pin seal, or in pipings of patent leather, seems certain to be readily accepted

by a certain type of trim and carefully dressed femininity.

Black Shoe Sales Gaining.

The increase in sales of men's black shoes for "at once" delivery as against tans, that was reported recently by wholesales of the cheaper lines of footwear, has lately been manifesting itself in the higher-priced lines as well. This is particularly noticeable in "sizing up" purchases by retailers, and in some cases fully 60 per cent. of current shipments are of black shoes. This is attributed to several causes, one of which is that most retailers seem well stocked with tans for the moment. Another is the snowy weather of the early Winter, which drove many men into rubbers and galoshes for quite a while, this caused their feet to perspire and this, in turn, resulted in tan shoes becoming stained. Because of this it was intimated yesterday, a number of men are "off" them for the time being.

Beautiful Evening Shoes.

There is one cycle of style in shoes which provides a wide latitude for decoration, combination of materials, and intricate patterning, and that is the evening shoe group. Luxurious and beautiful brocades are now available. Nicely frosted and semi-shiny finished leathers are here. Silk kid, astralac and ferricule leathers are in great demand and exceedingly scarce and using these for shoes elevates the price thereof quite a bit. In the better grades of evening shoes, oftentimes, as many as five different leathers are used in combination to achieve a certain effect. Patterns are very elaborate and the fitting expensive.

Grays Feature Spring Selling

Gray kidskin shoes, always a logical feature for selling during the early months of the year, this time register among the very important items of current selling. Stores all over the country report increasing sales in gray kid shoes, particularly shell gray. Late reports from Paris are to the effect that gray in costume, as well as gray in shoes, rule as high favorites, not only in the gay capital but also at the fashionable watering places.

Want a diamond mine? Dig under your hat.



If you put in a stock of the new "Bertsch" Oxfords, you're going to get some nice business this Eastertide!

- Brand new lasts.
- Smart styling.
- Popular priced.

Just the oxford the young fellows will "fall for" and enjoy wearing.

Send for new folder

Herold-Bertsch
Shoe Company

Grand Rapids
Michigan

HIDDEN - PROFITS WHERE?

In the unsolicited sale of Shoe Laces, Polishes, etc. Do not loose these profits by neglecting your Findings Department and when you are thinking where to find what you need think of

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

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY
LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

As To That English Sparrow Again.
Grandville, March 29—Elizabeth Swift Verbeck, of Pentwater, takes exception to an article of mine which credits the so-called English sparrow with being an American bird. If it is true, as she avers, he has been in the United States since 1852, he has certainly gained a residence and should be classed as a full fledged American bird citizen.

I do not pose as one who knows all about birds. My information comes from a daily contact with them, both on the farm and in town. I am not posing as a book-learned student of bird life, nor have I intended to state that there is but one species of sparrow. There may be a score of them, so far as I know, each and every one an American, the so-called English sparrow being one of them.

I was pleased to note what she said of the bluejay, considered by some even more ill omened than the sparrow. Certainly his song isn't one whit more musical. As for those many birds who stay through the winter on the lake shore I have no contention to make, only that here in Grandville the sparrow is omnipresent, and without his presence we would be birdless during the cold of winter.

"The sparrow does not eat bugs or insects." Is she quite sure of that? I certainly have caught them doing that very thing many times. Moreover, to quote once again, "They increase so rapidly they must have room for colonization, and they drive out all other birds to accomplish this purpose."

This being true how come there are so many different birds near your lake-shore home? She refers to my "misleading propaganda." Well, what I have written in defense of the birds (not sparrows alone) has been from a personal knowledge which is worth more to me than all the bird book vains in existence.

Birds in general should be protected from the pothunter and the careless gun-toter, as well as the poisoner whom our Michigan State College instructs as to how to slaughter most effectually.

Even had the sparrow been the only sufferer from these laws outlawing him, conditions would not be so bad, but millions of other birds, song birds if you will, have fallen in a supreme rush to extinguish a single specie.

I am out to defend the birds regardless of the name. Sparrows and crows have long been legitimate prey for the destroyer. It is pleasing to note the affection displayed by this Pentwater lady for woodpeckers, nuthatches, chickadees and the like, and I believe if she will give this wicked (?) sparrow a thoroughgoing investigation she will cease to lay up wrath against him and come to learn that he is one of our most useful birds. Old Timer.

Quality Service Stores Organized at Big Rapids.

Wyoming Park, March 28—Last Thursday, in company with Herman Hanson, I went to Big Rapids to help them organize an Association and to start a quality service group of advertisers. We were surprised and pleased at the splendid condition of the gravel roads in Kent county, but in Montcalm and Mecosta counties conditions were not quite so good, although they are working on M 13 in both counties.

In Big Rapids we were well entertained with a fine supper at the Western Hotel, which seemed to be doing a good business.

All of the best stores of the town were represented at the meeting, at which Wm. Whittaker presided. Present were the following:

O. D. Hilderly
H. C. Sprague
Frank Hall
C. R. Ohrenberger
A. H. Goltz
W. R. Van Auken

Wm. C. Whittaker
F. M. Binney
Wm. C. Krupp
Fred Nehmer
Mr. Hanson and Mr. Gezon.

Mr. Hanson gave a very interesting talk on the Quality Service Stores of Grand Rapids and Mr. Gezon gave a short talk and strongly advised them to organize to keep out further chain store competition.

This they proceeded to do and elected W. R. Van Auken President and Fay Binney Secretary and Treasurer.

They agreed to join the State Association en masse and a number promised to attend the Flint convention April 26, 27 and 28.

Your Secretary explained House bill No. 244, now in the hands of the Committee on State affairs, which bill proposed a grocer and meat dealer registration and Sunday closing. The members of the Big Rapids Association favor this bill 100 per cent. strong.

Two of their number who now feel they must keep open part of Sunday said they would be pleased to see this bill become a law, so that they, too, might have one day in seven for rest.

I certainly hope every grocer and meat man in the State will write their representative and senator in Lansing, requesting them to work to have House bill No. 244 reported out of committee. Don't put this off. Paul Gezon,

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

Port Huron Association Join State Association.

Wyoming Park, March 28—To-day I received a check for twenty-eight memberships from W. T. Van Conant, Treasurer of Port Huron Quality Service Grocers. The officers are as follows:

President—H. C. Schuberth.
Vice-President—J. F. Orr.
Secretary—E. W. Rice.
Treasurer—W. T. Van Conant.

I have heard that Port Huron plans to invite the 1928 convention to their city.

What other locality would like to have us meet in their town? We now have three invitations and it looks as though there would be a lively contest at Flint. Paul Gezon, Sec'y.

Rabbit Ear Bounties Pay Taxes.

Topeka, Kans., March 28—Rabbit-ear bounties in Kansas sometimes amount to large sums. Occasionally a case is reported where a farmer collects enough money from rabbit-ear bounties to pay his taxes. Whether or not this is so, three sources of income from rabbits actually exist—bounties, feed for livestock, and skins. Each Winter 15 to 20 carloads off rabbits are bought up at 10¢@15¢ a carcass for shipping to the Biological Survey. Shipments last season amounted to about 100,000 rabbits. Fur companies buy the dried skins, and farmers, who save the skins to sell, feed the carcasses to hogs and chickens.

Uses Apple To Wipe Rain From Windshield.

New York, March 28—It often occurs that in the most inclement weather the windshield wiper proceeds to go on a strike. This is not only annoying, but extremely dangerous, both to the motorist and to others. According to L. G. Evans, of the Service Department of the National Automobile Club, a first aid relief in such cases is to rub on the outside of the windshield a fresh cut apple, which will immediately clear up the glass sufficiently for fairly good vision and will allow the unfortunate motorist to get to where better repair can be made.

Filial Loyalty.

"My boy, when you grow up I want you to be a gentleman."
"I don't want to be a gentleman, pop—I wanna be like you."

And a real Milk Service

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

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

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

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

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

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

Attractive, forceful advertising is merchandising the complete Domino line

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

American Sugar Refining Company

"Sweeten it with Domino"

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

FINANCIAL

Michigan Trust Company Strengthens Its Position.

The big story in Western Michigan financial circles during the past week was the action of the directorate of the Michigan Trust Company in adding two new members to the board, the acquisition of George C. ("Bottles") Thomson as an officer and director of the company and the advancement of several heads of departments in recognition of years of faithful and efficient service.

By the new arrangement George C. Thomson, prominent in higher financial circles in Western Michigan for some years, joins the company as a director and vice-president.

Popularly known as "Bottles" Thomson, the title conferred on him during his U. of M. days when he won lasting fame and admiration as a football star for his Alma Mater, Mr. Thomson carried with him into the financial field the popularity and effectiveness which had made him the idol of the University when he was "bucking the line" for old Michigan, and he has been markedly successful in the financial and investment fields.

General John H. Schouten, for many years an officer of The Michigan Trust Company, brings to the board of directors of that company a practical knowledge of Trust company procedure and the friendship and confidence of the thousands with whom he has come in contact through his activities as an officer and representative of the company which again honors him in the new appointment.

Guy C. Lillie, for some years secretary of the company, is advanced to vice-president and is succeeded as secretary by C. Sophus Johnson, whose excellent record as manager of the Receivership Department has won wide recognition.

Other promotions are those of William H. Perkins, manager of the Mortgage Department and Alexander S. Palmer, manager of the Realty Department, who become assistant secretaries, though retaining their direct connection with the departments which they have managed so successfully.

The official roster of The Michigan Trust Company now stands: Chairman of the board, John Duffy; President, Noyes L. Avery; senior vice-president, Henry Idema; vice-presidents, Frederick A. Gorham, Guy C. Lillie, John H. Schouten and George C. Thomson. Treasurer, Arthur C. Sharp; assistant treasurer, J. Donald McCormick; secretary, C. Sophus Johnson; assistant secretaries, Arend V. Dubee, William H. Perkins and Alexander S. Palmer.

Manager of Mortgage department, William H. Perkins; Realty Department, Alexander S. Palmer; Bond Department, Harry B. Wagner.

The directorate of the company stands as follows: Noyes L. Avery, Clarence S. Dexter, John Duffy, Frederick A. Gorham, Thomas Wm. Heferan, Thomas H. Hume, Henry Idema, Miner S. Keeler, James D.

Lacey, August H. Landwehr, Edward Lowe, Charles T. Mitchell, Ransom E. Olds, John H. Schouten, George C. Thomson, Dudley E. Waters and Edmund W. Wurzburg.

Setting Up Financial Structures of Power Companies.

Probably more than 75 per cent. of the public utility securities offered for public subscription so far this year have been for the account of concerns which have direct corporate relationship with other companies in the same line of business, either as a subsidiary or as a holding company. This has made for a certain amount of confusion on the part of the investor.

In any one of these securities it was important in attempting to form an opinion of its investment merits to make a careful study of this relationship.

In the formation of power and lighting systems it has been customary in recent years to adopt one of two principal methods in setting up their corporate structures in order to finance the necessary tie-ins and to provide for additions and extensions.

One method, after subsidiary properties have been acquired, has been to retire the outstanding securities of such subsidiaries through the sale of parent company's stocks and bonds.

The other and most commonly used method has been to leave subsidiary capital structures very much the same as before their acquisition and to create new obligations secured directly by the operating properties when additional funds were needed.

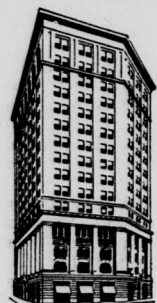
From the investor's point of view, both methods have proved satisfactory when properly carried out. However, the latter provides greater opportunities for so-called pyramiding, and there is less certainty that those in control have the best interests of the operated company always in mind.

Occasionally the only direct financial interest of the parent company in its subsidiary is the ownership of a majority and sometimes even less, of its outstanding voting stock. In such an event the danger lies in the opportunity which exists for paying out in dividends on such voting stock too large a percentage of available earnings, thus affecting the safety of the bonds.

One of the principal differences which exist in the bonds of companies employing the two methods of financing already outlined is that when securities are issued directly against the operating property it is possible to secure them with first mortgages, while if holding company obligations are issued the best security which can be offered is collateral.

Inasmuch, however, as this collateral may be a first mortgage bond, the obligation which is offered to the investor is entitled to virtually as high an investment rating as the first mortgage issue. If the holding company controls a number of subsidiaries, its collateral bonds offer a greater degree of diversification than is usually obtainable in the purchase of a direct first mortgage against one individual property.

Ralph Hendershot.



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865
NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY
Investment Securities

Affiliated with Grand Rapids National Bank

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
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Building

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

Safety for valuables

As in everything else there is quality in
"SAFETY SERVICE"

Our safe-deposit service includes a big strong vault, mechanical protection, a perfected identification system and close personal vigilance. Your personal valuables and business papers are completely protected.

Special Facilities for Bulky Valuables

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

Retail Trade Upturn New Evidence of Strength.

Dr. Lewis H. Haney, director of the bureau of business research at New York University, expressed himself to the writer to-day as of the opinion that, so far as the business outlook is concerned, "the worm turned in February." When pressed for an explanation Dr. Haney referred to the recent upturn in retail trade revealed by a new index just completed at New York University, and not yet published. In the belief that the movement of retail trade is one of the best keys to general business, economists of that institution some time ago set out to construct a barometer that might be relied upon to reflect the ups and downs of the retail demand. Mail order sales were accepted as the major guide to fluctuations in the rural communities. Department store sales were chosen to represent the position for the cities.

It usually is conceded that the consumer demand for goods in the last analysis is what determines the character of business and the duration of any cyclical movement. At the New York University shop in the Wall Street district are tabulated many favorable and unfavorable factors likely to influence the future but Dr. Haney's observation, after an examination of his new graph, is that "no very bad condition of business can exist as long as retail trade holds up as well as at present." Projected back over a period this index shows that until the late 1920 slump retail trade had run along at a level more than ordinarily satisfactory. Not since May, 1925, had the volume dropped below a theoretical normal line used as the base in the computations.

A peak was reached in July, 1926, when retail trade reached a position about 10 per cent. above normal but then began the irregular decline. The recession spread. It finally carried the retail curve down to a low level somewhat under normal in January, 1927, allowing, as the bureau of course does, for the various seasonal adjustments. Now it appears that the downward movement is checked. An unmistakable and substantial upturn in retail trade came in February. From all that can be seen furthermore, observes the author of this new barometer, the turn represents a real change for the better. It will be another month, when the March movement can be set alongside of February, before some will want to revise their views on trade but the plain inference is that the late 1926 recession did not mark the beginning of any major turn for the worse.

In this connection it is interesting to note that the labor position apparently has been improving simultaneously with that in retail trade. After falling since early last summer labor earnings, allowing again for seasonal correction, turned upward in February. The cost of living, as if by a stroke of good fortune for the working man, has reversed its trend. It has turned down at a time when earnings turned up. The highest point in employment

since 1924 came early in 1926. Employment fell off during last year, however, declining to a new recent low in January, 1927. This gave alarm to some economists who feared it forecast a decline in purchasing power. As in other respects February brought an upturn in employment, adding one more bit of evidence to the argument that a real change for the better is on the way. Paul Willard Garrett.

[Copyrighted, 1927.]

Price-Cutting Is Peanut Salesmanship.

The price-cutter is worse than a criminal. He is a fool. He not only pulls down the standing of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he, himself, is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

Who gets the benefit of price-cutting? Nobody. The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap."

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he cannot win by fighting fair. He brands himself as a hitter-below-the-belt.

If the business world were dominated by price-cutters, there would be no business at all.

Price-cutting, in fact, is not business any more than smallpox is health.

One of the touching incidents of our time is the passing of the Grand Army of the Republic. After its organization it was able to muster at least a hundred veterans at the service of a comrade in any part of this city; to-day it can gather a bare half-dozen. In many cases but one or two have been present to conduct the G. A. R. ceremony. Nevertheless, a scene such as this has its inspiration for those who would lay down their lives, if occasion demanded, as well as its memories for the few remaining members of the organization. To see a handful of these grizzled veterans, some assisted by others more able, some hobbling on crutches or supported by heavy canes, surrounding the bier of a departed comrade is truly pathetic. A decade hence the G. A. R. ceremony will live in memory only. Taps, sounded in their mute way by the last few remaining heroes, will ring down the curtain on the grand army that saved the republic.

\$10,000 Highlands County, Fla., 6% Road Bonds, full county obligation, Dated: February 1st, 1923, Due: January 1st, 1952. Denomination: \$500.00. Interest January and July 1st at New York City.

FINANCIAL STATEMENT

Real Valuation	-----	\$25,000,000
Assessed Valuation	-----	6,000,000
Total Debt	-----	1,154,000

Population—12,500
Opinion Clay & Dillon, New York City
Price to net 5.60%

We will make these bonds tax free in Michigan at our expense. If interested, please write or wire any of the offices below:

VANDERSALL & COMPANY

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

THE OLD NATIONAL BANK

Have you some important problem we can help you solve. Write a letter to the Old National Question Box—your answer will appear in the Sunday Herald or the Tuesday Press.

A Bank for Everybody
MONROE AT PEARL NO BRANCHES

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

Prospect For Stock Dividends Is Major Bull Force.

Lackawanna's announcement of a \$92,000,000 melon did not lift the market in that stock but it plainly affected others that are in line for something of the same nature. In Wall Street stocks still are bought in anticipation of favorable developments and sold when the good news is out. The action of the directors this week had been discounted in the rise of Lackawanna during 1926 and in the 33-point advance since the turn of the new year. The powerful swing upward in this quality stock during the last two months emphasizes the impetus for activity in the stock market at a time when economists have sought in vain for an explanation in the forecasts of business conditions.

