

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 6, 1927

Number 2272

## MOTHER'S BOYS

Yes, I know there are stains on my carpet,  
The traces of small muddy boots;  
And I see your fair tapestry glowing,  
All spotless with flowers and fruits.

And I know that my walls are disfigured  
With prints of small fingers and hands;  
And that your own household most truly  
In immaculate purity stands.

And I know that my parlor is littered  
With many odd treasures and toys,  
While your own is in daintiest order,  
Unharm'd by the presence of boys.

And I know that my room is invaded  
Quite boldly all hours of the day;  
While you sit in yours unmolested  
And dream the soft quiet away.

Yes, I know there are four little bedsides  
Where I must stand watchful each night,  
While you may go out in your carriage  
And flash in your dresses so bright.

Now, I think I'm a neat little woman;  
And I like my house orderly, too;  
And I'm fond of all dainty belongings,  
Yet I would not change places with you.

No, keep your fair home with its order,  
Its freedom from bother and noise;  
And keep your own fanciful leisure,  
But give me my four splendid boys.

The old-fashioned way of "clearing the blood" in the Spring was to take liberal doses of a mixture of sulphur and molasses. Nobody knows the reason for the almost universal faith in this formula, for modern medicine declares that it is of practically no value, but our grandparents kept their faith in it for many years.

The modern physician knows that certain toxins do accumulate in the system during the winter. These toxins are caused by lack of out-door exercise, and by a diet too rich in meats and other concentrated foods. The modern way to remove the toxins and clear the system during the Spring months is to use

# STANOLAX

(HEAVY)

## *for constipation*

Stanolax [Heavy] is a pure, carefully refined, heavy bodied mineral oil. It lubricates the intestinal tract, making elimination easy and restoring normal intestinal activity.

Stanolax [Heavy] is not a purgative or a cathartic. It does not increase the flow of intestinal fluids, but attains its results by purely mechanical means. It is not habit forming: in fact, the dosage can be gradually decreased after the first few days, and in most cases, eventually be discontinued altogether.

Stanolax [Heavy] is a safe and sure relief for constipation.

### **To Dealers**

#### **STANOLAX** [Heavy]

offers you an excellent profit and a steady repeat business. Write for our proposition.

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**Standard Oil Company**

**Indiana**



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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 6, 1927

Number 2272

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY  
THE TRADESMAN COMPANY  
GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)  
Frank, Free and Fearless for the Good  
That We Can Do.  
Each Issue Complete in Itself.  
DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

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payable invariably in advance.

Sample copies 10 cents each.

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issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
five years or more old 50 cents.

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

### UNITED FRONT IN CHINA.

Impressive support of the British proposals for strong measures in China comes from an important group of Americans—the Shanghai American Chamber of Commerce. At both Tokio and Washington there has been hesitation to adopt the line of action urged by London. Evidently there has been fear that the powers might find themselves at war with the Chinese. To American business men in Shanghai, however, war seems to be more likely as a result of a continuance of the present condition than of the manifestation of a more determined attitude by the Powers.

Great Britain has come to the conclusion that the clash with Hankow is in reality a contest with Bolshevism and that the sooner it is recognized as such the better. Whether this view is taken by Japan and the United States or not, the two governments must realize that the only thing that has had an effect upon the Nationalist leaders is a display of force. If they refused to check attacks upon foreign consulates until shells from foreign gunboats began falling in the streets of Nanking, they will certainly be in no hurry to facilitate the completion of negotiations regarding satisfaction for those attacks.

The best course for the Nationalists would be to accede promptly to the demands of the Powers and thus dispose of any occasion for extreme measures, but they are not likely to follow this procedure. The question will then arise of what the powers will do—talk or act. Downing street is for action, even if it must be action by Great Britain alone. The British are considering the establishment of a blockade along the Yangtse River as a means of bringing the Cantonese chieftains to terms. Distasteful as it would be to participate in such a move, it would be still more distasteful to stand idly by and see another government

bear the entire responsibility for effective action.

An ounce of determination at the beginning is worth a pound of determination later. For this reason and for the additional reason that unity among the powers in a crisis like this is highly desirable, we hope that Washington will find it possible to come to a speedy agreement with London upon a line of action which will compel the respect of the Nationalists.

### REPLY DOES NOT RING TRUE.

Attention is called to the alleged reply published elsewhere in this week's paper to the editorial in last week's Tradesman relative to the action of the City Commission in throwing open the public markets of Grand Rapids to truckers, hucksters and all kinds and classes of middlemen on the same basis as regular growers. These classes flood the markets with rotten and rotting fruit and vegetables which have been consigned to the dump by wholesale dealers and commission merchants.

It will be noted that the so-called reply, made ostensibly in behalf of the Commission, is weak in statement and evasive in argument. It assumes that the reader will take for granted conditions which every one at all familiar with the subject knows do not exist. It proceeds on the assumption that the health officials will accord all offerings on the market rigid supervision, while those familiar with conditions as they actually are know that such supervision is a joke—always has been and probably always will be.

The very fact that the markets extend a hearty welcome to aliens who are filthy in dress, coarse in speech and crooked in their dealings furnishes ample proof that the products they handle will be equally inferior in quality and unfit for human consumption.