The prospect for stock dividends, split-ups, increased cash distributions and all of the extra trimmings that the stockholder so much covets is the major bull force in the stock market. Surveys on the business situation are studied nowadays not so much for evidence of any great expansion from present levels in corporate profits but for an assurance of a continuation of good trade conditions. Charts of the money market are followed for the light they throw on the availability of funds for market purposes. Neither the business nor money outlook is what lies back of the present stock market. They are not the lure that makes investors of late seem to rise to the surface in search of stock.

Unless big investors were confident that industry would remain sound and money cheap they would not now take stock so eagerly in a market that appears high but the bait they seek is stock dividends. That is why outbursts of strength in the market this year have been largely in stocks of merit. Here is the essential difference between the top structure of the market that collapsed a year ago this month and the present movement. In the early part of 1926 a market that seemed already dangerously high went higher through excessive speculation in stocks not yet seasoned. It often appeared that the poor stocks had better show than the good ones. The good stocks, on the other hand, are the favorites now.

These common stocks of the quality group are not so attractive on a yield basis. Many of them return less than 5 and some of them less than 4 per cent. But in the case of a substantial group the stockholder is in position for a windfall as a reward for years of waiting. The railroads are a conspicuous example. Over a long period of years the railroads have been improving their earnings position until now it seems that even if traffic does not expand in 1927 they will show excellent returns. No fewer than twenty-five railroads last year earned more than \$10 a share, half of that number earned \$15 or better and roughly a quarter earned \$20 or more. Earnings plowed patiently back into the properties over a long time always enhance the intrinsic values of a system and

make it possible sooner or later to reward stockholders generously.

Paul Willard Garrett.
[Copyrighted, 1927.]

Efficiency Opens the Door To Opportunity.

That we have become the richest nation in the world, even the richest nation in history, doesn't really mean very much. But that we have reached that achievement through tremendously increased efficiency in production means a great deal. Everything which we call wealth is just potential and actual raw material plus man's labor. Money itself is but a convenient measure of wealth, stored-up power to command wealth. In a better way than it has ever been done before on so large a scale, we have turned nature's resources into useful and beautiful commodities. By ingeniously developing new ways of greatly multiplying man power, and at the same time lessening drudgery, we have literally lifted a nation by its own boot-straps. And in that process, a keener, cleaner manhood has been developed, else the pace would not have been possible.

American business is done in glass houses. Europe has not yet discarded its secret diplomacy and back-door commercial intrigue. But in this wholesome Western world hugger-mugger practices in business are rapidly on the decline, and even in politics, they have achieved distinct unpopularity. Our advertising has brought business out into the open for the world's scrutiny. The fox does not hunt in the clear light of day, neither can a business that lurks in a shadow find sustenance. Secret discounts, unfair labor conditions, dirty and ugly factories, dishonest products can find no place in a successful advertising program of to-day. Advertising has been a mighty revealer of the worthy and a quick eliminator of the unfit.

I sometimes think that the best side of a man is his business side. He is apt to think best with that part of his brain. He is apt to act best with the muscles that control that side of him. Away from business he may be traveling nowhere at sixty miles an hour, but in his work he must keep steady pace and his eye on the goal. He is delightfully disciplined by his work. I sometimes think that the best side of a man is his business side.

Glen Buck.

Black Handbags Sought.

Black handbags with white trimmings are meeting with much favor, according to manufacturers. Pouch shapes are stressed and volume orders are for merchandise to retail up to \$4.95. At the same time there is a growing call noted for the pastel shades in bags, particularly orchid, light green and red. The envelope shape is in some demand but it is coming mostly from the smaller cities. The so-called passport bag is in increasing request with the onset of the travel season. Reptile leathers and combinations of them with staple grains continue to be featured in the novelties.

The Life of an Estate

MANY estates are dissipated within a short period of time because they have not been properly safeguarded.

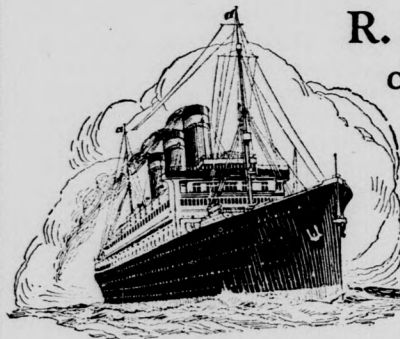
Failure to make a will, failure to appoint a trust company as executor and trustee, failure to arrange for the distribution of life insurance money under a life insurance trust—these neglects mean short lived estates.

Safeguard your dependents by safeguarding your estate.

Let us discuss this matter with you.

GRAND RAPIDS TRUST COMPANY

Telephone 4391



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The Model Arson Law.

Many of the state legislatures are now considering the Model Arson Law advocated by the Fire Marshals' Association of North America. In some states the objections brought against the bill embodying this law are of the same tenor as the objections brought against any measures brought forward to-day to curb the criminal. All kinds of imaginary cases are brought forward to show that there is danger of an innocent man being made the victim of the law, yet fire marshals have such a difficult time obtaining convictions when the law and evidence is overwhelmingly on their side that they have neither the time nor the inclination to bring into court cases about which there is any doubt.

If there were one-half the solicitude to prevent crime by improving and fortifying our archaic legal system that there is in protecting the guilty under the guise of safeguarding the innocent, the number of crimes would undoubtedly diminish. The new Baumes laws in New York State are credited by the New York Police Department officials with having had a marked effect in the reduction of crimes in New York City during the past several months. These are the laws, which among other things, provide for an automatic prison sentence of long term for the third conviction of committing a crime even though the third crime itself may not be a major one.

Nearly all fire marshals as well as police officials are kept so busy these days seeking to obtain convictions where the evidence of guilt seems to them conclusive that innocent men and even men against whom little evidence of guilt is obtainable, cannot be considered in any great danger. The arson laws in some states are such that certain classes of property may be destroyed with impunity because the laws fail to specify kinds of property which were not even in existence when the original statutes were placed on the books. The Model Arson Law does little more than make old laws conform to modern conditions.

Lowering Lake Levels Barefaced Proceeding.

On the general subject of the lowering of the level of navigable waters by artificial channels—the case of the Great Lakes versus the Chicago Drainage Canal is the outstanding present day illustration—Attorney General William W. Potter recalls a decision of the Michigan Supreme Court twenty-three years ago in a suit in which he and his then law partner, Phil J. Colgrove, of Hastings, appeared for the plaintiffs. The unanimous decision of the court was that lowering navigable waters by artificial channels was a violation of a Michigan statute.

Should the United States Supreme Court follow the same line of reasoning as the Michigan Supreme Court, assuming that the canal is the cause of the lowering, then the present controversy might, it is reasonable to assume, be decided in favor of the plaintiffs—the connecting channels and the

harbors of Michigan and other lake-bordering states.

The Michigan court's decision was in the case of Ervin P. Cole and others versus Patrick Dooley, drain commissioner of Barry county, and the waters Thornapple Lake in Barry county. The decision is in volume 137, page 419, Michigan Supreme Court reports. Thornapple Lake is about three miles long and half a mile wide. The lake is deep, but shallow for some distance out from the shore. Thornapple River is the outlet. On the shores are summer cottages, out-buildings and boat landings for resorters. Dooley, as county drain commissioner, instituted proceedings for construction of a drain to benefit farm lands. The drain would have lowered the lake about four feet and laid bare 66 acres of the bottom. This would impair the value of complainant's frontage, whose buildings covered a stretch of a mile and a half. The proceedings were that under these circumstances the construction of the drain would be a violation of law. In its decision the Supreme Court held that the evidence was clear that both the lake and the river, when there were lumbering operations in the district, had been used to float logs and that when developed as a summer resort, a small steamboat and many skiffs plied the waters and were used by thousands yearly. Then reads the decision:

"The lake and river are, therefore, navigable waters under our decisions. The action of the defendant in the case at bar seems to be a plain case of tapping and drawing down the surface of the lake, a barefaced proceeding to improve farms at complainants' expense under the pretense of improving public health—a prostitution of the drain laws for private purposes. Under our statutes it is provided that private lakes and ponds may be obliterated in the interest of public health upon compensating the owners, but the Legislature has fixed bounds to the practice by prohibiting the impairment of navigable waters. Thornapple Lake being navigable, and the proceedings in the case before us being admittedly to lower the lake level four feet, the proceedings are in violation of the statute."

A Novelty in Jewelry.

Among the new offerings of novelty jewelry is an unusual combination ring, hand ornament and bracelet, all in one piece. It is made up in platinum and set chiefly with tiny diamonds, about 200 being used, although some styles show the introduction of emeralds, sapphires, rubies and other colored precious stones in larger sizes. The entire piece is made to fit with a comfortable degree of snugness, yet it is flexible enough to give full play to the hand of the wearer. It is held in place by an adjustable platinum slide-snap on the bracelet part, which permits its being fitted to almost any woman without alteration. The retail price of the novelty ranges from about \$800 to \$2,000, depending on the kind of stones with which it is set.

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OFFENSES TO THE SENSES.

Brief Dissertation on Annoyances Inflicted on Others.

This is not a preachment and a text would seem to be inappropriate, still in the few suggestions in mind to be made under the above caption a quotation occurs to me as a fitting prelude to my brief exposition of the subject:

Woe unto the world because of offense,
For it must needs be that offenses come;
But woe to that man by whom offenses
cometh.

The tragedies that come into the lives of men seem to arouse in them a spirit that overcometh and it is an exception when men facing great trials do not arise to the situation and command themselves in a manner that leads to a balance of mind. It is the small affronts and trespasses that are the pin-pricks of life and these are the things that irritate our nerves and lead us often times to lose command of ourselves and these causations are the things which ought to be quite easily eliminated, if we were all thoughtful of our obligations to each other in the creation of happiness.

One of the offenses which occurs to me as in the class I have mentioned is a concomitant of city platting. We have been in, for a few years, an epoch in which cities were expanding and their environs have been picked up by speculators and platted into subdivisions with great expectancy. Not only are the stakes made permanent in showing the outlines of the lots, but narrow sidewalks are put in, the streets turnpiked and sometimes ornate entrances are erected in the way of towers ornamented by vases of cement construction. Very soon the whole region is covered with weeds, grass springs up in the interstices of the blocks of sidewalk. If there are orchard trees which are mentioned in advertisements as important factors, they are neglected and it is a rule that very soon after the initial movement is made these plats become offenses to the eye. If this platting were confined to the immediate environs of the city, it would not be quite so bad, but it reaches in every direction and covers such an immense area that tourists coming to the city cannot enter without coming through these platted areas, which are often an offense to the senses.

If cities would take it upon themselves as an obligation in striving for cleanliness and healthfulness and attractiveness to educate their realtors with regard to methods of subdividing land that would add instead of detract from the suburbs of a city, it would be a very important method of education.

In the interior districts of cities are eye sores which are due to the neglect of men engaged in real estate transactions. I have in mind a lot I have passed by daily which was a year ago occupied by a church. The property was sold and the purchaser, having good vision of the future, expected to erect a business block thereon and thus add to the value of a progressive city. The blight in real estate coming suddenly caught him with the debris

scattered over the ground—the result of razing the church edifice—and he, perhaps unwittingly, is taking his disappointment out by annoying all the people who pass that way with this offensive situation. Here and there in every city there are illustrations like this one and they combine to detract materially from the beauty of the city and are a reflection upon the governing power which tolerates them. The question occurs to the every day citizen, what right have people to thus

able kind of rubbish. These people who thought themselves reputable citizens imposed upon me and upon the neighborhood by rendering a good looking home premises an objectionable object in the neighborhood.

This offense upon the senses is quite noticeable in the approaches to a city along railroads and highways and it is a rare thing to enter a city without being influenced by the unattractiveness of the line of entry. Here is a case of corporation responsibility

when standing upon some prominent corner in the city where beautiful architecture is the commanding feature, to notice how common it is for people in little ways to commit offenses against these buildings. By inspecting the walls one will find that thousands of people have, through thoughtlessness and carelessness in the scratching of matches for the lighting of cigarettes and cigars, rendered beautiful surfaces an unpleasant thing to look at.

How common it is for us to note the dribbling of waste from vehicles passing along the streets. This is an uncalled for trespass upon the community and should not only be frowned upon, but eliminated by governing authority. Occasionally an advertising board, which has been allowed the privilege of location upon a vacant lot, hides from view of the passing public a very objectionable feature, but these boards themselves become decidedly objectionable features in most of the places where they are erected, because they replace beautiful pictures by unseemly and flagrant pictures and lettering. An offense which is somewhat difficult to eliminate is an egregious piece of architecture in a residential neighborhood which is criticized by good taste in building. Some person, because he thinks he has a right to do what he chooses with his own property and is obsessed with an idea that he knows what he wants better than others, builds a house which, in its objectionable features, is a disparagement to the neighborhood. This offense against good taste is extremely unfortunate and a very delicate one to deal with.

There are offenses of sound as well as of sight and when they are entirely uncalled for and unnecessary, it would seem as though the good sense of the community ought to result in their obliteration. If the whistling of the locomotive is necessary for certain purposes, its unnecessary multiplication is an offense which ought to be eradicated. The offense of the automobile horn is one of the worst with which we have to deal in the realm of sound today. Nothing is more rasping in a neighborhood than the constant honk of autos and nine-tenths of it is entirely useless and not only devoid of accomplishment, but a menace to peaceful neighborhood life. The constant use of the horn becomes a pernicious habit and is rasping to the nerves. The good sense of community life ought to succeed in its abolition.

I think we have statutes against taking the name of God in vain. Of course, they are inoperative, but public opinion ought to succeed in suppressing vile language used in public places and the man who taps you on the shoulder arresting your attention and says, "Have you heard the latest" and pours into your ears a vile story is a nuisance in a community. I am almost willing to say his name is legion, because it is such a common trespass and is tolerated where it ought to be suppressed through righteous indignation.

There are also offenses against another very useful method of joy in us

Living While We Stay

We must live while we stay, though bright be the way
Or ruggedly toilsome and steep;
Though strewn with life's flowers and swift flying hours
Or griefs that are poignant and deep.
We must live for the task of which longing hearts ask
Of a friend they may meet in the road,
For the cheer they may crave, for the help that may save
From the burden and crush of the load.

We must live while we stay, never lingers the day
As it flies on the "wings of the morn."

So we turn to our task, ah, some one has passed
Some one so sad and forlorn!

We must go to him yet, we must never forget
That living means helpful employ,

We must go though it cost, but naught will be lost
If the moments are freighted with joy.

We must live while we stay, remem'bring alway

That this is our part of the plan,

That merely to stay, come and go as we may

Was never intended for man.

"'Tis more blessed to give than it is to receive,"

But our gifts may not measure the need,

We must "pour out of life" in the labor and strife

To prove out our right to succeed.

We must live while we stay, rejoicing each day

With those who are happy and blest,

Let us truly enjoy without an alloy

With them the worth while and the best.

Let no rivalries rise between us and our skies

Because wealth may be coming their way,

It may be that the price is their sacrifice

And we may be richer than they.

We must live while we stay, we must greet by the way

Those who may need pity and cheer,

That they too may know by the "heart" that we show

That the sympathy craved may be near.

It is well to obey the impulse alway

To "weep with those who may weep,"

For this is the rain that softens the pain

And there's blessing for both in the meet.

We must live while we stay in the wonderful way

Of the world and all that's divine,

Nor take second hand any law or demand

Made by man down the annals of time.

The perspective is wide and there's little denied

In the book spread before us so real,

The book that from birth to inherited earth

Is the one of God's signet and seal.

So we'll live while we stay, for 'tis ours day by day

To live more than in those of the past.

If mem'ries be sweet the links are complete

That will bind to the things that may last.

And while nature so sweet pours out at our feet

Her gifts all so precious and rare,

In her wonderful art she will be to the heart

At once both the answer and prayer.

L. B. Mitchell.

impose upon the sensitiveness of the community?

Some years ago I became the owner of a house and lot on Union avenue, in my own city, located in a fine residential neighborhood. I was disappointed in losing tenants and for some months the house was unoccupied. Every week I was compelled to clean off the rear of this lot, because so many people took occasion to cast upon it the waste from their own premises, including the most objection-

which could be inexpensively avoided and which would, if removed, add measurably to the reputation of the town.

One of the eyesores connected with urban life is the dump. I rarely visit a city in which somewhere I do not find a place where waste is placed in a most unsightly heap of rubbish. It is an offense not only to the sight, but to the sense of smell and a trespass upon the good health of the community.

It has been my habit for some time,

and that is the sense of smell. We have as much authority to suppress a vile odor as we have to become rid of an eyesore or an offense to the ear; a sense of righteousness, if allowed to express itself would eradicate this phase of community life.

To an educated sense of smell comes great joy through the delights of priceless odors and aromatic agencies. Compare the delicate aroma of a rose or a violate with the trespass that these flowers are in decay. We are awfully careless in this matter of producing mal odors through carelessness and thoughtlessness. There are too many back yards which illustrate this condition and particularly in the suburban districts about every city we will find illustrations of trespass upon the sense of smell that are vile and inexcusable. We are responsible to a community for keeping ourselves, our premises and our neighborhood as clean and sweet as possible and it is a flagrant abuse against good sense and neighborly instincts to be responsible for transgressions which are offensive to our God-given method of detecting odors.

In the category of offenses I cannot leave out cats and dogs. That picture of a home with a beautiful family circle and the accompaniment of a pet dog connected with one of the personalities is a beautiful thing to look upon and we connect the dog with it all as a salient feature. It seems an appropriate thing, the expression of love for a dumb brute, which in so many ways may contribute to the joys of the family. The definition of a weed is that it is a plant out of place and no matter how satisfactory the dog may be in a home picture, he becomes an unendurable nuisance when he tramples through your garden, knocking down your sweet peas, rolling over in your seed bed, breaking through your cold frame, and possibly in his greediness while following a wild rabbit you have coddled, breaks off a carefully planted shrub. He becomes an undesirable nuisance and if he is your own dog of course you cannot complain, but if he is a neighbor's dog you feel that your rights have been impinged upon and that you have cause for serious complaint. And still, how true it is that a neighbor is so perfectly thoughtless of your rights and privileges that it never occurs to him that his pet dog is a nuisance and it is an awfully delicate thing for you to tell him so and you often bear the burden of a most serious loss which is really that of your thoughtless neighbor who has thus sacrificed your own good opinion of him.

That is a beautiful picture of an interior in which the mother is knitting, the father reading his newspaper, the children upon the mat in front of the fireplace looking at a picture book and others sitting at a table playing some game with an accompaniment of the petted cat, which lies so beautifully and comfortably upon the rug before the fire. In this picture the feline accompaniment is a source of joy, but should that cat at midnight make life miserable for you by yowling under your window or stealthily crouching under your bushes and destroying the

life of a little bird which has been pushed out of the nest by its Spartan mother; or come prowling into your premises only on evil intent, the picture is not attractive. The cat has become an offense. Responsibility lies on your neighbor who seems to be perfectly oblivious of the fact that the beautiful member of the family circle is a menace to the happiness of the neighbors. The Master must have had some of these things in mind and as a part of his wonderful method of tuition must have utilized many of them in the stories he told to bring home to the human heart the obligations of life and in all probability he had in mind the neglect of many of his auditors to accept the obligations manifested by the keen sense of kindness and neighborliness when he said, "It is impossible but that offenses will come but woe unto him through whom they come."

The woe is immediate and is certain as the punishment for sin. One cannot commit an offense against the senses of others or tolerate the unnecessary nuisances without suffering the penalty of a severe criticism of his fellows and an estrangement from them. Herein lies the opportunity to express neighborliness and sincerity and friendship and the recognition of the rights of others in your manner of life. How can we formulate the thought better than to say, this thoughtlessness for the sensitive feelings of our fellows is simply an illustration of bad manners.

Charles W. Garfield.

And That's That.

Not so long ago, the story runs, a traveling man visited a certain small town and sold the proprietor of its general store a bill of goods. When the roofing stuff arrived it was not as represented, and the merchant consequently returned it.

But the company, nevertheless, attempted to collect the bill, and drew a sight draft on the merchant through the local bank, which returned the draft unhonored. The wholesaler then wrote to the postmaster about the financial standing of the merchant, and the postmaster replied that it was O. K. Finally they appealed to the local attorney to collect the bill, and received this reply by return mail:

"The undersigned is the merchant on whom you attempted to palm off your worthless goods. The undersigned is president and owner of the bank to which you sent your sight draft. The undersigned is the postmaster to whom you wrote, and the undersigned is the lawyer whose services you sought to obtain for your nefarious business. If the undersigned were not also the pastor of the church at this place he would tell you to go to hell."

Encouraging.

Her Little Brother—Yes, sister has a box with lots of funny things in it. There's a rolling-pin, a revolver, two flatirons, some long hairpins, 'n' everything.

Sister's Beau—Dear me, what does she call that?

Her Little Brother—Her hope chest.

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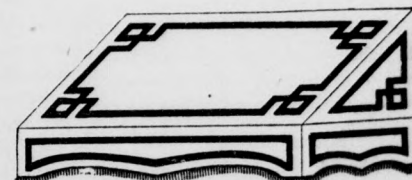
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Straws Now Lead in Millinery.

Although there is still a nice business being done in women's felt hats by the local millinery trade, the attention of buyers is now centered principally on straw ones. Choquette and crochet effects lead in the higher-priced lines, with a call for large milans beginning to manifest itself in the Northern half of the country. The South has been taking them very well for some time, and an active call for these hats in the North is considered only a matter of a couple of weeks. There is some question as to the amount and character of the trimming that will sell best with them. Some see a use of flower trimmings in more or less profusion, while others see only the use of simple ribbon, buckle or ornament trims. In the colors, navy and other blue shades stand out, with the beige and the other sand tones also still in considerable favor.

Easter Gifts Help Novelties.

The growing practice of giving gifts at Easter, coupled with the approach of that event, is stimulating business in novelties for children to no small extent. Sanitary soft toys for infants and small children are much in demand at the moment. Included in them are small animals and dolls made of French powder puff velvet and rough toweling material, so fashioned that they can be washed. Other items that are proving popular now, according to the findings of the United Infants', Children's and Junior Wear League of America, are sets of boxes for the layette, for hats and also for shoes. The three pieces are covered with washable glazed chintz. There is also a small hat stand to match the boxes. These sets are priced lower than similar ones covered with silk and are designed for more practical purposes.

Neckwear Trends Are Favorable.

Business in men's Spring neckwear has been developing nicely, with the approach of Easter serving as a stimulus to retailers who have been holding back their orders. Stripes continue well ahead in the patterns selling in most volume, although much interest is also shown in new figured effects. The tie silk mills are preparing for the Fall season and view the outlook with considerable confidence. Business during the Fall and holiday season last year was excellent and it is expected that these favorable conditions have at least a good chance of being duplicated. The one difficulty tie silk makers talk of is the increasing volume of imported silks being used here.

For Uniform Hosiery Cuffs.

A standard length of three inches for the folded cuffs of children's seven-eighths hosiery of all sizes is recommended by the National Association of Hosiery and Underwear Manufactur-

ers, which also recommends a standard tolerance of a quarter of an inch, plus or minus, from this length. The recommendations are the result of a study made by the research associates of the organization in co-operation with the Bureau of Standards of the Department of Commerce. These advantages of the proposed length and tolerance were outlined in a bulletin issued yesterday by the association; they satisfy the customer; they fix a definite practice within the mill, and they supply a basis of agreement between the manufacturer and the ultimate purchaser, thus eliminating another chance of misunderstanding.

Luggage Sales Are Lagging.

Manufacturers of luggage are complaining quite a little about the continued lack of important buying on the part of retailers, although sales for the most part are up to those of a year ago. The catch, however, is that sales early last year were the poorest in some time. Stocks are generally light in the hands of retailers as well as of manufacturers, and there will be plenty of business as soon as consumers feel a real urge to buy. When that time comes, however, the manufacturers will be swamped with orders and demands for prompt shipment. In the early business placed, some indications of the future trend of buying is indicated. For instance, the outlook is bright for novelty grain effects, especially alligator and moose. The same is true of light colors, more particularly gray and the lighter shades of brown.

Some Jewelry Lines Selling.

Although the business now being done in popular-priced jewelry cannot be said to be generally good, there are some lines that are moving well. Among the active sellers of the moment are sterling silver bangle bracelets. These articles, which for the most part are worn in multiples of three to twelve, may be had to retail as low as 50 cents. Also good are long "drop" earrings, especially in baguette stone effects in sterling silver mountings. They are seen in imitation crystal, jet, topaz, sapphire, etc., are featured by the large "drops" at the end, and may be retailed from \$3.50 to \$7 a pair. For children a nice business is being done in novelty cut-out bracelets of sterling silver. They retail at \$1 to \$2.50 each, and are offered in both the plain metal and in colored enamel effects.

Gift Silverware Sells Well.

Although the late ending of Lent this year will shorten the April matrimonial season for members of those religious denominations who observe it, a nice business has been done in both sterling and plated silverware for gift purposes. The call for this merchandise has extended all the way from simple, single pieces to elaborate services, and an unusual number of chests of fine sterling ware was said yesterday to have been disposed of by the silversmiths. Sales of sterling ware continue to exceed those of a year ago, it was further said, despite the fact that the business done in such merchandise

throughout 1926 was of record proportions. A nice business has also been done in small children's silver mugs and table sets, presumably for use as Easter gifts by the ultimate purchasers.

Novelty Covers For Card Tables.

A manufacturer in the Middle West is now offering novelty card table covers of oilcloth that wholesale at \$7.50 a dozen and that are particularly useful when bridge or "500" is played. On opposite corners of the covers bridge and "500" scoring schedules are enameled, there being two of each on every cover. Decorative figures enhance the appearance of the covers, which are about a yard square and which are made with "pinked" edges. An elastic webbing which fits under the four corners of the table and is held by snap fasteners keeps the covers in place when in use. They are offered in seven colors, including red, black, orange green, blue, lavender and yellow and in smooth and shot-grain effects. The lettering and figures of the scoring schedules are in white.

Children's Millinery Selling.

One of the features of the business now passing in the millinery trade is the activity of the demand for children's hats. While the call for felt ones of this type has died down to some extent, there is a good call for straws. Many fancy straws, as well as Milans, are being shown in all the wanted shades, and are taking well. Popular-priced models in Milan are greatly in demand. These are usually trimmed with ribbon and arranged with long streamers or a tailored bow. All tailored hats for children are "good" at the moment taking precedence in sales over the fancier models. The usual lines of silk caps for babies, as well as organdie and gingham bonnets for Summer wear, are also being shown. Some orders for them are being taken.

Reorders For Gloves Coming In.

Nearer approach of Easter has stimulated the demand for women's and misses' gloves. Reorders have been steadily coming in for glace kid merchandise and fabric gloves. There is also a steadily growing demand for silk gloves, which have their best retail selling period directly ahead. Novelty effects predominate in all types of the goods, with the short French cuff still continuing in favor. Colors to match shoes and hosiery are in best demand.

Some Improvement in Ribbons.

Although the general demand is not as active as is desired, business in ribbons is said to show a gain over last year at this time. Styles in ready-to-wear are more conducive to the use of ribbons as trimmings. A fair yardage, for example, is now being absorbed as decorations for women's coats in the form of bows at the shoulders or at the hips. The dress trade is also using a fair quantity, as is the millinery trade. The buying by retailers continues to be of the more staple narrow goods.



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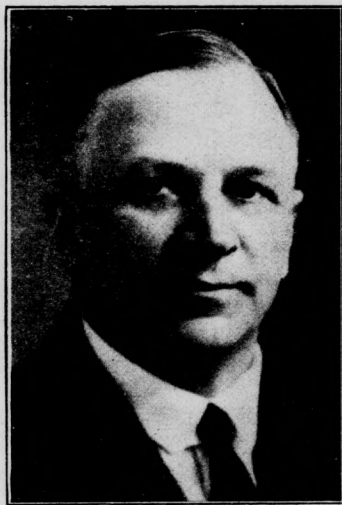
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Hans Johnson, the Well-Known Muskegon Grocer.

Hans Johnson was born in Norway, July 13, 1878. His father and mother were both born and raised in Norway. When he was 6 years old the family came to America, locating in Spring Lake, Mich. Four years later the family moved to Muskegon, where Hans attended school until he completed the seventh grade. He then went to work in the general store of John B. Perham, the Spring Lake merchant, with whom he remained a year. He then enlisted as a private in the Spanish-American war, serving eight months, including the time he was in Cuba. On receiving his discharge from the service he returned to Muskegon and entered the employ of Nick Schuler, in whose grocery store he clerked two years. His next contact with the grocery business was as clerk in the



Hans Johnson.

store of F. W. Bailey, of Hyde Park, Ill. Two years later he returned to Muskegon to take a position as grocery clerk for Amil Hess on Beidler street. In March, 1902, he opened a grocery store on his own account at the corner of Washington avenue and Franklin street. He is still engaged in business at the same location and is this month celebrating his twenty-fifth anniversary as a grocer.

Mr. Johnson was married in 1904 to Miss Pearl Stone, of Muskegon. They have three children—Evelyn (21) who assists her father in the store; Wm. Clark (17), who is attending the St. Thomas military school at St. Paul, Minn.; Marian (10), who is attending the public schools of Muskegon. The family reside in their own home at 1075 Washington avenue.

Mr. Johnson is a member of the Norwegian Lutheran church. He is also a third degree Mason and an Elk. He owns up to but one hobby, which is fishing, although he admits he is not doing much at it now.

Mr. Johnson has been a strong advocate of organization among retail grocers and is at present Vice-President of the Retail Grocers and General Merchants Association of Michi-

gan. Unless all signs fail, he will soon be elevated to the position of President.

The Chinese Menace Due To Russian Influence.

Grandville, March 29—News from the Orient is not reassuring.

China is still on the rampage; many Americans as well as English have been killed and the landing of marines has been imperative. The heathen Chinese, like his more civilized brethren, responds to force where soft words would be accepted as an exhibition of fear on the part of the whites.

It becomes necessary to deal sternly with the yellow men, even though there has been much of injustice heaped upon the people of that vast country. No people in the world have been so wrought upon with enduring patience as has the Chinese. Well and good, and yet we cannot desert our fellow men to their fate when death threatens, hence the landing of U. S. marines and a call to halt the murdering which has been sweeping over the Cantonese district.

Missionaries have been endangered and many of them slain. China despite the scores of years it has been under the teachings of Christian followers, is still very much in a barbarous state. It is this fact, and the further fact that China is the most populous nation in the world, which makes the situation so delicately dangerous.

Has the war of the yellow men against the white begun? Is it not a pertinent query in view of what has been taking place in recent weeks throughout the Chinese empire?

A nation of four hundred millions stirred to the depths by incessant encroachments on their rights by outsiders is a sight not pleasant to contemplate. What the outcome will be depends very largely on how the Christian nations of the world handle the subject.

One of the most dangerous firebrands injected into the problem is the meddling of Red Russia, urging the Chinese to do their worst where America and England are concerned. Russia is an old-time enemy of Great Britain, and she will leave no stone unturned to make trouble at the present time.

The war cloud in Europe shrinks to a mere shadow when compared with this great uprising of four hundred millions of yellow men who believe they have been unjustly dealt with by their supposed white friends.

American marines are performing a difficult and dangerous task in China, and there is no disguising the fact that our sea boys are in danger of extermination unless some unforeseen streak of luck comes their way within a short time.

What becomes of the peace propaganda in America in face of this tremendous outpouring of wrath from the yellow races of Asia? America will need to gird on the whole armor for self defense in this new bellicose attitude of Chinese nationalists.

The Chinese debacle which began as a civil war bids fair to terminate in a complete uniting of opposition forces to fight the common enemy as the Chinese people have come to regard their white invaders. Although the yellow men may be unjust in their suspicions of British and American spoilation, nevertheless there is sufficient hatred, which has been growing for a long time, to cause more than a peck of trouble for the white investors in China.

We should view the situation with unprejudiced minds and grant to the Chinese a fair hearing in their case against the white race.

Hostilities have certainly commenced.

"American guns bombarded Nanking to-day after the Cantonese, who had

captured the city, killing many Americans."

Thus one dispatch from the seat of war. This does not look like a peaceful settlement of the troubles in the Orient. War has begun providing the Chinese have decided to break with the white powers, and we may expect more war news from now on.

"The rioting Cantonese troops, who had looted the American, British and Japanese consulates, were attempting to storm the hill to reach the foreign refugees when the American and British ships cleared their decks and opened fire."

This news is important. It shows how desperately determined are the reckless element in China to destroy both American and British interests. Can such a feeling of hatred be committed and peace and quiet again be brought to pass?

We may hope for the best, yet it is quite proper to look for the worst and make ready for a war against Chinese nationalism.

There are many Americans in China who are remote from the position held by our marines, and it may be a difficult undertaking to seek shelter from the violence of the Chinese mob. Many Americans have been rescued, but what of those beyond the reach of our guns? There is danger of complete extermination of all whites within the boundaries of the Chinese empire, and when that is accomplished American and Britain face the most difficult and dangerous war problem of their existence.

A missionary in China to-day is about as safe as a fish in boiling water. Although the Chinese, North and South, have been fighting each other, they seem a unit in their zeal to do to death all foreigners.

Although we speak of this latest outbreak as a yellow menace, it is not wholly that, since Japan is on the side of America and Britain, and she is by no means a sick duck in the pit.

We shall await further news from the seat of war in China with the utmost interest and concern.

Old Timer.

Fall Outlook For Velvets.

Silk factors look for velvets to have an increased vogue during the coming Fall. Wholesalers are showing the cloths in somewhat greater variety, the offerings including both staple and novelty effects. The trend is strongly toward flat pile velvets which are light and supple. Use of the goods for evening wraps and gowns is expected to be on a liberal scale. New developments have been made in rayon velvets that are counted on to increase favor for these types. Manufacturers are also watching the possibilities of a strong vogue for velvet coats for day wear during the next season. Coat producers are showing some of these coats for immediate delivery, and favor for them may grow strongly for the Fall.

Sheer Silks Doing Well.

Sheer fabrics are well to the fore in the consumer demand for Spring silks. The buying covers crepe chiffons, georgettes and romaines in both plain and printed effects. In the latter the small designs continue to be strongly favored. Flat crepes are likewise selling well, but the wholesale margin on both these goods and georgettes has been cut to a very narrow margin, manufacturers say. Five of the best-selling shades for silks at retail, according to the results of a recent questionnaire, are French beige, black, rose beige, navy and queen blue.

Importance of Satin Shoes.

In the past three weeks especially, satin shoes of various kinds have forced attention. Black satin is increasingly popular. Several new shades of blonde satin are on the boards and are selling actively. Grosgrain silk is a new item in the same family, which was lately featured by a leading bench maker, for a prominent Fifth Avenue store.