At the spring election on Monday a praiseworthy project recommended to the voters by the Commission was snowed under by the votes of the people. Why? Because the people who vote have become suspicious of an organization which places aliens of the wop variety on a par with American citizens. In opening the city markets to the scum of the earth, to the detriment and disgrace of decent people, the Commission voluntarily creates a menace to the health of the city by giving filthy aliens an opportunity to carry the seeds of disease and death to the homes and hearthstones of the poorer classes of our people.

### OUR MOUNTING WEALTH.

The National wealth of the United States in 1925, as estimated by the National Industrial Conference Board, totaled \$355,300,000,000. Three years previously, in 1922, the Census Bureau had reckoned it at \$320,800,000,000,

so that, if the new figure is comparable our wealth of late has been increasing at the astonishing rate of about \$11,500,000,000 a year. With these computations as a basis, one may roughly estimate the 1927 National wealth at about \$375,000,000,000.

So fabulous a sum is of itself impressive, but the romance of the story lies in the accelerating speed of its accumulation.

More has been added in the last fifteen years than through all accumulations down to then since the arrival of the Mayflower. That is to say, the National wealth since 1912, when it stood at \$186,000,000,000, has doubled. It has more than quadrupled since 1900, when the tangible, physical objects represented in all of these calculations were entered at only \$88,517,000,000. Previous to the Civil War, in 1860, the National wealth was only \$16,160,000,000.

In a sense much of the growth in the last fifteen years may be looked upon as fictitious, since the rise in the price level has created values faster than they could ever have grown in a count based strictly in 1913 dollars, but it was in 1920 and not 1922 that inflation reached its highest. By 1922 the readjustment in commodity values was pretty well completed and the variations since then have been small.

If this country's great riches have come somewhat more easily than those of other nations, the reasons are not difficult to find. A land vast in resources, almost sufficient unto itself in raw materials, was here to develop. It has been developed by a people accustomed to hard work, virile, ambitious, their veins filled with the blood of adventure. The misfortunes of the world have to a degree been the fortunes of this country since the kaiser's war, but the roots of the unprecedented prosperity of the United States evident on every hand lie far deeper than that. They reach down into a wealth of assets built slowly over long years and fixed on a foundation fit to stand.

### PREPARE FOR FLINT.

The effort being made by the officers of the Retail Grocers and General Merchants Association to present a worth while programme at the annual convention at Flint the last week in April leads to the belief that especial effort should be made by the members to ensure a large attendance of representative men of the trade at the meeting. Many critical questions now face the grocer and general merchant—questions which should command the best thought and most careful consideration of the trade—and nothing will do more to create interest in the organization than the assurance of the officers that the attendance will be

large and thoroughly representative of the great interests the organization undertakes to serve.

The growing industrialism of the South and the pitiful condition of many of its workers have called forth an "appeal to industrial leaders of the South" signed by forty-one representative Southern bishops and ministers who plead for an avoidance of "the waste and bitterness of industrial conflicts and the intensity of the class struggle." The clergy cite "the long working week, extending in many industries even to fifty-five and sixty hours; the employment of women and children between 14 and 16 at over-long periods of labor; the general absence of labor representation in our factories." They mention the isolation of the workers in the mill villages, reminding the bosses that labor is human and not a commodity. This makes strange reading for Northern people, who enjoy what are among the most equitable laws for laboring men and women that have ever found their way to the statute books. The situation in the South is made doubly hard for the workers by the drawing of the color line. It is hoped that the appeal of the bishops and ministers will bring the situation home to the industrial leaders of the South.

Vienna scientists have discovered that the nose presents greater proof of paternity than blood tests, finger prints or size of ears. According to these savants, a certain type of nose will persist in a family for centuries. Accordingly, it is far more indicative of character than any other facial feature. Many a man with a protruding chin, hard mouth and cold eyes has proved to be a poltroon. But who ever saw a snub-nosed coward or a long-nosed dullard? The phrases "snub-nosed fighter" and a "long nose for news" have become recognized parts of our language. Nothin much new in this Vienna discovery.

Chicago stands disgraced in the eyes of the world. The election of a notorious mountebank like Thompson is a reproach from which she can never recover. A grafter of the most malignant type, a person who consorts with criminals and gunmen, a traitor to the cause of American freedom during the kaiser's war, Bill Thompson stands for everything vicious and execrable in every decent walk of life. His election puts a black mark on the city of Chicago for time and eternity.

The law of supply and demand works in everything but trouble.

It's all right to sell what you don't need, but hang on to what you do.

## MEN OF MARK.

Gen. J. H. Schouten, Vice-President  
Michigan Trust Co.

General John H. Schouten, recently elected to the board of directors of the Michigan Trust Company, possesses just the qualifications for which one would hope in an executive of a trust company, the relations of which with its clients are closer and of a more serious and important nature than is the case in almost any other line of business.

A man of rugged, uncompromising honesty, earnestness of purpose, a tireless worker and a master of detail, with these qualifications tempered with a warm friendliness and a wholesome respect for another's opinions, General Schouten, in all his connections, wins confidence and builds firm friendships, not only for himself, but, as well, for any enterprise or cause with which he is associated.

General Schouten entered the service of the Michigan Trust Company as book-keeper, in December, 1909; was appointed Assistant Secretary October 6, 1913; Secretary, January 8, 1917; was elected a Vice-President of the company; January 10, 1921, and March 23, 1927, became a member of the board of directors of the company which he had served so long and so well.

It takes but a few lines to cover General Schouten's record with the Michigan Trust Company, but those few lines represent over twenty-six years of hard work, efficient service and repeated recognition of these by the company which he has served so faithfully.

Along with his activities for the Michigan Trust Company, General Schouten has found time to lend his influence, strength and personal service to many civic enterprises and has given of his best for the improvement and advancement of his home city, without self-seeking and without expecting either credit or publicity for his efforts.

General Schouten's main interest, however, aside from his duties with the Trust company, has been along military lines and after thirty-eight years of service with the National Guard, and in the Spanish American War, "Down on the border" and "Over there." General Schouten is not the rampant militarist which the more timid and less thoughtful might fear, but is an ardent and earnest advocate of preparedness for peace.

General Schouten enlisted in the Michigan National Guard, April 13, 1889, as a doughboy in the ranks. That was the only place open for him, so he took that, which offered him a foothold for the rank which he now holds as Brigadier General commanding the 63d Michigan Infantry, which includes all the Infantry of the Michigan National Guard and the Headquarters company.

General Schouten's military record is of interest to many thousands who as past or present members of the Michigan National Guard or as citizens of Michigan have noted his progress from enlisted man to Commander.

Entering the service in 1889, General

Schouten has served longer as enlisted man and commissioned officer than any other now in the Michigan National Guards.

His first promotion was to the grade of First Lieutenant of Company K, Second Michigan Infantry, in 1891. He subsequently was transferred to Company I, Second Michigan Infantry, the famous "Custer Guard," whose armory formerly was on the West side.

This company was the leader in things military, hereabouts, for many years prior to the organization of the Grand Rapids Battalion in 1895. The then Lieutenant Schouten served with that company for a period of about five years and in 1896 was transferred to Company H of the Second Michigan Infantry, as Second Lieutenant

his company to the Mexican border in 1916 and as a confidence of the efficiency of the company, it was unnecessary to make any change in the corps of non-commissioned officers. And practically every non-commissioned officer and many of the privates became officers during the kaiser's war.

When the National Guard was called into service at the beginning of the kaiser's war, General Schouten had command of the Second Battalion of the 32d Michigan Infantry, which afterward became the present designation of the 122d Infantry. And when the National Guard was re-organized after the war, General Schouten was assigned to the command of the 3d Battalion and largely through his in-

standard of efficiency of the 63d Brigade as established by General Guy M. Wilson, until recently its commanding officer and now in command of the 32d Infantry Division.

Second. To plan and carry into execution a campaign which will result in obtaining for every company in his brigade, the full measure of public support which the nature and character of their services, duties and responsibilities merit.

Third. To add to a fund that ultimately will result in giving Grand Rapids a larger and better Armory and one fully worthy of the officers and men who are devoting an important part of their lives to the high cause for which the Armory stands.

General Schouten is known as a strict disciplinarian, but one who is fair in his judgments and a true friend of those who serve with him.

He knows the problems of the enlisted man and of the officers of all grades. He has been through the mill and many years ago learned how to "take it" cheerfully, obeyed orders and did his work the best he could and when it should be done.

He is not particularly friendly to alibis for failure to deliver and in his progress from private to commander he has heard all of them so there is nothing new for him in that line and those who serve under him conserve their time by declining to try out any shiny, crisp reasons for not delivering the goods and buckle into the harness knowing that their efforts will be appreciated by their Commander who has "been there."

## Quieter Effects in Neckwear.

Owing to the vogue for fancy patterns in men's suits and topcoats, as well as in shirts, there is a "toning down" of designs and colors in men's neckwear. This trend is making itself felt in consumer demand throughout the country, according to wholesalers here. Favor is being particularly shown moire ties in plain and flat colors which will harmonize with the rest of the attire. Foulards in solid colors also are selling well.

## In After Days.

In after days when grasses high  
O'er top the stone where I shall lie,  
Tho' ill, or well the world adjust  
My slender claim to honored dust,  
I shall not question or reply,  
I shall not see the morning sky;  
I shall not hear the night wind sigh;  
I shall be mute as all men must  
In after days.

But yet, now living, fain were I  
That someone there should testify,  
Saying he held his pen in trust  
To Truth, not serving shame or lust.

Will none? Then let my memory die  
In after days.

Turning swords into plowshares remains a rare operation, and not merely because of the lack of swords. The War Department at Washington is doing something to bring the saying up to date by selling gunpowder to concerns which will utilize the sodium nitrate it contains for fertilizer. It must be added, however, that new and more effective powder is to be bought to keep our defenses in proper condition. Still, we may hope that no occasion will arise for its use and that in time it too will be converted into an agency of peaceful activity.



General John H. Schouten.

and served in that capacity during the Spanish-American war. In 1900, General Schouten was promoted to the Captaincy of the company, remaining in command until February, 1917.

Under General Schouten's command, this company gained the reputation of being among the best, if not the best outfit in the regiment and was the leader in rifle practice when this first became a part of the curriculum of the National Guard. The company for many years had the highest figure of merit of any rifled company in the State of Michigan and very frequently it figured of merit, and the number of expert rifle men and sharpshooters, higher than all the other companies located in Grand Rapids.

As Captain, General Schouten took

strumentality the eight present companies of the Guard located in Grand Rapids were organized and obtained Federal recognition.