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

HART BRAND
CHOICE OF THE LAND

Look for the Red Heart on the Can

LEE & CADY

Distributor

Sand Lime Brick

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

GRANDE BRICK CO.,
Grand Rapids.
SAGINAW BRICK CO.,
Saginaw.
JACKSON-LANSING BRICK
CO., Rives Junction.

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KRAFT CHEESE

A variety for every taste

Link, Petter & Company

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

Making Rules and Living Up To Them

Written for the Tradesman.

Solomon's Proverbs fill a little book 4¾ by 2½ inches, with sixty-six pages of reading; but all the "homely wisdom" of the world, which means business wisdom—grocery wisdom—hardware wisdom—is to be found within it. Whatever has been written since is merely a rehash. Solomon probably did some rehashing himself at that; for plain wisdom, which cometh out of consequences, is as old as human thought based on experience.

I have quoted the major portion of one saying. It applies directly to the operation of the Frankford Grocery Co., Frankford, Pennsylvania. The remainder of it applies, too; and I shall quote it later or, perhaps, leave it to you to look up. The looking up will harm nobody, nor will it waste his time.

The chief interest in the Frankford Co. is its living answer to the question, Is co-operative wholesale operation a success? Can it be made successful? Here are the bare facts of the answer:

Frankford Grocers Association organized 1888, 100 members, started co-operative buying 1892; present membership, 1300.

Frankford Grocery Co., Inc., incorporated 1905. Warehouse built 1910. Two floors added 1914. Four floor section added 1925.

Four floors and basement; 106,000 square feet; five elevators; one three-box refrigerating plant; five car siding on second floor; ten motor trucks can be loaded inside building; eight motor trucks can be loaded on street.

Garage rebuilt 1924; present capacity 24 cars; cars in use owned by company, 17; number of employees, 85; capital and surplus, \$600,000; business, 1924, 4¾ million dollars; operating overhead, .0347 per cent.

Subsidiary corporations: Grocers' building and loan association; grocers' saving fund; co-operative insurance fund.

Territory covered: Spring Garden street North to Tullytown, Richboro, Hathboro, Willow Grove, South to Germantown and East of Schuylkill to Delaware River.

I copy these details from a skeleton sketch issued in 1925 on the occasion of the opening of the newly built addition. I do it for the purpose of indicating how closely the organization observes the limits of its work in every direction; for such observance is a cornerstone of its success. Nothing is sidestepped or camouflaged. The management faces facts and the music thereof, whether harmonious or discordant. Any member can know precisely the condition of any portion of the business in which he is a co-operator any time if he wants to.

These characteristics of the organization have impressed me for years. But I got a special impression thereof in 1920 or 1921. Anyway, it was the time when sugar slumped and ditched

any number of formerly sanguine buyers.

At that time both Frankford and the ill-fated Girard got nipped. Both had quite a crimp put into their resources. But the way the loss was handled differed radically. Frankford faced the condition then and there. The entire loss was ascertained, plainly stated in the first report to its members, its bankers knew all about it. The amount was charged off in one lump. My recollection is that not only was no dividend paid at the next dividend period, but that a deficit was sustained.

This contrasted strangely with the action of Girard. The management of that company elected to carry the deficit over a term of years. The plan was to charge off a percentage each year, paying dividends right along. In itself, that might not have been altogether wrong or unbusinesslike; and because of the history of success behind the management of Girard, I tried to see their action from their standpoint.

Well, Girard is dead—gone—obliterated from the business horizon and the officers have been indicted for crimes which will probably keep them in prison for years to come. Frankford is sturdier than ever. An indication of why Frankford succeeds may be found in a plain talk by J. A. Edgar, long President and general manager of both Frankford organizations, from which I quote in part. This talk might well and profitably be digested by any grocer anywhere:

"Wholesale and retail grocers' associations meet in solemn conclave and adopt resolution after resolution, 'We are opposed to free deals, etc.,' and some members hasten out before the meetings adjourn to get busy on deals and beat competitors who might possibly have taken the resolutions seriously.

The manufacturer pays high-priced salesmen and advertising experts to figure out schemes to put it over on the grocer. Do they love the grocer? Will they help him? They do—they will—as the corner saloon loved the wage earner who stopped on Saturday night with his pay envelope and, after the envelope was empty, kicked him into the gutter.

"The wholesale grocer comes in for a lot of criticism on unfilled missionary orders; but if the manufacturer had financially to back up the wholesale grocer on deal missionary orders, deals that load the grocer would disappear like the proverbial snowball."

"Nothing can be more inequitable than deals. They discriminate against the grocer with small capital. If he falls for them, he soon finds himself without money to pay his bills. If he has backbone to say 'no' and his competitor goes in on the deal and under-sells him, he gets sore on manufacturer and competitor, probably falls for the next deal offered and gets it under the necktie.

"Helping the grocer by a succession of deals means helping him over the shortest road to bankruptcy.

"Some deals evince the manufacturer's questionable honesty. They offer

(Continued on page 31)

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



Hekman Biscuit Co.
Grand Rapids, Mich.

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INCORPORATED
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Direct carload receivers of

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 Fleishmann'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

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

Is Our Beef Quality Growing Better?

We are sometimes told by people who have had considerable experience in beef handling, and even at times in beef cooking, that the quality of beef to-day is not so good as it was some years ago. This is a pretty hard pill for the corn-feeding part of the industry to swallow, and, we believe, not in accord with opinions of men who make a study of meat quality.

It is easy to remember the wonderful steak we had some few years ago when we were gathered around our festive board with friends and when sentiment was high. We remember the phrase given and the general enjoyment experienced. We remember even more vividly the rather tough, stringy, flavorless steak we ate last week. Unfortunately, most of us judge conditions nationally from a provincial standpoint, and it is because of this that we very often wander afield and have less real conviction associated with our conclusions.

The meat produced twenty or thirty years ago contained some choice beef, and the meat produced to-day also has its percentage of top notchers. Because we happened, for one reason or another, to have a tough steak is not sufficient evidence to base a conclusion on. We should investigate further and find out how much of the possible amount we may logically draw on is of this inferior quality and whether or not we cannot find dealers who have the genuine quality article.

Properly ripened beef is more tender than beef that is served close to slaughter. It is not within the scope of this talk to go into the details of ripening beef, but there is a period of time that must pass before beef reaches its greatest tenderness after slaughter and yet retain all its other good characteristics. Besides this the place where the beef is held must be proper in all respects if best results are to be obtained. This is important.

There are some seasons of the year when high quality beef is relatively scarce, and there are other seasons when it is quite plentiful, but at no time during the year is it impossible to secure high-quality beef if one really wants it, goes to the trouble necessary to get it, and pays the price charged for it. This statement has been proven on many occasions by the Department of Agriculture through its meat grading service. A great deal of attention has been given recently to better quality beef production and to provisions for easier and more positively accurate ways for the average person to get it.

Establishing Grades of Meat.

In the interest of better marketing of meats and livestock a conference was held recently in New York between representatives of the Federal Government and the various livestock and meat interests in this vicinity. Standards and grades are to be made official by the Government and before this is done it was considered necessary that

the best thought of competent men in the trade be secured.

This is only one of several conferences of a similar nature held in various parts of the United States recently, and in every instance those attending have shown great interest and have offered many helpful suggestions which have been adopted and included in the grade descriptions.

In preparing standards and grades of livestock and meat it has been the object of Government officials from the first to have them so worded and arranged that they would be easily adapted to trade requirements, and the fact that millions of pounds of meat are handled annually with transactions based on the tentative of official standards and grades already prepared seems to prove that the intent to make them workable has been accomplished.

Consumers are interested in this work because it leads to surer methods of buying meat. When official grades of meat are universally used it will be comparatively easy for any housewife to buy her meat and she will not have to worry about the quality. Men who are meat experts will look after the grading and the meat will be marked so that anyone can identify it.

This will not necessarily increase the price of what is bought but will allow any person buying meat, whether an expert or not, to know when he or she is buying choice, good, medium or common quality, or any other grade the retailer has for sale.

At the present time quite a few retailers in New York and vicinity are having their meats graded by the Government and have inspired so much confidence among their patrons and others that were not formerly their patrons that their business has increased in a very satisfactory manner. The growth of the Government meat grading service in retail shops will be according to the demand of the public and the benefit received from it by retailers.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green No. 2	10 1/2
Calfskin, Cured No. 1	13
Calfskin, Cured, No. 2	11 1/2
Horse, No. 1	3 00
Horse, No. 2	2.00

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

Literally Speaking.

Small—What would you say of a man whose wife makes him wear socks that need mending?

Tall—I should say that his wife doesn't give a darn for him!

WORDEN GROCER COMPANY

The Prompt Shippers

Keep this in Mind

**QUAKER FOOD PRODUCTS
ARE BETTER**

BEST VALUE FOR THE PRICE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

And Many Customers Know It

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Wholesalers for Fifty-seven Years

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SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Street

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Yellow Kid Bananas
all year around

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

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

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

HARDWARE

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

Suggestions For the Hardware Dealer in April.

Written for the Tradesman.

With an early spring, housecleaning lines should already be prominently featured in the hardware business. Even if, in your particular locality, spring is merely in sight around the corner, it will be good policy to play up these lines. In most stores the demand is well under way. Housecleaning lines will be a big factor in your April business, and will continue active until the hot weather sets in.

So that a timely way to start the new month of April is to put on an appealing display of housecleaning lines. For while there are housewives who rush the season and start their spring housecleaning when the snow is still on the ground, there are others who defer the task as late as possible—until, in fact, the June roses come.

The hardware dealer's objective is, while catering to those who buy early, to bring out and hurry up the trade of those who normally buy late.

In your early displays it is good policy to stress the idea of preparedness. Emphasize the desirability of being fully equipped for housecleaning before the housecleaning actually starts. The idea to get across is that, first of all, the housewife should have handy every labor saving device she is likely to need; and, second, that the more complete her equipment the easier the work will be.

The lesson for your first display to drive home is that it pays the housewife to have proper equipment. This idea cannot be too strongly emphasized.

Efficient household help is hard to get. This is particularly true at busy seasons such as this, or in homes where the work is extra heavy. The greater the need for help, the greater the difficulty in securing it. So that the hardware dealer has an excellent opportunity to push the sale of household helps which will do the work of hired helpers.

The time to make your strongest appeal, however, is before the majority of housewives get into the thick of their housecleaning. The housewife who has got the work well under way, perhaps half finished, while for that very reason she may feel the need of labor-saving devices all the more is apt to say:

"Well, anyway, I've got the work pretty well done. If I'd had these things at the start they'd have helped a lot—but now I guess I'll worry through until next season."

Many hardware dealers have found it advantageous to specialize in their household lines in April, to the extent of putting on a series of carefully planned displays.

Thus, the campaign can be launched with a carefully-planned display of housecleaning lines. Everything that suggests housecleaning or helps to reduce the labor of housecleaning may

be worked into this display. Such a display may include lines so varied as brushes, vacuum cleaners step ladders, dusters, mops, pails, sweeping compounds, polishes—in fact, pretty nearly everything that has a part in housecleaning.

Of course, it doesn't pay to crowd any display or to show too many things. This is a rule in display. The great idea in display is to stick to one topic. Here, your topic is "housecleaning"—or you might say, "complete equipment makes housecleaning easy." So that, to bring out your idea, a very comprehensive display is needed.

But be sure to bring out the idea. A mere jumble of housecleaning devices is not enough. Help out your display with show cards emphasizing this idea that "complete equipment reduces drudgery."

As the season progresses, you can put on further displays less comprehensive. Thus the series might include on "Easy Washday" window, featuring laundry equipment. For this you can show washing machines. If you handle electrics, feature your electric machine. If you can put on a demonstration in the window, so much the better. Washer and wringer should, of course, both be demonstrated. Around the machine on display you can arrange all sorts of wash-day accessories—tubs, ironing boards, clothes racks, sleeve boards, irons, curtain stretchers, clothes lines, pulleys, reels and clothes pins.

Wherever possible, it is sound policy to show the goods in action. It is a good idea, if you have the space, to show a modern, well-equipped household laundry, with electric machine, stationary tubs, and complete laundry equipment. Quite often where the window is not large enough for such a display, it is found advantageous to show a model household laundry inside the store.

Such displays drive home once more the idea the hardware dealer should always keep before his customers—that it pays to have complete and modern equipment for all household work.

The spring series should also include a paint display. The paint department links up logically with housecleaning. House cleaning uncovers a great deal of unsuspected wear and tear. To meet this condition, the hardware stores offer a wide variety of varnishes, stains, enamels, paints and interior specialties.

A display of interior specialties will thus logically precede the spring drive in exterior paints.

In this connection an excellent line to push is flat wall paints or other interior wall finishes. A great many homes have never been decorated; and a great many more have reached the stage where they need re-decorating. The householders are perhaps considering—and shrinking from—the huge job of completely redecorating the house.

If you can sell a complete order, do so. But that isn't always possible. To redecorate an entire home runs into a lot of money; the price is apt to scare away the intending purchaser. If there

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AMSTERDAM BROOMS
PRIZE *White Swan* Gold Bond
AMSTERDAM BROOM COMPANY
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KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.
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Wholesalers of Shelf Hardware, Sporting
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"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes & Mackinaws
Radio Equipment	Sheep lined and
Harness, Horse Collars	Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

Complete Line of
fishing tackle

Foster, Stevens & Co.
Founded 1837

GRAND RAPIDS 61-63 Commerce Ave., S.W. MICHIGAN

is any tendency on the customer's part to back away and postpone the work, the hardware dealer should shift his line of attack.

"Why not try one room—the room that needs redecorating the most? Take that room and fix it up. Then when you are ready to go on with the next, you can do so. That way, the cost is spread over a longer time and you don't feel it at all. A little bit each year will keep your whole house looking right, with no great expense or inconvenience."

People who adopt that plan may get the habit of redecorating one or two rooms every year, and they buy the materials almost automatically. It is far easier to sell on that basis than to sell where the entire house has been let go and has to be all done at once.

As a business getting stunt, this "Why not try just one room?" is a good one. For the one room, once it is redecorated, shows up all the others; which, under ordinary conditions might have passed muster for another year. The result is that, usually, several additional rooms are undertaken.

At this season of the year, the tool department deserves some pushing. Carpentry tools and garden tools alike make very appealing and attractive displays.

In putting together a display of small tools, the window can often be advantageously arranged in terrace form, one step rising behind another. Another popular arrangement is to provide a good background and show the tools in the shape of a fan attached to the background, with some of the larger items shown in the front of the window. White cheesecloth makes a good background; sometimes colored material can be used to good advantage. The background and the color scheme contribute very materially to the attractiveness of a tool display.

With garden tools, "realistic" displays are often possible. That is, into the arrangement of the tools themselves accessories that emphasize the suggestion of gardening can be introduced. These include artificial flowers and leaves. A still better stunt is to provide a patch of turf. If you have started some flowers or vegetables in boxes, these can be worked into the display; if you have none yourself, you can usually borrow some from the florist. A good many dealers purposely plant such boxes, with the seeds so arranged that when the tiny shoots appear above ground they will spell a word, the firm name, or even a complete slogan, such as "Our Seeds Grow."

In the arrangement of such displays, the hangers supplied by the seed firms can be used to add color, and the bright-colored seed packets themselves can be worked into the arrangement. Show cards can also be improvised. Display the fullest possible line of tools. Here, again, you have a chance to emphasize the idea of complete equipment, even for the small backyard garden. Quote prices on complete outfits as well as individual tools, to further carry out the idea.

Toward the end of April, many families will be moving. This gives

the dealer a good chance to push his stove trade. In many instances the migratory families represent good stove prospects. A new house suggests a new stove; but once the old stove is moved to the new house and set up, the opportunities of clinching a sale are far less than if you get in touch with the stove prospect at the psychological moment.

In communities where natural or artificial gas is available, gas ranges should also figure prominently in the spring business. This trade is most active in spring and early summer. As a rule some preliminary work is necessary. A good stunt is, early in the season, to stage a demonstration. One dealer at the first touch of warm weather puts a pair of gas ranges, different models, in his window. He has the two ranges connected, and in the evenings keeps kettles boiling on top. "How long will it take to bring the water to a boil?" a show card asks. A clock is shown in the window, and a clerk stands by, marks the exact minute of lighting the gas fire and watching the clock, marks the exact minute the water starts to boil. After it has boiled a while the kettle is refilled with cold water and the process repeated. A window like that draws a crowd.

Simultaneously with these displays, this dealer circularizes a list of prospects, inviting them to witness the demonstration.

In conjunction with range displays, it is often a good stunt to show a "model kitchen"—a kitchen with complete modern equipment. While many housewives get along with a dozen or so cooking utensils, complete equipment involves far more. Most housewives do not realize what the hardware store can supply in this direction. It is a good stunt to advertise, and to distribute in printed form, a complete list of kitchen accessories. Show your customers just what you have. And if your window is big enough, show your "complete kitchen" there; if not, show your complete kitchen inside the store.

Sporting goods should move rapidly in April. The dealer who is well stocked with all lines in readiness to meet the demand will get the bulk of the spring trade. The demand is apt to develop suddenly; and when a sporting enthusiast gets started, he wants what he wants when he wants it. So it pays to have the goods in stock when the demand arises, rather to have them "on order—expected any day."

Victor Lauriston.

A London scientist draws a delightful picture of the world twenty years hence. Events will be projected before our eyes as they happen. Artificial sunlight will pour strength into us. Electric cooking and cleaning will look after the home, where women will be found only when there is nowhere else to go. Our grandchildren will be even better off. They will sip concentrated food juice through a tube as they see and hear activities at the front, where the most terrible war of all time is being fought. Could anything be more charming?

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Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.
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HONEY—Horse Radish
OTHER SPECIALTIES
Quality-Service-Cooperation

COMMERCIAL TRAVELER

AROUND CAPE OF GOOD HOPE

Fifth Lap of a 22,000 Mile Ocean Trip.

Buenos Aires, Argentina, Feb. 7—Owing to head winds we were delayed and on account of the delay the itinerary was changed and we do not stop at Montevideo going up the river but on our return down. Our leader pronounced this Monte-vid-eo, with accent on the third syllable, in his first talk. Someone must have corrected him, for the last talk he called it Monte-video with accent on last syllable. He also the first night called Buenos Aires, Bonus Aires, but last night in his talk pronounced it, Wenos Aires.

Buenos Aires is the capital of Argentina and is as much a rival of Rio as Minneapolis is of St. Paul. Some one has said that the difference in their beauty is that God made the setting for Rio and man made Buenos Aires. Rio far surpasses Buenos Aires in its scenic beauty, but Buenos Aires is a finer city in its laid out streets, parks and public buildings, but does not have the ocean at its front door, for you have to steam up the River Plate for 100 miles to reach it. The river is wide and not very deep and very muddy so that big boats must run slowly. The screw of our ship churned up mud at every revolution. The port is a walled in basin and is about one-half mile square and from this another basin about a mile long with a lock at the entrance to close when tide goes out, much like Liverpool dock on a smaller scale. They have docking room for fifty ships. The Uruguay and Parana Rivers flow into the Platte at Buenos Aires.

Buenos Aires is almost on the same latitude South of the Equator that New York is North, about 42 degrees. I was surprised at Sao Paulo in look-in at a railroad map of Argentina. I doubt if we have a state at home that has such a net work of railroads as they have. We have known that Argentina is a great wealth producer, but somehow its being honeycombed with railroad tracks has never soaked in.

Argentina is a big country with an area of 1,153,418 square miles or one-third as large as the whole United States and, as you all know, a rival of the United States in cattle, sheep and wool production. They also raise flax, oats, cotton and maize. To give you some idea of the cattle business the census of 1922 returned 37,000,000 head of cattle, 30,000,000 sheep and 1,500,000 hogs. Chicago packers have large packing plants here.

The constitution of Argentina, like that of most South American republics, is patterned very largely after ours. Argentina has fourteen provinces with a very high measure of home rule or state rights which we talk about at home. They elect their own governor and legislators. There are also ten territories administered by governors appointed by the president. The president of the republic must be native born and a Roman Catholic, which is the state religion. He is chosen for six years and is ineligible for re-election. To my mind this is an improvement, because he can act on his best judgment and not always with a view of how it will affect his re-election. Military service is compulsory. Argentina is a member of the League of Nations, but evidently does not place much dependence in the League, for in 1923 the president sent to the senate for secret consideration a request for a large fund to modernize the army and for rebuilding her two battle ships and four cruisers and for increasing her air fleet.

Although in the year 1924 the total exports of Argentina were \$971,892,210 and her total imports \$799,695,500, she imported from the United States \$56,-

000,000 more than she sold. Buenos Aires has a population of 2,310,440. It is laid out like a checker board with our system of numbering. The streets are well marked and most of them wide. It has 100 parks, thirty markets, and twenty-eight theaters. The center of the city is the Avenida de Mayo which, like Pennsylvania avenue in Washington, runs from the government house to the capitol. It is twenty feet wide and on each side of it are planted rows of fine trees and in the middle of the street are electric light poles. Most of the buildings are only four or five stories high.

The capitol is a handsome building somewhat like our capitol at Washington. In the House of Deputies the walls are marble. In the Senate Chamber the walls are marble and the furniture red mahogany. While Avenida de Mayo is the most important street and Florida is the main shopping street, business is not confined to one or two streets. One of the reasons given for the tremendous activity in Buenos Aires is that its development has not been confined to one section. Florida, the shopping street, is narrow, no street cars and hardly room enough for two autos to pass.

The Plaza Hotel has a beautiful park, in which there is a statue of their national hero, San Martin. Americans are proud of the Washington statue erected by patriotic residents of Buenos Aires on the hundredth anniversary of Argentine independence. They have a subway, but I did not have time to take a ride in it. They have beautiful public buildings and a fine zoological garden. Their executive summer resort, the home of wealthy Buenos Aires residents, thirty minutes by train, is El Tigre. I thought Rio had a wonderful Jockey Club, but the one here is grander still. It is said they make so much money that it has to exercise a good bit of ingenuity to keep it spent. Its Corinthian columns, fine paintings, tapestry and carvings certainly make it look like money. Their basis of money is the peso, which to-day is quoted at 42 cents American.

To-day we were all presented with a certificate by Neptune certifying we had crossed the equator. We were taken for a drive to the Jockey Club race track with luncheon at Paddock restaurant at the Club. Monday a trip to Tigre, a ride on a river steamer and lunch at Tigre Hotel. Tuesday we were driven in autos around the city, with luncheon at Plaza Hotel. In the evening a special dinner and dance was given by the American Express Co. at the Savoy Hotel, to which members of the American colony were invited.

Tigre, their summer resort, is a thirty minute ride by electric train from Buenos Aires. On the road out along the river banks there were a number of fine homes with elaborately laid out gardens, much like Edward Lowe's at home. Then through fine truck garden lands, in which they were growing tomatoes which were just ripening, corn, cabbage, peppers, sugar cane and peach trees from which the peaches were just coming into market. They tasted like Benton Harbor peaches.

The Tigre River, on which they gave us a boat ride, is narrow, but I never saw so many yachts. We were only out about a mile, but in that mile I counted 170 gasoline yachts that would cost from \$3,000 to \$25,000 each. For the accommodation of the public I counted forty fine gasoline launches with canopies and wicker chairs. This will give you some idea of the life on this river. We noticed along its banks a fine rowing club building. At the dancing pavilion at the hotel I saw something new to me. The floor had numbered spaces about three feet apart. At one end was a roulette wheel. The orchestra played and the people danced and after about two minutes the manager spun the roulette

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400 Rooms -:- 400 Baths

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



Warm Friend Tavern

Holland, Mich.

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

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Facing Grand Circus Park, the heart of Detroit. 800 pleasant rooms, \$2.50 and up. Ward B. James, Manager. DETROIT, MICH.

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European Plan
MANISTEE, MICH.

New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

WESTERN HOTEL

BIG RAPIDS, MICH.
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.
WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
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HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

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

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The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home.

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

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CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

wheel, the music stopped, each couple stood on a number and the number on which the wheel stopped was called out and the couple standing on that number received a prize. You pay so much for each dance with chance of getting your money back in the prize.

At the Paddock luncheon they had three toothpicks at each place. I could not find out whether they expected the Americans would pick their teeth after each course or whether it was South American style to do so.

As in Rio all our cars here are American. The company had about 100 cars for us, all fine five and seven passenger cars, and I could not find one not American made. I rode in a Chandler and felt very much at home in it, as I have driven one for five years. They go on 24 hour time down here. Three p. m. is fifteen o'clock. Sitting on the ship's deck the wharves, storehouses and railroad tracks extend back from the water front for two blocks, then the land rises and the next street is about fifty feet high and the city runs back from it level land with no mountains in sight.

The have much finer banks and the stores are much better than Rio, some of them as good as in Grand Rapids, but saw none that would compare with Chicago stores. In the store windows men's wear and shoes were all prices and for same quality prices seemed to be about what we would pay in Grand Rapids.

They get their water by wells drilled under the Platte River. This is supposed to filter down from the river, then they treat it just like we do at home, and the buildings for this filtration plant are of architectural beauty near the center of the city. One of their streets, Avenue Alvera, has two wide asphalt drives and in the center about ten feet wide grass very elaborately set with flower designs and in every block in the center of this is a fine statue. This extends for about half a mile.

In walking down one of the business streets they were putting up a large new building and they were doing it in such an up-to-date manner I felt like looking for Ed Owen's yellow sign. They had in the center a big derrick six stories high with a fifty foot arm, four big trucks with sand and gravel shoveling it into electric driven mixers. The wood forms were wire bound and they were all hustling.

Sunday was 98 in the shade, the hottest day this summer. Last Sunday it was over 95, but we were quite comfortable on the ship. Our state-room was cool with fan running and we all slept fine. I cannot understand why the men here all seem to wear such heavy clothing for hot weather—mostly black or blue—very few light colors. The traffic cops as well as policemen all wear dark blue suits with collar buttoned tight around their necks, with a black peak helmet which looks as if it would be hot enough to bake them. This is certainly a busy, growing city.

Mrs. Follmer called at the Y. W. C. A. to-day to see if Miss Garvin, who was coming here from Grand Rapids, had arrived but she was not in. Two of the secretaries had been in Grand Rapids and were very glad to see her. Miss Brough and Miss Chapman, of Grand Rapids, had registered yesterday. They are making a South American trip.

C. C. Follmer.

Bigger and Better Big Rapids.

Big Rapids, March 29—C. W. Pullman, formerly located on West Maple street, where he has conducted a very successful feed and grain store for several years, is now located in his modern new building near the post-office on East Maple street.

The boulevard lights erected on Michigan avenue in the main business district last summer and lately extended to Maple street have given our city a very metropolitan appearance. Later

the lights are to be extended across the bridge into East Big Rapids.

W. F. Jenkins, familiarly known by the boys on the road as "Bill," is enjoying an excellent patronage in his hotel, the Western. The hotel is the headquarters for the local Exchange and Rotary Clubs and is one of the best conducted hotels North of Grand Rapids.

The old red store building located on Maple street, back of the Stilwell store, is being razed. Fifty years ago this building was located on Michigan avenue and afterwards moved to Maple street. Of late years the foundation on the West side had rotted away, causing it to lean against the building adjoining and it was familiarly known as the "Leaning Tower of Pisa." The removal of this old eyesore is a great improvement to this district.

Foster Burch, of Burch's cafe, on Michigan avenue, has greatly improved this popular eating place. The walls have been re-decorated in pearl white and blue. New booths have been built and a large electric Orthophonic Victrola installed to provide music. A Chinese chef has been secured from the King Loy Lo restaurant in Chicago and both Chinese and American dishes are served. The cafe is open night and day and never closes. It is justly popular with the traveling public and the Ferris Institute students.

The Big Rapids Credit Bureau, organized Jan. 5 of this year, is proving a complete success and is supplying a long needed service to our merchants. Former attempts to create a credit bureau, on account of lack of team work, co-operation and financial support, proved futile, but our new organization has gotten off on the right foot. Early in January a good representation of our business men sent out Frank Hardy and F. M. Binney to scout around the State and ascertain how credit bureaus were operating and their plans of procedure. Having very favorable reports of the Ionia Credit Bureau they eventually went there and were strongly impressed with the merits of their system. On returning a report of their investigation was given to a large gathering of our business men at a meeting held in the basement of the Big Rapids Savings Bank and a very favorable report was given of the working plan of the Ionia Bureau. A banquet was then arranged to be held in the Masonic Temple, at which gathering a majority of the business men of the city attended and were addressed by the secretary of the Ionia Bureau, who explained their plan more in detail. At this time the local organization was perfected with Frank Hardy, President, and F. M. Binney, Secretary, with a membership of forty-four members. The office of the bureau is in the Nesbitt block, with Secretary Binney in charge. Mr. Binney is giving his full time to this work and is well qualified for the position, being a born diplomat, a tireless worker and very popular with the public. He has a capable stenographer to assist him. Every resident of the city and surrounding country has been card indexed and rated. The pooling system of collections is being used. Already six accounts have been pooled.

Uncle Joe.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 29—Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., has returned from Florida, where he devoted two or three weeks to sight seeing. He first made his headquarters at Clearwater, visiting nearly all the leading cities of the Western portion of the State. He then moved on to Palm Beach, Miami and Coral Gables. From Miami he took a Ward liner to Havana, where he put in three very busy days. He found a city of 600,000 people, with 7,000 drinking places and no

one drunk—in public at least. He found the tourists in Cuba were mostly confined to Americans, Canadians and Englishmen. He found every house in Coral Gables occupied, but no new construction in progress there or at Miami. He accumulated a large fund of information on the sponge industry, which he found in full blast at Tarpon Springs.

Thomas Thompson, formerly Manager of the Standard Oil Co. of Indiana is in the city for a few days, prior to his leaving for Europe, where he will remain about three months. On his return he will purchase a home in Grand Rapids and make this city his permanent abiding place.

Charles N. Remington, who recently returned from an automobile trip to Florida, reports very little bad road anywhere except 22 miles in Virginia, which he experienced on his return trip. He went via Louisville, Chattanooga and Atlanta, returning via Savannah, Charleston and Washington. He covered more than 1,000 miles of tarvia roads in Florida, going as far South as Tampa and Miami. He found pretty nearly the entire State platted into lots, fully 95 per cent. of which has no business to be anything but acreage. He estimates that it will require ten years for Florida to recover from the effects of the orgy of speculation which wrecked nearly every one who took the matter seriously. He found rates at the Florida hotels lower than in any other state he covered, either going or returning.

Gusher Lures Prospectors in Fortune Hunt.

Saginaw, March 29—A short time ago the forty-acre plot behind Ferdinand Stelzreid's farmhouse was a cow pasture. To-day it has become an El Dorado—the focal point of a rush of oil men from all parts of the United States, men who are willing to gamble for big stakes in the Saginaw district, and, if necessary, accept big losses.

Every twenty-four hours approximately 500 barrels of crude petroleum flows into the four storage tanks at the edge of the pasture. Since Saturday, when Michigan's first and only gusher flung itself from the earth, oil has been rippling into the bulky red tanks.

And since Saturday the oil army has been invading the city—geologists, scouts employed by great corporations, contractors, drillers, prospectors, speculators, tool dressers—for the quest which has brought incredible wealth to some persons and stark poverty to others.

There are enthusiasts who see possibilities in every bean patch and garden, and these, prospectors and speculators, are prying and peering throughout the district. Every acre in the present field, which, extends two and a half miles Northwest of the Saginaw business district and is a mile and a half wide, is under the lease of the pioneer companies.

Within the city limits of Saginaw oil has insinuated itself into business, domestic and even spiritual life. A derrick is being constructed within a block of the largest office building. Others tower over grocery stores, garages, preside over private homes, their framework utilized by housewives for stringing clothes lines.

Was He Worth It?

A Topeka school teacher let the class make valentines that day. A 9 year old girl "made up" this one for a boy:

Tell me quick
Before I faint,
Is you mine
Or is you ain't?

A hard job is a challenge to your ability.

When On Your Way, See Onaway.

Onaway, March 29—Andy Johnston, the veteran meat dealer, has moved from the rear of the Warnock building into his store on State street, having a nice frontage and display windows. An attractive up-to-date market like this creates appetites as well as business.

An unusual spring; although the nights are very cold, the days are pleasant. Snowfalls are numerous but soon disappear. This is ideal sugar making weather and the Vought sugar farm at Black Lake is turning out an unusual quantity of pure maple syrup of excellent quality.

Poultry farms are springing into existence quite rapidly near Onaway; the new-comers claim this to be a most favorable section for that industry and they seem to make a success of the business, and why not? Good soil good drainage, good water and good climate all combined with good management and, perhaps, some small fruit ensures a man an independent living. The Community Council stands ready to assist in giving information to those seeking a location for poultry raising or farming on a larger scale.

A good natured contest for city offices is being staged and after the election is over several interesting entertainments will be presented for the public celebrating the event; a good community spirit predominates in Onaway.

A week's vacation at the high and normal schools is giving many of the teachers an opportunity to visit their homes.

Spring is opening up with all its glory. We welcome you and the summer visitor. Squire Signal.

"Stop, Look, Listen"

A Texas sign painter says that the "Stop, look, listen" signs at railroad crossings do not mean anything. For some reason, they fail to register upon the mentality of motorists. They must be based upon wrong psychology, else their appeal would not be so ineffective. He suggests that the railroads employ such a warning sign as the following:

Come Ahead! You're not important! Don't Stop! Nobody will miss you! Try our engines! They are effective! Take a chance! You can die but once!

At railroad crossings many people act as if it were impossible for them to die.

The Boy Knew.

Teacher—If a farmer raises 300 bushels of wheat and sells it for \$2.50 a bushel what will he get?

Little Boy—A new car.



HOTEL BROWNING

150 Fireproof Rooms
GRAND RAPIDS, Cor. Sheldon & Oakes
Facing Union Depot; Three Blocks Away.

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.

Tooth Paste For Collapsible Tubes.

The chief requisites of a specialty of this kind is that it shall be pleasant to use, effective in action and possess keeping qualities in the highest degree. To these ends, it must be pleasantly flavored and colored; it must employ antiseptic germicidal properties combined with sufficient abrasive power to remove stains and discolorations from the teeth without doing injury to the enamel, and it must be so made as not to harden or dry out in the tubes from keeping.

In order to produce such a preparation, we must first have a "mass solution" or "base" which will keep the paste of such consistency that it may be easily squeezed from the tubes. After much experiment, we have selected the following as conforming in the highest degree to these conditions:

Gelatin in small pieces	7½ drs.
Castile Soap	15 drs.
Water	32 drs.
Saccharin	2 drs.
Menthol	2 drs.
Oil of Eucalyptus	2 drs.
Oil of Wintergreen or Cassia	5½ drs.
Glycerin	32 ozs.