Then, in April, 1926, came the appointment as Brigadier General commanding the 63d Michigan Infantry.

In connection with his National Guard work, General Schouten is universally credited with being the father of the present day Armory in Grand Rapids, as it was largely due to his untiring efforts that the law under which Armories are built in Michigan, was placed on the statute books.

Not contemplating resting on his laurels, General Schouten admits three military ambitions which probably will be attained.

The first is to maintain the high



### Rather Weak Reply To the Tradesman's Arraignment.

Grand Rapids, April 5—My attention has been called to your editorial in the March 30 issue of the Michigan Tradesman, and to your letter of the 30th addressed to the Manager.

It is quite apparent that the language and the form of argument used in this article must fail to draw respect from even the least thoughtful of the limited audience for whose benefit this was originally written, and it is very doubtful if it in the least merits thoughtful reply from those who are charged with the responsibility of the markets, this article being typical of your methods on several past occasions in dealing with other subjects.

On the other hand, it must be clear that problems of this nature are not dealt with "in a corner" by the city or its officials, this subject having been one for exceedingly careful attention by all concerned. The city markets constitute one of the important and useful divisions of the city's activities, and while they are young in point of time, the actual records of the markets to date indicate that they are bringing a large measure of satisfaction, both to those who purchase as well as to those who sell, in that the attendance record, the sale of stalls record and the revenue records have shown a constant and continuous increase over the preceding year's records from their beginning. This must indicate that prices have been reasonable and stocks salable, else there would have long since not only been a storm of protest, but a slackening of interest on the part of the public.

It happens that for several years past there has been one or more rather tedious hearings before the Commission as a whole concerning these markets. In every instance these meetings have been marked by the unfortunate element of selfishness, there being present the tendency to disregard the

fact that the markets are maintained by the city for the good of the Grand Rapids public, and to view them from the standpoint of operation for the general satisfaction of one or more specific groups. On the occasion of the last hearing, this tendency was again most marked, although a hearing of more than two hours in length was given for careful and thorough discussion of the whole problem.

The city stands foursquare on the principle that these markets were created for the benefit of the buying public of Grand Rapids. It stands foursquare on the fact that this can best be attained by leaving the markets as free as possible—open to general merchandising. It is convinced that this can best be obtained by encouraging the farmer as much as possible, but also by allowing a certain amount of so-called truckers to participate as sales people. This conclusion has been arrived at through very definite experience, and has been forced more and more upon our attention by changes in general conditions brought about by the development of the automobile and improved highways.

Moreover, the presence of the trucker has proven a benefit to the so-called producer in that the producer is unable to create a full market early in the season in that when local grown products are available and local farmers begin to arrive, they find a large and populous buying public present.

"Dagoes," as such and within the terms of your article, are not present on the market, nor is any produce sold there which is not merchantable. If, perchance, certain grades of produce should be somewhat off color, it is known by the purchaser, by the price differential made. Moreover, this has its desirable features in that whereas some are able to pay for fancy goods without regard to price, the markets on the other hand offer a distinct advantage to those of lesser means in

that they can buy considerable merchandise near the close of the market for little money, and with many people this is a regular practice, with the additional advantage that much usable food is not wasted. Moreover, a large majority of our stall renters rent by the year and will be required to hang their name and type of business upon their stalls, and they are just as responsible and reliable as any other merchant doing business continuously in a fixed place.

In addition to all of this, there is the Food Inspection Department, which regularly views the markets for preventing the offering of improper produce, in addition to the scrutiny of the Market Master in charge.

These are the facts which were before the Commission and all others concerned upon which our decisions were based. We stand firmly on them as fair, reasonable and equitable, and regret your inability to approach the matter with an open mind.

Walter A. Sperry,  
Director of Public Service.

### How Is Your Mailing List?

When did you last revise your mailing list? Yes, it is an old question, but highly important nevertheless: for if your list has not been carefully revised in the last year the chances are that more than 10 per cent. of the cost of each mailing you send out is simply thrown away.

And if your list has not been revised for two years or more it would be a fairly safe bet that it is 50 per cent. worthless.

Your list should be checked at least once each year, and it would do no harm to check it twice. There are many ways to check a list, but here is the way we would do it. First we would

go over every name ourselves, checking off those we knew were no longer prospects.

Next we would have every salesman and saleswoman in the store go through the list, for their closer personal contact with the trade gives them an acquaintance that we do not have.

Finally we would take our list to the postmaster and ask him to have it carefully checked for errors in names and addresses. Did you know that according to postal regulations you can have this check made by the postoffice for about 70 cents per hour? It will be money well spent too, if you've never had such a check made before.

### Maybe So.

"You are charged with selling adulterated milk," said the Judge.

"So I understand, your Honor," said the milkman. "I plead not guilty."

"But the testimony shows that your milk is 25 per cent. water," said the Judge.

"Then it must be high-grade milk," returned the milkman. "If your Honor will look up the word milk in your dictionary you will find that it consists of from 80 to 90 per cent. water. I should have sold it for cream."

### As We Make It.

We must not hope to be mowers  
And to gather the ripe gold ears,  
Unless we have first been sowers,  
And watered the furrows with tears.  
It is not just as we take it,  
This mystical world of ours:  
Life's field will yield as we make it,  
A harvest of thorns or of flowers.  
Goethe.