Soak the gelatin over night in 16 ounces of water (cold). Dissolve the soap and saccharin in the remainder of the water (hot). In the morning, mix the two solutions and add the glycerin, which has previously been combined with the menthol, eucalyptus and wintergreen. Mix to a smooth paste.

This should be allowed to stand from 24 to 48 hours after mixing before it is combined with the powder portion of the formula.

As a powder to act as the cleansing or abrasive agent, nothing is better than a fine grade of precipitated chalk. This is the basis of the best tooth powders on the market and combines cleansing properties with low price to an admirable degree.

To make the paste take equal parts by weight of the mass solution and precipitated chalk, mix thoroughly and put at once in tubes. This is very soft when first made, and will enter rapidly

into the tubes without the use of a machine for filling. After a few days, however, the calcium of the chalk and the gelatin react in such a way that they form a firm but not too stiff paste which will remain of this consistence indefinitely.

By increasing the quantity of chalk a product is obtained which may be sold in tin boxes, but such a plan of putting up is not recommended. However, if you desire to market it in this form you will use:

Mass Solution	3½ lbs.
Precipitated Chalk	5 lbs.

Pack in boxes as soon as made, and store in a cool place until the paste has "set up" before selling.

Mosquito Pastilles.

The following will yield satisfactory pastilles:

1. Carbolic acid	6 drachms
Potassium nitrate, powd.	12 grains
Insect powder	5 ounces
Charcoal, powdered	10 ounces
Oil of pennyroyal	2 drachms

Mix the ingredients, form into a mass with powdered tragacanth and water, and mold into pastilles. Let them dry spontaneously.

2. Thyme, coarsely powdered	2 oz.
Lavender, coarsely powdered	2 oz.
Insect powder	2 oz.
Potassium nitrate, powdered	2 oz.
Potassium chlorate, powdered	1 dr.
Tragacanth, powdered	3 dr.

Mix thoroughly, make into a mass with water, form into pastilles and dry.

Polishing Pastes For The Nails.

Try one of the following formulas:

1. Talcum	5 drachms
Stannous oxide	3 drachms
Powdered tragacanth	5 grains
Glycerine	1 drachm
Rose water—quantity sufficient.	
Solution of carmine—sufficient to tint.	

Make a paste.

2. Eosine	10 grains
White wax	½ drachm
Spermaceti	½ drachm
Soft paraffin	1 ounce
Alcohol—a sufficient quantity.	

Dissolve the eosine in a little alcohol as will suffice, melt the other ingredients together, add the solution, and stir until cool.

For softening the nails, curing hang-nails, etc., an ointment is sometimes used consisting of white petrolatum, 8 parts; powdered castile soap, 1 part; and perfume to suit.

Gelatin Capping Mixtures.

These are made with either gelatin or glue in combination with water and other ingredients, frequently containing glycerin. They may be tinted blue, red, purple, or other colors with water-soluble aniline dye.

Solution of carmine or tincture of cudbear may be used for coloring the mixture. Mix the mixture before use by the application of a gentle heat. The cap may be stamped while still soft with a slightly oiled die.

Gelatin	1 oz.
Gum Arabic	1 oz.
Starch	1 oz.
Boric Acid	20 gr.
Water	16 oz.

Mix the gelatin, gum and acid with 14 fluidounces of cold water, stir occasionally until the gum is dissolved, heat the mixture to boiling, remove the scum and strain. Also mix the starch intimately with the remainder of the water, and stir this mixture into the hot gelatin mixtures until a uniform product results. The latter may be tinted with any suitable aniline dye.

Resinous Mixtures.

The regular sealing waxes may be employed for sealing bottles. The following are somewhat different:

1. Rosin	4 ozs.
Yellow Wax	9 ozs.
2. White Wax	8 ozs.
Bismuth Subnit.	1 oz.

Melt the wax at a gentle heat and stir in the bismuth subnitrate to form a smooth mixture. This makes a nice white cap.

Fixing Up Your Customers.

Customers appreciate it if you notify them promptly upon the arrival of goods they have been trying to get at your store. Have some postcards printed to read:

"The good about which you enquired recently have arrived and you can now obtain them."

Have each clerk keep a supply of these on hand. The minute that there is a call for something not on hand the clerk should fill in the card, in the presence of the customer, with name of the article and the date. The other side should be addressed then and there, and the name gotten correctly. The card should then be dropped in a box for "out cards." A one cent stamp should be placed on it and when the goods arrive a search through

the "out" box will show all who wanted it. The cards are ready to drop in the mail and the customer is notified without waiting to go through a process of letter-writing. It also helps get a mailing list.

A Bid For It.

In May and June start newly-married couples to trading at your store. You will begin many permanent business friendships. Have printed some "Honeymoon Cards" on small size cards. Reading matter should be similar to:

"As our concrete wish for your happiness through life, we are sending you this card entitling you to 5 per cent. discount on all articles in our store, selected within thirty days from (Insert date of marriage)."

Prepare a standard letter, which you can have typewritten to each couple congratulating them, calling their attention to the card and suggesting that it will enable them to make quite a saving in the purchase of many articles needed by young people in starting their home.

The names of married couples can be obtained from the county clerk.

Motorists' Trade Is Asset For Any Store.

Every drug store now carries a number of articles useful to motorists. The thermos bottle is valuable for carrying liquids, hot or cold. The electric flash is an article that every car owner will do well to buy. It is very useful in looking over the machine when something goes wrong after dark and the car is halted on a lonely road. This is much better than lighting matches, and does away with the danger of igniting dripping gasoline. The electric flash occupies a place of its own. Paper cups are coming into demand more and more every day. Every car owner needs a couple of good sponges for washing the car. Some druggists stock complete lunch outfits, which comprise knives, forks, spoons, plates and cups. A great many pennants are sold. Auto goggles command a steady sale.

Shaving Soap in Stick Form.

We have published from time to time any number of formulas for shaving powders and creams, but not for shaving sticks. As a matter of fact, soap making is theoretically quite simple, but in endeavoring to carry out



GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS - MICHIGAN

DRUG STORE PLANNING
Recommendations to fit individual conditions.

DRUG STORE FIXTURES
Planned to make every foot of store into sales space.

**GRAND RAPIDS
SHOWCASE CO.**



**WELCH-WILMARTH
CORPORATION**

Succeeding

the theory, difficulties are likely to be met which can be fully overcome only by practice. These difficulties are in the line of producing a fine quality and economizing in cost. For soap being so staple an article, competition in its sale is very strong. Space precludes our publishing formulas for soap making, but a variety of processes will be found in Henley's Twentieth Century Book of Recipes.

Almond Sunburn Lotion.

This old-fashioned but soothing and cooling lotion is made as follows:

Almonds, blanched	1 drachm
Borax	20 grains
Tincture benzoin	50 minims
Orange flower water	3½ ounces
Solution of hydrogen peroxide	½ ounce

Bruise the almonds, dissolve the borax in the orange flower water, and triturate the almonds with successive

portions of the latter. Strain through muslin cloth, and add the tincture of benzoin and hydrogen peroxide.

Automobile Paint Remover.

Benzol -----	75 parts
Fusel oil -----	20 parts
Wax Yellow -----	5 parts

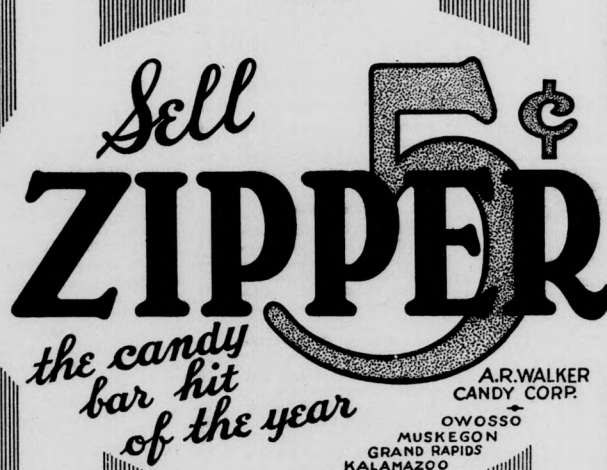
Dissolve the wax in the benzol and add the fusel oil.

Apply with a paint brush. The paint will soften and swell, when it can be scraped off.

Menthol After-Shave Lotion.

The following yields a satisfactory preparation:

Menthol	1 drachm
Boric acid	4 drachms
Glycerin	4 ounces
Alcohol	1 pint
Witchhazel, water to make	1 gallon



Sell

ZIPPER

*the candy
bar hit
of the year*

A.R. WALKER
CANDY CORP.

OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

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 1½ 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, 1½ 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	1 25@1 45	Belladonna	@1 44
Boric (Powd.)	12½@ 20	Cubebes	6 50@6 75	Benzoin	@2 28
Boric (Xtal)	15 @ 25	Elgeron	7 50@7 75	Benzoin Comp'd	@2 40
Carbolic	34 @ 40	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	52 @ 70	Emlock, pure	2 00@2 50	Cantharides	@2 52
Muriatic	3½@ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 26
Oxalic	16½@ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3½@ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	40 @ 50	Lavender Flow.	7 50@7 75	Cubebes	@2 76
		Lavender Gar'n.	85@1 20	Digitalis	@2 04
		Lemon	4 50@4 75	Gentian	@1 35
Ammonia		Linseed, raw, bbl.	@ 83	Gualac	@2 28
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl.	@ 86	Gualac, Ammon.	@2 04
Water, 18 deg.	05½@ 13	Linseed, bld, less	93@1 06	Iodine	@1 25
Water, 14 deg.	04½@ 11	Linseed, raw, less	90@1 03	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Mustard, artifl. oz.	@ 35	Iron, Clo.	@1 56
Chloride (Gran. 09)	20 @ 25	Neatsfoot	1 25@1 35	Kino	@1 44
		Olive, pure	3 75@4 50	Myrrh	@2 52
		Olive, Malaga,		Nux Vomica	@1 80
		yellow	2 85@3 25	Opium	@5 40
Copaiba	1 00@1 25	Olive, Malaga,		Opium, Camp.	@1 44
Fir (Canada)	2 75@3 00	green	2 85@3 25	Opium, Deodor'd	@5 40
Fir (Oregon)	65@1 00	Orange, Sweet	5 00@5 25	Rhubarb	@1 92
Peru	3 00@3 25	Origanum, pure	@2 50		
Tolu	2 00@2 25	Origanum, com'l	1 00@1 20		
		Pennyroyal	3 25@3 50		
		Peppermint	7 00@7 25		
		Rose, pure	13 50@14 00	Paints	
		Rosemary Flows	1 25@1 50	Lead, red dry	14½@15
		Sandalwood, E.		Lead, white dry	14½@15
		T	10 50@10 75	Lead, white oil	14½@15
		Sassafras, true	1 75@2 00	Ochre, yellow bbl.	@ 2½
		Sassafras, arti'l	75@1 00	Ochre, yellow less	* 3@ 6
		Spearmint	8 00@8 25	Red Venet'n Am.	3½@ 7
		Sperm	1 50@1 75	Red Venet'n Eng.	4@ 8
		Tany	9 00@9 25	Putty	5@ 8
		Tar USP	65@ 75	Whiting, bbl.	@ 4½
		Turpentine, bbl.	@ 78	Whiting	5½@ 10
		Turpentine, less	85@ 98	L. H. P. Prep.	2 90@3 05
		Wintergreen,		Rogers Prep.	2 90@3 05
		leaf	6 00@6 25		
		Wintergreen, sweet			
		birch	3 00@3 25	Miscellaneous	
		Wintergreen, art	75@1 00	Acetanallid	57@ 75
		Worm Seed	6 00@6 25	Alum	08@ 12
		Wormwood	9 00@9 25	Alum. powd. and	
				ground	09@ 15
				Bismuth, Subni-	
				trate	3 70@3 90
				Borax xtal or	
				powdered	07@ 12
				Cantharades, po.	1 50@2 00
				Calomel	2 48@2 63
				Capsicum, pow'd	35@ 40
				Carmine	7 00@7 50
				Cassia Buds	35@ 40
				Cloves	50@ 55
				Chalk Prepared	14@ 16
				Chloroform	51@ 60
				Chloral Hydrate	1 20@1 50
				Cocaine	12 10@12 80
				Cocoa Butter	70@ 85
				Corks, list, less	40-10%
				Copperas	2½@ 10
				Copperas, Powd.	4@ 10
				Corrosive Sublim	2 48@2 25
				Cream Tartar	31@ 35
				Cuttle bone	40@ 50
				Dextrine	6@ 15

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

Beef

DECLINED

Lard

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, 3 lb. 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 50

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 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 50
80c size, 1 doz. 8 55
10 lb. size, 1/2 doz. 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



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

BLUING

The Original
Condensed



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

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 80
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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 50
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 4 50
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 3 25
Peaches, 2 1/2 Cal. 3 00
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 80
Papple, 2 br. sl. 2 40
Papple, 2 1/2, sl. 3 00
Papple, 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. 12 00
Clams, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 1 90
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, k'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2s 2 80
Salmon, Red Alaska 3 10
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/2, ea. 25
Sardines, Cal. 1 65
Tuna, 1/2, Albacore 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. sli. 1 50
Beef, 3 1/2 oz. Qua. sli. 2 00
Beef, 5 oz., Qua. sli. 2 75
Beef, No. 1, B'nut, sli. 4 50
Beefsteak & Onions, s 3 40
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/4 Libby 5 2 1/2
Potted Meat, 1/2 Libby 9 2 1/2
Potted Meat, 1/2 Qua. 9 80
Potted Ham, Gen. 1/4 1 45
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans

Campbells, 1c free 5 1 15
Quaker, 18 oz. 85
Fremont, 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 30
Corn, No. 10 3 80
Hominy, 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 25
June 1 85
Peas, No. 2, Ex. Sift. 2 25
E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 2 1 35
Pumpkin, No. 10 4 00
Pimientos, 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 60
Spinach, No. 2 1 25
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, 1/2 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
7 oz. Rose Tin Bon 9 00
13 oz. Creme De Caraque 13 20
12 oz. Rosaces 10 50
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
Langues De Chats 4 80

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

Hemp, 50 ft. 2 00
Twisted Cotton, 50 ft. 3 50
Braided, 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 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 dz. 4 60
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 dz. 4 90
Oatman's Dundee, Tall 5 00
Oatman's D'dee, Baby 4 90
Every Day, Tall 5 00
Every Day, Baby 4 90
Pet, Tall 5 00
Pet, Baby, 8 oz. 4 90
Borden's Tall 5 00
Borden's Baby 4 90
Van Camp, Tall 4 90
Van Camp, Baby 3 75

CIGARS

G. J. Johnson's Brand

G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
King Edward 37 50
Master Piece, 50 Tin 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 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 Delosios 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

Stick Candy Pails
Standard 16
Jumbo Wrapped 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 18
Mixed Candy
Kindergarten 17
Leader 14
X. L. O. 12
French Creams 16
Paris Creams 16
Grocers 11

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Walnut Fudge 22
Pineapple Fudge 21
Italian Bon Bons 17
Banquet Cream Mints 28
Silver King M. 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, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 88

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'dles blk 9 1/2
Thompson's seedless, 15 oz. 10 1/2
Seeded, 15 oz. 12 1/2

California Prunes

90@100, 25 lb. boxes 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 14
20@30, 25 lb. boxes 20

FARINACEOUS GOODS

Beans

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

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Tapoca

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

FLAVORING EXTRACTS



Doz. Vanilla PURE Doz. Lemon

1 35 1/2 ounce 1 35

GELATINE



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

HORSE RADISH

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

JELLY GLASSES

8 oz., per doz. --- 37

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributor



Nucoac, 1 lb. --- 21
 Nucoac, 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. cases --- 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 --- 5 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 --- 13
 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

Almonds

Shelled --- 70
 Peanuts, Spanish, --- 12 1/2
 125 lb. bags --- 32
 Filberts --- 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
 9 oz. Jar, stuffed, doz. --- 3 50
 12 oz. Jar, Stuffed, --- 4 50 @ 4 75
 20 oz. Jar, stuffed doz. --- 7 00

PARIS GREEN

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

PEANUT BUTTER



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

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 1/2
 Good Steers & H's --- 15 1/2 @ 16 1/2
 Med. Steers & H's --- 15 @ 15 1/2
 Com. Steers & H's --- 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
 Loin, Med. --- 21
 Butts --- 21 1/2
 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 --- 13 1/2
 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 --- 11 1/2
 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, Cer., 14-16 lb. --- @ 29
 Hams, Cert., Skinned --- @ 31
 16-18 lb. --- @ 31
 Ham, dried beef --- @ 32
 Knuckles --- @ 18
 California Hams --- @ 18
 Picnic Boiled --- @ 22
 Hams --- 20 @ 22
 Boiled Hams --- 45 @ 25
 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
 3/4 bbls. --- 9 00
 1 bbl. --- 17 00
 Kits, 15 lbs. --- 1 75
 1/4 bbls., 40 lbs. --- 3 50
 3/4 bbls., 80 lbs. --- 5 00

Casings

Hogs, Med., per lb. --- @ 55
 Beef, round set --- 23 @ 36
 Beef, middles, set --- @ 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'nun --- 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 1/2 lb. packages --- 2 40

COD FISH

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

HERRING

Holland Herring
 Mixed, Keys --- 1 15
 Med, half bbls. --- 9 50
 Mixed, bbls. --- 17 00
 Milk, Kegs --- 1 25
 Milk, half bbls. --- 10 25
 Milk, 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. fncy fat --- 24 50
 Tubs, 50 count --- 9 00
 Pails, 10 lb. Fancy fat --- 2 00

White Fish

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

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
 25 lb. bags, Table --- 42
 Old Hickory, Smoked, 6-10 lb. --- 4 80



Per case, 24, 2 lbs. --- 2 40
 Pive 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 Naptha, 100 box --- 5 50
 Flake White, 10 box --- 4 05
 Grdma White Na. 10s --- 3 85
 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 box --- 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 --- 4 00
 Fairbank Tar, 100 bx --- 4 00
 Trilby Soap, 100, 10c --- 7 20
 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
 Climoline, 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
 Spotless Cleanser, 48, 20 oz. --- 3 85
 Sani Flush, 1 doz. --- 2 25
 Sapolo, 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, Cochinchina --- @ 30
 Mace, Penang --- 1 10
 Mied, No. 1 --- @ 24
 Mixed, 5c pkgs., doz. --- @ 45
 Nutmegs, 70 @ 90 --- @ 78
 Nutmegs, 105-110 --- @ 70
 Pepper, Black --- @ 45

Pure Ground in Bulk

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

Seasoning

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

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, 48 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
 Welch, 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
 Cooky 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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 22—On this day was held the first meeting of creditors in the matter of Edward De F. Anstett, Bankrupt No. 3098. The bankrupt was present in person and represented by attorney Cornelius Hoffius. Mr. Dorris Kulzema was present for Mr. Hoffius. No creditors were present or represented. No claims were proved or allowed. No trustee was appointed for the present. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of George Stavron, doing business as Boston Grocery, Bankrupt No. 3099. The bankrupt was present in person and represented by attorney John G. Aderson. Creditors were represented by H. H. Smedley. Claims were proved and allowed. The bankrupt was sworn and examined by the referee and Mr. Smedley. No reporter was present. George D. Strielby, of Muskegon, was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Sherman L. Barnes, Joseph Den Houten and Edward Stehouwer, individually and as copartners doing business as Fairview General Store, Bankrupt No. 3106. The bankrupts were present in person and represented by attorneys Turner & Boyd. Creditors were present in person and represented by attorneys Norris, McPherson, Harrington & Waer and Corwin, Norcross & Cook. Creditors were also present by Grand Rapids Credit Men's Association and C. W. Moore, agent. Claims were proved and allowed. C. W. Moore was elected trustee, and his bond placed at \$1,000. The bankrupts were sworn and examined, with a reporter in attendance. The meeting then adjourned to March 28.