## THE OLD LINE LIFE INSURANCE COMPANY OF AMERICA

MILWAUKEE, WISCONSIN

### ANNOUNCES

That in 1926 its paid for insurance was more than

SIXTEEN MILLION DOLLARS

That its life insurance in force on December 31, 1926, was more than

SEVENTY-FIVE MILLION DOLLARS

That its admitted assets amounted to over NINE AND ONE-HALF MILLION DOLLARS which is an increase of more than

ONE AND ONE-QUARTER MILLION DOLLARS

That its income for the year 1926 was OVER THREE MILLION DOLLARS

Since its organization The Old Line Life Insurance Company of America has paid to policyholders and their beneficiaries

OVER TWO AND THREE-QUARTER MILLION DOLLARS

### TURN YOUR ENTHUSIASM Into an Increase of Income

One man in one month procured 89 applications on one of our POPULAR forms of policies in the Accident & Health Department. In addition to this work during that month he made his usual monthly collections of \$2,700; wrote during the same month other forms of Accident & Health policies and also wrote a comfortable volume of Life Insurance. This was not just a one month's spurt. The young man is a member of the Star Leaders' Club in the Life Department. One man in one month, who makes headquarters in a town of 600 secured 69 applications in 17 days on one of our POPULAR forms of policies in the Accident & Health Department and transacted other business with the Company in addition.

Our Life, Accident and Health business is growing rapidly in POPULARITY and the attractive, liberal, interesting, beneficial and safe features in connection with our contracts create a successful activity among the field representatives of this Company.

We will make several important Agency appointments soon in the Life and Accident and Health Departments in the following states:

California,  
Illinois  
Iowa  
Michigan

Minnesota  
Ohio  
Oklahoma  
Oregon  
Pennsylvania

South Dakota  
Texas  
Washington  
Wisconsin

### LIFE, ACCIDENT AND HEALTH INSURANCE

RUPERT F. FRY, President.  
JNO. E. REILLY, Secretary & Treasurer.

WM. S. HANLEY, Agency Secretary.  
H. A. WOODWARD, Manager, Accident & Health Department.



## MOVEMENTS OF MERCHANTS.

Galesburg—R. W. Damer has engaged in business under the style of the Capital Creamery.

Bangor—Glenn Wilson has purchased a larger building for his laundry and equipped it with modern machinery.

Detroit—The George P. Yost Fur Co., 1438 Washington boulevard, has changed its name to the Park Holding Co.

Fairgrove — The Fairgrove State Savings Bank, recently organized with \$25,000 capital stock, opened its doors for business April 5.

Copemish—Mrs. James Bargerstock has leased her hotel, the Welcome Inn, to A. D. Ireland, for three years, giving immediate possession.

Saginaw — The Beck Automobile Co., 915 Genesee avenue, with a branch at Bay City, has changed its name to Schroeder & Benson, Inc..

Arcadia—Wm. H. Ebert is closing out his stock of dry goods, clothing, furnishings, shoes, etc., at special sale and will remove to Milwaukee.

Grand Rapids—The Kent Sand & Gravel Co., has increased its capital stock from \$50,000 common to \$50,000 preferred and 50,000 shares no par value.

Wayland—C. R. Hollister will open the Hollister House for business in a few days and Phillip Kelly, recently of Grand Rapids will conduct the Wayland House.

Flint—The Entroth Shoe Co., c-o the Vogue store, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Strenge Motor Car Co., 1910 First National Bank building, has changed its name to the Strenge Chevrolet Co. and increased its capital stock from \$10,000 to \$50,000.

Bangor—The drug store of the late Oscar Karsen, which has been closed since the owner's death early this winter, has been restocked and reopened by A. A. Grimm, of St. Joseph.

Morley—Lewis S. Turner has purchased the grain and produce elevator owned by C. L. Crimmins, banker of Howard City and will continue the business under his own name.

Reed City—H. M. Buchanan has leased Hotel Reed for five years to Alfred Stevens, former proprietor of the Stevens hotel at Bad Axe. Mr. Stevens is redecorating the entire hotel.

Vassar—The Brainerd-Lewis Co. has been incorporated to deal in automobiles, parts and supplies, with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Pontiac—L. Grant Billings, Inc., 45 Oakland avenue, tires, auto accessories, etc., has been incorporated with an authorized capital stock of \$25,000, \$11,000 of which has been subscribed and paid in in cash.

Stanton—The State Savings Bank has purchased the People's State Bank and consolidated them under the style of the State Savings Bank of Stanton and increased the capitalization from \$20,000 to \$40,000.

Detroit—The Frank C. Teal Co., 425 Bates street, jobber of electrical sup-

plies, has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in, \$20,000 in cash and \$80,000 in property.

Detroit—Eder & Zoloth, dealers in boots, shoes, etc., at 7607 Michigan avenue, have dissolved partnership and the business will be continued by Michael Eder, who has taken over the interest of his partner.

Alba—L. A. Randall, recently of Safety Harbor, Florida, has purchased the D. H. Meeker drug stock and will continue the business at the same location where Mr. Meeker first opened the store 45 years ago.

Detroit—The Mair Brothers Oil Co., 213 Minnie street, has been incorporated to distribute petroleum products, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and paid in in cash.

Detroit—The McConnell-Kerr Co., 349 East Jefferson avenue, has been incorporated to act as wholesale broker, with an authorized capital stock of \$75,000, \$30,000 of which has been subscribed and paid in in cash.

Saginaw—The Jerrold Co., Second National Bank building, department store, has been incorporated with an authorized capital stock of \$100,000, of which amount \$30,000 has been subscribed and paid in in cash.

Kalamazoo—Stanley Sackett, proprietor of Sackett's Food Store, has removed from 228 East Main street to 214 East Main street. Mr. Sackett recently purchased the meat business of Peter Sliter at 208 Main street.

Grand Rapids—The Economy Furniture Shops, 8 Pearl street, N. W., has been incorporated with an authorized capital stock of 1,000 shares, at \$10 per share, all of which has been subscribed and \$1,200 paid in in cash.

Detroit—C. E. Conover & Co., 2-108 General Motors building, has been incorporated to deal in iron and steel products, with an authorized capital stock of \$25,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—The Nash Trimble Sales, 21374 Grand River avenue, autos, parts and accessories, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$3,000 in cash and \$22,000 in property.

Saginaw—Winston & Coon, Inc., 1909 North Michigan avenue, has been incorporated to deal in automobiles, parts and accessories, with an authorized capital stock of \$25,000, all of which has been subscribed and \$8,000 paid in in cash.

Ferndale—The Hawthorne Roofing Tile Co., with business offices at 525 Harrison street, Flint, has been incorporated with an authorized capital stock of \$60,000, all of which has been subscribed and paid in, \$500 in cash and \$59,500 in property.

Paw Paw—F. C. Thompson, recently engaged in the hardware business at Lawrence, with his father, under the style of James Thompson & Son, has sold his interest to his father and engaged in the undertaking business here under his own name.

Ionia—The Ionia Ice, Cold Storage & Fuel Co., Mill street, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$100,000, \$70,000 of which has been subscribed and paid in, \$3,000 in cash and \$67,000 in property.

Saginaw—The K. & P., 706 East Genesee avenue, has merged its meats, provisions and grocery business into a stock company under the style of the K. & P. Grocery Co., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in property.

Greenville—The Brown-Hall Co. is closing out its stock of furniture at special sale and will dissolve partnership. M. J. Brown will devote his attention to his greenhouse and R. A. Brown will continue the undertaking business at the funeral home on South Franklin street.

Paw Paw—Edward B. Longwell, 64, prominent pioneer resident of Van Buren county, died last Wednesday at his home here. He was born in this village and was prominently identified with its activities. During the later years of his life, he was a merchant and real estate operator.

Detroit—Macumber-Smith & Co., General Motors building, has been incorporated to conduct a sporting goods store, with an authorized capital stock of \$42,000 common and \$35,000 preferred, of which amount \$59,500 has been subscribed, \$3,500 paid in in cash and \$21,000 in property.

Grand Blanc—The Rosedale Farms Dairy, Inc., has been incorporated to deal in milk and all milk products with an authorized capital stock of \$20,000 preferred and 2,000 shares at \$1 per share of which amount \$10,000 and 2,000 shares has been subscribed and \$12,000 paid in in property.

Bay City—The Phelps-Moore Auto Co., autos, accessories and parts, has merged its business into a stock company under the style of the Phelps-Moore Auto Co., Inc., 612 Adams street, with an authorized capital stock of \$15,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Sterling Tire Sales Co., 4762 Woodward avenue, dealer in auto tires, accessories and rubber goods, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, all of which has been subscribed and paid in, \$1,159.08 in cash and \$38,840.92 in property.

Port Huron—The American Bean Kleen Co., 4-6 Grand River avenue, has been incorporated to prepare beans, peas and grain for the market and to manufacture machinery for cleaning beans and grain, with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$500 and 1,000 shares has been subscribed and \$1,500 paid in in cash.

Detroit—A. V. McConnell, formerly manager of the domestics and blanket department of Burnham, Stoepel & Co., has organized a stock company to be known as the McConnell, Kerr & Co., to engage in the dry goods commission business at 349 East Jefferson avenue. All of the stockholders are former employees of Burnham, Stoepel & Co.

Arrangements have been made with Mr. Casey to represent the house in Grand Rapids territory. It is planned to carry a small open stock of the different lines handled for prompt service to the smaller merchants, but the bulk of the business will be direct mill shipments in full package lots on a commission basis.

## Manufacturing Matters.

Allegan—The Defender Manufacturing Co., is building an addition to its plant which will double its capacity.

Detroit—The Atlas Furniture Manufacturing Co., 2540 Hart avenue, upholstered furniture, has increased its capital stock from \$25,000 to \$50,000.

St. Joseph—The Michigan Wrench Co., has been incorporated with an authorized capital stock of \$30,000, of which amount \$5,000 has been subscribed and \$500 paid in in property.

Detroit—The Finley Separable Piston Co., 919 Majestic building, has been incorporated to manufacture and repair automotive pistons, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Universal Athletic Co., 401 West Jefferson avenue, has been incorporated to manufacture and deal in athletic goods and merchandise, with an authorized capital stock of \$50,000, \$15,500 of which has been subscribed and paid in in cash.