March 23. On this day was held the first meeting of creditors in the matter of George D. Lathrop, Bankrupt No. 3110. The bankrupt was present in person and represented by J. T. & T. F. McAllister, attorneys for the bankrupt. No creditors were present or represented. No claim was proved or allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Henry F. Schlieve and Henry L. Schlieve, copartners doing business as Bungalow Construction Co., Bankrupt No. 3096. The bankrupts were present in person and represented by attorneys. The creditors were represented by attorneys H. H. Smedley and John G. Anderson. Certain creditors were also present in person. Claims were proved and allowed. The bankrupts were sworn and examined, with a reporter present. H. H. Geoghan was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned to April 15 for the transaction of further estate business.

On this day also was held the first meeting of creditors in the matter of Herman Teitsma, Bankrupt No. 3103. The bankrupt was present in person. One creditor was present. Claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors of Glenn H. Phillips and Fred Phillips, individually and as copartners as Phillips & Son, Bankrupt No. 3108. The bankrupts were present in person. Claims were proved and allowed. The custodian was present in person. The bankrupts were sworn and examined, without a reporter. M. N. Kennedy was named trustee, and his bond placed at \$100. The order of Jay L. Hinckley, in the sum of \$395 for the assets upon the inventory and appraisal was considered and accepted and confirmed by those present. The offer represented more than 75 per cent. of the appraised valuation of the property sold. The first meeting then adjourned without date.

March 23. On this day was held the first meeting of creditors in the matter of Ward R. Brown, Bankrupt No. 3111. The bankrupt was present in person and represented by attorneys Adams & Van Horn. Creditors were present and represented by H. M. Kimball, attorney. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. M. N. Kennedy was present as custodian. Frank Willison, of Climax, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

March 24. On this day was held the first meeting of creditors in the matter of Stella Lee, individually and doing business as Le June Smart Shoppe, Bankrupt No. 3092. The bankrupt was present in person and represented by attorneys

Dilley, Souter & Dilley. Creditors were present in person and represented by Robert S. Tubbs and R. L. Newnam, attorneys. The bankrupt was sworn and examined, with a reporter in attendance. Robert S. Tubbs was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Le June Smart Shoppe, Inc., a corporation, Bankrupt No. 3091. The corporation was present by its president, Stella Lee, and represented by Dilley, Souter & Dilley, attorneys. Creditors were present in person and represented by Robert S. Tubbs and R. L. Newnam, attorneys. Claims were proved, but held for further consideration. Robert S. Tubbs was elected trustee, and his bond placed at \$100. Stella Lee was sworn and examined, without a reporter. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Sturgis Furniture Corporation, Bankrupt No. 3087. The bankrupt corporation was present by D. M. Britton, attorney. Creditors were present in person and represented by Hilding & Hilding; Weston & Fox and W. Frankhauser, attorneys. Claims were proved and allowed. Thomas R. Bradford was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned to April 4.

March 25. (Delayed). On this day was held the first meeting of creditors in the matter of South Haven Hotel Co., Bankrupt No. 3114. The bankrupt corporation was represented by Hilding & Hilding. Creditors were present by Edward P. Saltiel; Frost & Frost; Robert S. Tubbs; Robert H. Kavanaugh; Lawrence W. Smith; Corwin, Norcross & Cook; Dilley, Souter & Dilley, and Wicks, Fuller & Starr. Claims were allowed. Herman E. Kantor was sworn and examined, with a reporter in attendance. Walter Dickinson, of South Haven, was named trustee, and his bond placed at \$10,000. The first meeting then adjourned without date.

In the matter of George Start, Bankrupt No. 3000, the trustee has filed his first report and account and an order for the payment of current expenses of administration has been made.

In the matter of Harry H. Davison, Bankrupt No. 3080, the trustee has filed his first report and account and expenses of administration and a large secured claim have been ordered paid.

In the matter of Ransom W. Peevy, Bankrupt No. 3119, the funds for the first meeting have been received and such meeting has been called for April 11.

In the matter of Ernest E. Bybee, Bankrupt No. 3115, the funds for the first meeting have been received and such meeting has been called for April 11.

In the matter of Robert L. Damon and Cyrus D. Ormiston, individually and as copartners as Damon & Ormiston, Bankrupt No. 3118, the funds for the first meeting have been received and such meeting has been called for April 11.

March 28. On this day was held the adjourned first meeting of creditors in the matter of Fairview General Store, etc., Bankrupt No. 3106. The bankrupts were present in person. The trustee was present in person. Creditors were present in person and represented by Norris, McPherson, Harrington & Waer, attorneys. Joseph Den Houten and Edward Stehouwer were each sworn and examined, with a public reporter present. The adjourned first meeting then adjourned without date.

March 22. We have to-day received the schedules, reference and adjudication in the matter of William Pretzel, Bankrupt No. 3120. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Belding, and his occupation is that of a laborer. The schedules show assets of \$76.80 of which the full interest is claimed as exempt, with liabilities of \$61.25. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of the same will be made herein. The list of creditors of said bankrupt are as follows:

Dr. Holland, Belding	\$25.00
Wm. DeVleiger, Belding	90.00
Geo. McQueen, Belding	15.00
Modern Meat Market, Belding	5.00
Ford Garage, Belding	3.00
Peoples Savings Bank, Belding	40.00
Belding Savings Bank, Belding	28.00
K. L. Cobb, Belding	12.00
A. Friedman, Belding	7.00
E. Kendall, Belding	15.00
Mr. Whitney, Belding	20.00
Leiger Bros., Belding	2.00
A. I. Simmons, Belding	2.50
G. Wortley, Belding	1.50
H. Connell, Belding	1.50
B. Fales, Belding	2.25
Dr. Harrison, Belding	4.00
G. Crothers, Belding	2.50
F. B. Hall, receiver, Belding	285.00

March 22. We have to-day received the schedules, reference and adjudication in the matter of Fred B. Morse, Bankrupt No. 3121. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident

of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$225 of which \$200 is claimed as exempt, with liabilities of \$1,085.18. 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:

Arthur E. Peck, Grand Rapids	\$950.00
Massey Harris, Lansing	110.18
Dr. John Wright, Grand Rapids	25.00

March 23. We have to-day received the schedules, reference and adjudication in the matter of Clarence Clark, Bankrupt No. 3122. 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 confectioner. The schedules show assets of \$1,048.45 of which \$250 is claimed as exempt, with liabilities of \$1,743.49. The first meeting of creditors will be held on April 11. The list of creditors of said bankrupt are as follows:

Bishop Furn. Co., Muskegon	\$196.00
Harriet Adams, Muskegon	325.00
Independent Transfer Co., Muskegon	23.00
Workman Printing Co., Muskegon	15.25
Sanitary Dairy Co., Muskegon	24.22
Steindler Paper Co., Muskegon	7.35
Woodhouse Co., Grand Rapids	35.08
J. J. Fagen, Muskegon	230.00
Ambrosia Chocolate Co., Milwaukee	162.00
J. D. Irish, Muskegon	5.00
Muskegon Candy Corp., Muskegon	146.00
W. J. Brinen Lbr. Co., Muskegon	60.00
Steketee & Son, Muskegon	11.50
Liquid Carbonic Co., Chicago	10.75
Jones-White Electric Co., Chicago	46.00
Muskegon Glass Co., Muskegon	42.00
Eli Nimz, Muskegon	50.00
E. B. Gallagher Co., Grand Rapids	83.33
Cardinal Petroleum Co., Muskegon	4.15
Foot & Jenks, Jackson	5.00
Muskegon Paper Co., Muskegon	12.88
Moulton Grocer Co., Muskegon	84.56
Dickery Dick, Muskegon	5.00
James Coybe, Muskegon	79.92
Klein Chocolate Co., Elizabethtown, Pa.	65.50
L. Dwyer, Muskegon	15.00

March 24. We have to-day received the schedules, reference and adjudication in the matter of William T. Glimm, Bankrupt No. 3124. 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 druggist. The schedules show assets of \$1,025 of which \$500 is claimed as exempt, with liabilities of \$2,961.99. The first meeting of creditors has been called for April 11. The list of creditors of said bankrupt are as follows:

City of Grand Rapids	\$ 200.00
Hazeltine & Perkins Drug Co., Grand Rapids	1,829.26
Eastman Kodak Co., Rochester	131.00
Rysdale Candy Co., Grand Rapids	175.00
Vandenberg Cigar Co., Grand Rapids	100.00
Woodhouse Co., Grand Rapids	25.00
Mills Paper Co., Grand Rapids	25.00
Edwin Perfumery Co., Chicago	15.00
Brooks & Co., Grand Rapids	10.00
Camera Shop, Grand Rapids	25.00
C. E. Jamieson Co., Detroit	10.00
C. J. Haan Calendar Co., Grand R.	15.63
H. A. Schlichtig, Grand Rapids	69.00
Consumers Power Co., Grand Rap.	16.00
Mich. Bell Tel. Co., Grand Rapids	5.00
Michigan Candy Co., Grand Rapids	31.10
Mich. News Agency, Grand Rapids	15.00
Kent State Bank, Grand Rapids	225.00
Holland Cigar Co., Grand Rapids	15.00
Wm. R. Warner & Co., Philadelphia	25.00

March 25. We have to-day received the schedules, reference and adjudication in the matter of John Van Dam, Bankrupt No. 3125. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grandville, and his occupation is that of a laborer. The schedules show assets of \$100 of which the full interest is claimed as exempt, with liabilities of \$2,001.58. 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:

Star Publishing Co., Grandville	\$ 14.75
Ajax Tire & Rubber Co., Akron	123.27
Reliable Tire & Accessories Co., Grand Rapids	61.74
Crystal Oil Co., Hudsonville	2.15
Grandville Hardware Co., Grandville	32.03
Standard Oil Co., Grand Rapids	280.02
Woman's Home Companion, Springfield, Ohio	2.80
Welmers-Dykema Fuel Co., G. R.	2.50
Lacey Co., Grand Rapids	26.25
Dr. L. G. Wedgwood, Grandville	60.00
Burns Fuel Co., Wyoming Park	23.51
Spears Lumber Co., Grand Rapids	20.90
Automotive Parts Corp., Grand R.	3.93
Detroit Cover Co., Detroit	15.16
Mich. Bell Tel. Co., Grand Rapids	13.65
Grandville Reformed Church, Grandville	125.00
John Van Dam, Sr., Grandville	70.00
Carret Ver Strate, Grandville	100.00
Wright Battery Co., Grandville	5.56
R. F. Goodrich Rubber Co., G. R.	326.91
R. B. Ridgely, Detroit	64.70
Vacuum Oil Co., Chicago	4.26
R. M. Hollinghead, Detroit	52.13
Star St. Garage, Grandville	11.73

R. L. Polk & Co., Detroit	4.01
Brown & Sehler Co., Grand Rapids	124.33
Ind. Oil Co., Grand Rapids	32.40
J. I. Holcomb Mfg. Co., Indianapolis	6.19
B. L. Alward & Sons, Hudsonville	80.35
Suburban Fuel Co., Grandville	27.00
Holleman-Devered Auto Co., Byron Center	20.00

March 25. We have to-day received the schedules, reference and adjudication in the matter of Carl J. Nelson, Bankrupt No. 3126. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cedar Creek, and his occupation is that of a farmer. The schedules show assets of \$795.50, of which \$710.50 is claimed as exempt, with liabilities of \$1,330. 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:

General Motors Acceptance Corp., Grand Rapids	\$ 85.00
Oscar A. Martin, Holton	900.00
S. P. Murphy, Holton	10.00
Henry O'Conner, Holton	5.00
Dr. B. F. Black, Holton	30.00
Holton Mercantile Co., Holton	65.00
Drs. Geerlings, Fremont	100.00
Geerlings Bros., Fremont	55.00
Dick Nieuwma, Holland	55.00
Tri-County Farm Bureau Market Association, Brunswick	15.00
Louis Benier, Holton	10.00

In the matter of Purity Pie Shop, etc., Bankrupt No. 3071, the trustee has filed his first report and account and an order for the payment of expenses of administration has been made.

In the matter of Herman Arold, Bankrupt No. 3101, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date and for the payment of labor claims filed, has been entered.

March 29. On this day was held the first meeting of creditors in the matter of Albert V. Zeller, Bankrupt No. 3104. The bankrupt was present in person and represented by attorney L. N. Averill. No claims were proved or allowed. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined by the referee, without a reporter present. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Claud M. Faude, Bankrupt No. 3113. The bankrupt was present in person or represented by attorneys Watt & Colwell. One creditor was represented by B. J. Jonkman, attorney. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter present. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

Flexible Bracelets Now Lead.

The slave bracelet, popular for so long, is being replaced by the new types of flexible bracelet as a best selling item in popular priced jewelry, according to wholesalers. Reorders for the latter merchandise have been coming in steadily, with bracelets to retail up to \$10 having the best call. Diamond set cameo brooches have been meeting with a good demand, and there is a general revival of interest in cameo effects in rings as well. Rhinestone brooches featuring caricatures and button-effect earrings are likewise selling actively. Pearl necklaces in sixty-inch lengths are favored.

Stands By the Meat Dealer.

"How is it that you always manage to have such delicious meat?" enquired a young bride of an older married friend.

"It is very simple," said the older woman, "I first select a good honest meat dealer and then I stand by him."

"You mean that you give him all your trade?"

"No. I mean that I stand by him while he is cutting the meat."

We all ought to say "No" twice as often as we say "Yes."

THE MERCANTILE PROBLEM.

(Continued from page 3)

ed you, you will forget that and simply ask yourself, "How can I make or save a dollar out of what has been said?"

If anything I have said will help you more quickly to become more successful and more efficient, then you will help me to advance what I value most in life—the religion of service—the service in this case that helps to fight what is at present an almost incredible waste in production and distribution and which, in turn, underlies the weaknesses which cause war and poverty, class feeling, insufficient funds for education and many of the other things that retard the progress of the world.

Business is one of the finest ways of expressing true religion, and if I have helped you even a little bit to think further along the lines of expressing your business at its best, then all I have to do now is to thank you for the opportunity you have given me.

Edward A. Filene.

Making Rules and Living Up To Them
(Continued from page 20)

refund to the grocer who sends in his bill, knowing that many grocers will forget or neglect to send in the bills."

Mr. Edgar runs through much more. Most of it is theoretically familiar to all of us. But the point is that this is the practice of one of the most successful wholesale operators in the country. It portrays what he does as well as what he says; for he has consistently fought deals and quantities during all the years of his management.

And so we come to the rest of Solomon's proverb, quoted above, "The hand of the diligent maketh rich." You will miss the force of this if you content yourself with the customary narrow definition of diligent. For it means not merely the industry we commonly think it means. As used by Solomon it means self-control, self-mastery, the ability to make ourselves do what we know is right and wise and to be consistent about that.