Detroit—The Crystal Corporation, 3733 Beaufait avenue, manufacturer of washing machines, has merged its business into a stock company under the style of the Crystal Co., Inc., with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Detroit—The War-Fin Wheel Co., 913 Detroit Savings Bank building, has been incorporated to manufacture and deal in auto wheels, with an authorized capital stock of \$100,000 preferred and 250,000 shares at \$1 per share, of which amount 25,000 shares has been subscribed and \$25,000 paid in in cash.

Lansing — The Bean Spray Pump Co. is operating at a high production rate, with considerable overtime necessary to keep pace with demands. A new pump and spray for washing automobiles was brought out recently and has found a ready sale, more than making up for a slackening in demand for fruit growers sprays.

Detroit — The Nielson Industries, Inc., 1238 Maccabee building, has been incorporated to manufacture and deal in washing machines for cleansing outside and inside of buildings, railroad cars, etc., with an authorized capital stock of \$100,000 common and 10,000 shares at \$1 per share, of which amount \$12,500 has been subscribed and \$11,000 paid in in property.

Kalamazoo—Peter Eckrich & Sons, Inc., meats, etc., at 426 East South street, has let the contract for erecting a modern sausage, smoked meat and meat specialties plant at Second street and the New York Central tracks. The estimated cost of the plant is \$30,000. The company has well established plants at Fort Wayne, South Bend and Gary, Ind.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.70c and beet granulated at 6.60c.

Tea—Trouble in China has strongly affected the market for China teas in this country. Congous are attracting attention on account of scarcity, as the imports so far are only about two-fifths of what they were last year up to this time. Ceylon teas have had a firm week, especially in primary markets. No material change in price has occurred since the last report. Formosas are strong and wanted.

Coffee—The market for Rio and Santos coffee has netted practically no change. There have been some little ups and downs in both Rio and Santos, but the market closes the week about where it was at the beginning. Mild coffees show no change from the last report. The recent advance in milds has been maintained. The jobbing market for roasted coffee is unchanged. The demand is about ordinary.

Canned Vegetables—Judging by the bargain prices which have ruled in the canned goods market the trade has no doubt availed itself of the opportunity of securing low price goods. It is reported that as a result of the rather active movement which had been evident in corn in the Middle West not a few canners there have cleaned up their holdings of corn. It is understood that a meeting was recently held of corn packers from New York State to Iowa in Indianapolis and that a financing plan of a thoroughly substantial nature was arranged for providing for a curtailment of acreage. This it was believed might result in a strengthening of the market. Prevailing low prices for peas has undoubtedly caused considerable quantities to go into consumption, but the market is still suffering from the over-production of last season. There continues a fair call for fancy sizes, but there is much uncertainty over the market's immediate outlook, since there will no doubt be a considerable carryover for the account of Wisconsin packers. The latter have been putting up about 10,000,000 cases of peas annually for the past three years. This year a substantial acreage cut is necessary to correct a condition of oversupply. The tomato situation is about unchanged, the market not being any too strong.

Dried Fruits—Dates have had a firm period. The demand so far this year has been very far ahead of last year, largely on account of relatively low prices. The new thing in dates is pitted dates. Figs have also been selling very well. Currants show no change for the week. As to raisins, great preparations are being made for Raisin Week, from April 25 to 30. Prunes continue to sell very well, with some shading in prices, however. Oregon prunes are also wanted, with here and there a slight shade available. Apricots are also spotty as to price.

Canned Fish—The one principal topic for discussion is the advance of \$1 on new pack tuna. Spot market is bare of tuna and trade is willing apparently to pay an advance. Sardines are firm all along the line. Norwegian, Portuguese and French sardines are in

very small supply. Alaska red salmon seems to show an advancing tendency, on account of greatly reduced stocks. Pink Alaska salmon is about unchanged.

Salt Fish—Practically all available mackerel from last season having been disposed of, trade are looking forward to a new catch. First new mackerel will be from Ireland. This will be followed by our own shore mackerel and then Norwegian. The market is barer of mackerel than it has been for a long time.

Beans and Peas—Demand for dried beans has been very small during the week. Prices are unchanged for the week, but barely steady. Green and Scotch peas unchanged and dull.

Cheese—The market has been quiet and steady since the last report.

Nuts—Stocks of walnuts and almonds are reported to be about exhausted. No great amount of buying power would put values on a still higher price basis than that now operative. With stocks held by bakers and confectioners limited, the latter face the necessity of coming back into the market from time to time for additional supplies.

Syrup and Molasses—New Orleans molasses has moved more during the week, meaning the fine grocery grades, with prices unchanged and steady. Sugar syrup is in about enough of a demand to keep the market on an even keel. Demand is fair and supply fair. Compound syrup is steady, with a rather spotty demand.

### 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.

Bananas—6½@7c per lb.

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

Butter—The market has had a rather strong week. Fine creamery is about 1c per pound higher than it was a week ago. Supplies are not overly large and advices from outside markets are strong. Demand is good. Jobbers hold fresh packed at 51c, prints at 52c. They pay 24c for packing stock.

Cabbage—\$3 per 100 lbs. for old; \$4.25 per crate for new.

Carrots—\$1.25 per bu. for old, \$4.50 for iced crate 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.

Egg Plant—\$3.50 per doz.

Eggs—The egg market has been in fair condition during the past week, with no decline since the last report. Production of eggs is almost at its peak for the year. Local jobbers pay 22c for strictly fresh.

Garlic—35c per string for Italian.

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

Green Onions—Shalots, 75c per doz. bunches; home grown, 25c per bunch.