For self-discipline is the keynote of Frankford success. The hours for business have been mapped with an eye to true efficiency, to the economy of time and effort which really conserves energy and resources. Bills are due Monday following purchase and that goes. No member can buy on credit in excess of what he has invested in the organization. One per cent. weekly is charged on bills not paid the following Monday.

Prices are based on sidewalk delivery. It costs extra to have goods carried inside. On order—only one—is accepted from anybody for delivery in any week; and no additions can be made to any order. Why? Because it takes time and time costs money to hunt up an order and add to it, also to run to the same store more than once a week. Also, any man worth his salt can arrange his business to accord with these practices.

That is diligence, as Solomon meant it. That is the element which underlies Frankford success—the willingness of the members to submit to dis-

cipline. Like soldiers, they obey. As a result, they grow to command success and increased capital, which leads to a competence, sometimes to a fortune, as a direct result of making rules and then living up to those rules without deviation. Paul Findlay.

Modes in Millinery.

Among the outstanding items of interest to the millinery trade at present is the flower toque. The Agnes toque of white violets is credited with the introductory success of the vogue for these hats, but this model was preceded by the appearance of a parma violet Russian turban at Palm Beach a year ago. The specialty shop which introduced the closely sewn small flower hat in the United States at that time must, in the opinion of trade authorities, also be credited with the presentation then of the tricorne, although the latter model is now making headway as a recent Reboux creation.

A high-crown sailor offered in picot straw with satin bound edges by Reboux a year ago is again coming to the fore as a style issue. The Agnes panama sailor of lower crown and narrower unbound brim, which was also presented at that time, is being used for special treatments by several designers again this Spring. One house uses for this type of hat such flowers as dahlias, large double daisies and closely petaled flat roses in kid and crepe de chine. These are placed as rosettes above and below the brim at the side back.

The transparent crush hat, introduced last season in two layer georgette banding, is still confined to the exclusive mode. In these lines it is now worked out on Tam o' Shanter lines, with tiny flowers applied in beadwork design or with pasted feather trim.

Although turban styles are everywhere gaining ground for town wear, it is anticipated that the success of the Riviera season—the helmet hat—will prove its real importance in relation to the severely tailored suit and travel apparel as the season progresses. Water snake, used as inserts on the "dipped" or natural leghorn helmet, is typical of this mode.

Call For Women's Neckwear.

The demand for women's neckwear continues unabated in this market, with the result that manufacturers represented in the membership of the United Neckwear League of America are working to make deliveries on time. The active call is encouraging producers to "spread themselves" in the manufacture of novelties. One of the most effective of those recently put on display is a vest which achieves an ombre effect by the use of georgette crepe in three shades of the same color set perpendicularly. This model can be had in a variety of colors, among them blue, tan, green, red and other desired hues. The same grouping of georgette in ombre shades is also to be found in yard goods, from which collars and cuffs may be fashioned.

Candy Explosions Now.

"Candy explosions" are the latest phenomenon studied by the United States Bureau of Chemistry, according to an announcement by the American Chemical Society. Margaret B. Church, R. S. Paine and John Hamilton, who conducted the research, found that the active growth of yeasts of high sugar tolerance in the cream centers of chocolate coated candies caused bursting. "Proper sanitary conditions at the factory and the use of sound ingredients and of a cream of high syrup density will reduce this trouble," the report of the investigators says, and unless these steps are taken, it was asserted, the confectionery industry, wholesale and retail, will continue to pay heavily for chocolate spoilage due to the forming of minute quantities of gas in the cream.

Men's Wear Orders Still Slow.

Orders for men's wear Fall fabrics have shown a slight gain during the last few weeks. Most of the business is in small amounts, spread over a variety of styles. Buyers are building up their sample lines for Fall mainly on the basis of reference swatches, with the result that further improvement in orders may be held back until the manufacturing clothiers have shown their early Fall showing to retailers. As illustrating the number of styles, the largest organization in the market is credited with showing 18,000 different patterns. In proportion to its number of looms, this is not so great as the showing of 1,000 styles by another mill which has a much smaller number of looms.

Long, Slender Earrings Favored.

According to reports which have reached the local jewelry trade from abroad, earrings tend to run long and narrow. Women are seen there wearing long strings of tiny brilliants, with a colored gem at the end. A characteristic of the new earrings is the size of this gem, which is very much larger than those making up the remainder of the article. Somewhat large emeralds perfectly matched if possible, are in high favor as "drops." As a variation of the colored "drop" earring there is the diamond "drop," which swings from a chain made up of smaller diamonds. By some, these earrings are considered the better style.

Show Three-Piece Ensembles.

New models in children's clothes include some attractive tailored interpretations of the three-piece ensemble idea. They are made up of a white flannel skirt attached by a belt to a white silk blouse, and over them is worn a fairly long blazer with bright colored stripes on a white background. They are available in 6 year old sizes, as well as for older children. Corresponding suits for small boys are to be had in the same fabrics. Prints of all kinds, particularly printed dimities, are among the most favored fabrics for children's dresses.

Good Buying of Work Garments.

Continued industrial activity is responsible for quite an active demand for work shirts, according to whole-

salers. Orders have been developing so well that it is not easy to get quick delivery of merchandise. The situation is also reflected in the demand for chambrays, of which the shirts are made and which are in steady request at firm prices. Shirts priced at from \$4 to \$7 per dozen are selling best. Buying of work pants and overalls is also described as good.

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.

FURNITURE STORE IN SAGINAW.—One of the oldest and best established. Good location. Largest floor space. Stock has been reduced. Will lease building. Excellent opportunity to get into Saginaw. Good reason for disposing. Get in touch at once, with S. M. Keller, Box 101, Saginaw, Mich. 516

For Sale.—Moore's Cash Store, Kingsley. Dry goods, shoes, furnishings. Will sell or rent building, two-story brick, basement, furnace. Reason for selling, death of Mr. Moore. Gertrude M. Moore, Kingsley, Mich. 517

FOR SALE.—Hardware store fixtures, including scales, cases, display trays, Heller wall fixtures, etc. Prices RIGHT. Allegan Hardware Co., Allegan, Mich. 518

Salesmanager.—Put on any kind of a Sale. C. Ver Cies, 1021 So. Park St., Kalamazoo, Mich. 519

Have \$3,000 to buy going retail grocery store. Some small city in Central Michigan. Address No. 520, c/o Michigan Tradesman. 520

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

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 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 stock and fixtures. First-class location, clean stock, good fixtures. Will inventory about \$5,500. Can be reduced. Price, wholesale inventory. Deal direct with owner. Address Lock Box 452, Ypsilanti, Mich. 513

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

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

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

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

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

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

MENACE TO HEALTH OF CITY.

The City Commissioners of Grand Rapids have taken a very unwise step in voting to admit hucksters and peddlers to the city markets on the same basis as actual growers. Their action opens the door to all sorts of deception and fraud. For instance, wops and dagoes hang around the produce houses Saturday and when the dealers start for the dump with a load of fruit and vegetables which is unfit for human consumption these worthies buy these loads for \$1 apiece, take the trash on the city markets and thus break the price for good stuff. The action of the Commission puts a premium on this sort of dealing and adds to the death rate by permitting such trash to be sold in competition with wholesome food.

The action of the Commission is a direct affront to the legitimate growers and dealers who handle only wholesome food. The members of the Grand Rapids Grocers Association feel so keenly the illegitimate competition thus forced upon them that they are considering the plan of refusing to grow stuff for the Grand Rapids market, because they cannot consent to consort with the scum of the earth who confine their attention to handling rotten and rotting fruit and vegetables and employ all the tricks and schemes peculiar to crooks, shysters and persons of low mentality in dealing with the public.

SAUCE FOR THE GOOSE.

Twenty-five hundred grocers and meat dealers of St. Louis have agreed to discard their ford cars and trucks and buy no more vehicles manufactured by ford so long as he persists in his present policy to put hundreds of legitimate dealers out of business.

BETTER TRAINED LAWYERS.

Apparently the movement to raise the standards of admission to the bar is steadily gaining headway. That there is need for improvement in the character and fitness of the applicants has long been recognized by responsible practitioners.

Lawyers of standing, whose sincerity is beyond question, recently have been calling attention to the lack of preparation on the part of most of the applicants, and gravely announce that something must be done if the law is to retain its high place among the learned professions. At the present time all that seems to be necessary is a superficial knowledge of court procedure and a sympathetic committee. The general knowledge or the intelligence of the applicant plays only a small part in the examination.

The effect of this condition on the public should be the first consideration. It means nothing to the rich or to large corporations. These can pick and choose among the best equipped

members of the bar. But the poor and those of limited means must rest their cases on lawyers who are neither educated nor qualified, but who have the official endorsement of the bar that they are both.

A movement to require candidates for admission to spend four years at college before beginning the study of law has gained many adherents. Such a rule would eliminate the most glaring faults in the present system—lawyers then would know something of American history and acquire exact definitions of English words, both of which are important in the practice of the law.

The only possible objection to this rule would come from those who are ambitious to become lawyers and who are not collegians. If the rule were changed so as to admit those who could pass an equivalent examination this objection would be overcome. The facilities for obtaining a sound education have improved so much in the past decade that any youth has only to apply himself seriously to meet such a requirement.

Full Text of Proposed Trading Stamp Law.

Lansing, March 29—The Legislative Committee of the Michigan Retailers' Council are behind House Bill No. 274, introduced by Representative Ate Dykstra, of Grand Rapids. This bill is now in the hands of the Committee of Judiciary of the House and has been ordered printed.

It has been modeled from the Wisconsin law, which has been tested in the courts of that State and has been declared legally operative. We request a careful reading of this bill and ask our members to write to their Senator and Representative at Lansing, directing his attention to this bill and asking for their support. The bill is as follows:

Section 1. No person, firm, corporation, or association within this State shall use, give, offer, issue transfer, furnish, deliver, or cause or authorize to be furnished or delivered to any other person, firm, corporation, or association within this State, in connection with the sale of any goods, wares or merchandise, any trading stamp, token, ticket, bond, or other similar device, which shall entitle the purchaser receiving the same to procure any goods, wares, merchandise privilege, or bond or other similar device, except that any manufacturer, packer or dealer may issue any slip, ticket, or check with the sale of any goods, wares or merchandise which slip, ticket or check shall bear upon its face a stated cash value and shall be redeemable only in cash for the amount stated thereon, upon presentation in amounts aggregating twenty-five cents or over of redemption value, and only by the person firm or corporation issuing the same; provided, that the publication by distribution through newspapers, or other publications, of coupons in advertisements other than their own shall not be considered a violation of this section.

Section 2. Any person, firm or corporation violating any of the provisions of this act, shall be guilty of a misdemeanor and on conviction thereof be punished by a fine of not more than one hundred dollars, or by imprisonment in the county jail for a period not to exceed three months or by both such fine and imprisonment in the discretion of the court.

One of the most genial men whom it has been my pleasure to call upon in the performance of my work was Herbert E. Decker, Manager of the E.

S. Clark Dry Goods Store at Greenville.

A copy of the Greenville Daily News comes to my desk stating that Mr. Decker passed away at the United hospital of that city March 19. The newspaper account of his life refers to him as a leader in community business matters, prominent in civic association work. He had served as President of the Chamber of Commerce and for years had been an officer and leader in that organization. He was of a disposition that made many friends and his keen interest in the welfare of his city, his high ideals of business and love for his fellow men brought him the highest regard of all who knew him. It is with great regret that we are called upon to record the passing of this splendid man. Our sympathy and best wishes go out to his family.

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

Putting Politics Above Business Efficiency.

Some of the members of the Michigan State Pharmaceutical Association and the Detroit Retail Druggists' Association have adopted resolutions protesting against the action of Governor Fred W. Green in asking for the resignation of all five members of the State Board of Pharmacy, the Board that administers the drug laws of the State. When the members of the Board asked the Governor if he had any charges against them he told them frankly he had not, but simply desired to appoint a new Board. The members are appointed for five-year terms. The term of one expires each year and so there are always four experienced members in office. In their resolutions the representatives of the two Associations declare that the action of the Governor "is without precedent in the forty-two years' history of the Board;" that "it was created in the interest of public health. We deem it would be destructive of the best interests of public welfare not to allow the present members to complete their terms, and in this we are actuated by a sincere desire to promote the best interests of public health and professional pharmacy."

The real motive behind the Governor's action is the desire to replace H. H. Hoffman, who acts as Secretary of the Board, with a man who will devote his entire time to the best interests of pharmacy, instead of playing politics and backcapping the present Governor in his effort to serve the people well and faithfully. Governor Green believes that faithfulness to trust should actuate every man who draws a salary from the State. Hoffman has devoted most of his time for years to promoting the political ambition of the most unscrupulous politician Michigan has ever produced. Now that his idol is shattered, he should have sense enough to retire gracefully, but he is so completely under the spell of the man who was thoroughly discredited by the people at the last general election that he hangs onto the job in which he has been a laughing stock for several years. In the interest of good government and common decency, it is to be hoped that Governor Green will be able to separate Hoffman from the sinecure he has so long enjoyed at the expense of the people.

Believe in destiny—that you will get where you deserve.

Apple Hat Shysters Bob Up Again.

Marcellus, March 29—Almost two years ago I sold my stock and retired from business. My little girl happened to go the postoffice. The postmaster handed her a package sent to me from the Apple Hat Mfg. Co., St. Louis, Mo. I wrote to them the caps were here and I would return them for \$1. In turn, they placed my name in the hands of the Benthrop Collecting Agency. I will send you the letter I wrote to the B. C. Agency, also the letter I received from the A. H. Mfg. Co. Please advise me what to do and return me my papers. By what the Realm of Rascality has been doing I would like your opinion as a subscriber to the Michigan Tradesman.

Am I responsible for this bill? I did not order these caps. I offer to let them have them, never denied the goods were not here, but I consider this practice of sending goods I did not order pernicious. I never sold caps in my life. Why must I have my name in a collection agency and treated in that way when I never had a lawsuit and always paid cash for what I bought? Mr. Stowe, must I submit to have my good name put in the hands of a collecting agency? I owe no man, always paid 100 cents on the dollar for what I bought. To be treated in this way in my old days I feel hurt. Have I a case against this A. H. Co. or can a firm treat me in this way, use the mails to libel and slander me? Thanking you again for past favors.

C. C. Long.
Our advice to Mr. Long is to sit pretty and pay no attention to the threatening letters sent him by the so-called Apple Hat Manufacturing Co. and the Benthrop Collecting Agency. The St. Louis house has no more business to send him goods he has not ordered than an automobile owner has to park his machine on Mr. Long's front porch. In both cases trespass has been committed. Mr. Long should throw the shipments in a drawer and permit the St. Louis shysters to come and get them personally or send him \$1 for the bother caused him by their illegal act. If they come personally he should have them arrested for misuse of the mails and attempting to extort money by threats, which is a crime under our Federal laws. Unless this menace to good merchandising can be squelched the liberty of the individual to buy goods when and where he pleases will be superseded by methods akin to extortion and blackmail.

Our Aspirations.

Our wishes, it is said, do measure just our capabilities. He who aspires with all his might to the mountain's upper height, holds in that aspiration a great trust, a warrant he cannot disregard, a pledge to be fulfilled. Remember, then, when these aspirations thrust themselves unbidden in your face, that each dream clasps some reality, that your feet may reach the height to which your hope has taken happy flight, and every wish is but the prophecy of what you have the power to do and be.

We see no white-winged angels now. But yet men are led away from threatening destruction; a hand is put into theirs which leads them forth gently towards a calm and bright land, so that they look no more backward, and the hand may be a little child's.—George Eliot.

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

Employ COMPETENT CREDIT SPECIALISTS capable of eliminating misunderstandings, re-establishing business relations thru an educational system of collections.

WE DO GET THE MONEY FOR YOU.
NO COLLECTIONS — NO CHARGES.



INTERSTATE PROTECTIVE AGENCY INC.
INTERSTATE BUILDING --- 13TH & LOCUST STS.
KANSAS CITY, MISSOURI

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

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!



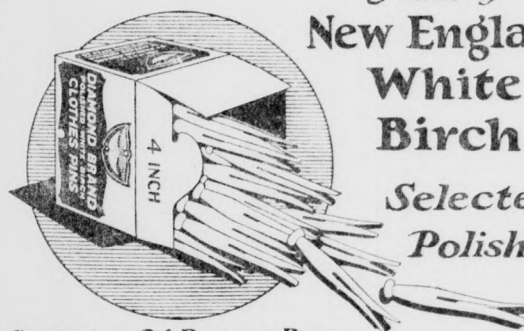
DWINELL-WRIGHT COMPANY

Boston - Chicago
Portsmouth, Va.

DIAMOND BRAND CARTON CLOTHES PINS

Made of
**New England
White
Birch**

*Selected-
Polished*



CARTONS OF 24 PERFECT PINS~

**TRADE MARKED QUALITY
OF
THE DIAMOND MATCH CO.**

Sold and Recommended by

ALL LEADING DEALERS



Now Grocer Werden gets "yes" answers

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

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

"Anything else," I pointed out, "includes too much, even the cash register and a date for tea. But if you'll remind your customer of a specific something she's apt to want, you'll have at least a 50-50 chance of getting it for an extra order."

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

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

Down went Nectars on the sales slip!

"I certainly land a lot of extra orders since I began suggesting definite items," Werden told me later. "And the best yes-answer getter I use is that raisins in cereals idea!"

Try it on *your* patrons, friend grocer, and listen to the calculator jingle encores. And ask the Sunland Service Man who calls on you for some other Sunland sales-winning ideas. He's full of 'em.

Larry.

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over **35** years

25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by the
Government