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

New Potatoes—Florida, \$11.25 per bbl. for No. 1, \$10 for No. 2 and \$6.50 for No. 3.

Onion Sets—White or yellow, \$3 per bu.

Onions—Home grown, \$4@4.25 per 100 lb. sack; Spanish, \$3.75 per crate; new Texas, \$4.50 per crate for yellow and \$5 for white.

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 per bu.

Pears—\$3.50 per crate for California.

Peppers—Green, 75c per doz.

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

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

Potatoes—\$1.35@1.50 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 ----- 17c

Good ----- 15c

Medium ----- 13c

Poor ----- 11c

### Marks First Step in 1927 Financing Plans.

In the light of remarks of George E. Hardy, president, on the report of the Commonwealth Power Corporation for 1926, the offering last week of 123,341 shares of additional common stock of that company to stockholders takes on added importance. Mr. Hardy said:

"The policy of financing subsidiary companies' requirements in part through the sale of preferred stock on the customer-ownership plan will be carried on, although the continuation of a favorable money market and investment demand may make it more advantageous to sell other forms of securities during 1927 to provide a larger part of the money necessary to take care of the growing business of the subsidiary companies."

From this statement it might be inferred that the present offering of new

common stock is the first step taken in the policy indicated. During recent years the subsidiary companies' financial requirements have been met largely by the local sale of preferred stock on the customer-ownership plan; but it is likely that advantage will be taken of the favorable money conditions in 1927 to sell low interest-bearing bonds or debentures.

The sale of preferred stocks on the customer-ownership plan has been carried on quite extensively during the past five years by nearly all of the large public utility companies. The Commonwealth group has had more than ordinary success in this movement, and a "balancing up" of the capitalization structure is a logical and favorable development.

The experience of the Commonwealth companies in selling the preferred stocks on a partial payment plan is particularly interesting because of the general comments that have been made during the past year for and against the policy of any corporation offering securities or merchandise to the public on the installment plan. In 1926 Commonwealth subsidiaries sold more than \$12,000,000 of preferred stocks, and, although the opportunity was extended to the public to buy such stock on monthly payments, about 80 per cent. of the amount mentioned was purchased outright.

The annual report of Commonwealth shows a strong financial position as of December 31 last. Current assets were \$22,537,279 and current liabilities were only about \$9,000,000, more than half of which represented accrued taxes "subject to review."

Earnings on common for the year ended February 28, 1926, were \$4.29 a share after depreciation, as compared with \$2.66 in the previous year and explains the recent extra cash dividend of 50 cents a share. Rights to subscribe to new stock (which has been underwritten) are selling on the Curb Market at about 60 cents, and on this basis those selling their "rights" would receive the equivalent of another extra dividend of 60 cents, which, with the regular payment, would make the total distribution to stockholders \$1.60 per share. Ralph Hendershot.

### Sees Farm of Future Without Animals.

Battle Creek, April 5—The farm of the future without animals, except possibly a horse for riding, and without fowls, except for "decorative purposes," was envisioned recently by Dr. J. H. Kellogg, 75 year old advocate of a vegetable diet. For the products of farm animals and fowls he would substitute "a few walnut or hickory nut trees in the back yard and along the highways, with field crops of soy beans and peanuts." He admitted, however, that preparation must be gradual for such a radical change as the elimination of milk, eggs and meat, but said he had followed such a diet for many years "with immense profit." Farm animals, with the exception of horses, he classed as a liability and hazard to the farmer, "for they eat up more than three-fourths of the food our farms produce and return in food products only a small part of what they consume."

Hastings—Charles Wolf has sold his grocery stock and store fixtures to Orville W. Bradshaw.

## TRAILING ARBUTUS.

### Its Legend Told By Last of His Race.

On the South shore of Lake Superior, in the vicinity of the Pictured Rocks, there lives an old Indian chieftain. He has been my companion in many a summer's jaunt, and it is most sad that he is almost the last of his race. He lives ten miles or more South of the great lake, and at the headwaters of a beautiful river, so broken with cascades, rapids and falls that we cannot ascend it in our canoe, so follow a trail along its banks, through grassy meadows, the work of an industrious mechanic, the beaver; over hills where every rod, where at every turn, you look deep into caves in the rocks once the homes of countless wild animals, and through forests of birch, maple and hemlock where the startled deer and partridge surprise your dreamy eyes for an instant and are out of sight.

Thus we pass eight miles, it may be more, and suddenly we are stopped at the shores of a crystal lake. Hunting for a few moments among the alders that fringe its shores we find hidden a birch-bark canoe and paddle. There is room for two and no more, and as we glide out upon the surface of this inland lake, we can see bass, pickerel and muskellunge darting into deeper water under our frail craft. It is two miles to the head of the lake, and as we round a point and turn into the inlet, we see a well-worn landing. The boat is lifted carefully out of the water, and shouldering our guns and blankets we again "take to the woods." Up through the forests by a winding trail, very rarely traversed by white man, we go, and at the very top of a high hill we find, on a scant half acre of cleared ground, a very small cabin, and still it is not a cabin, but a lodge, or more truly still, not a lodge, but a silent combination that the winds might have created of poles, cedar and hemlock bark.

How small and smoky it is, and yet it and has been for sixty years, the home of my Indian friend. For ten years he shared the wigwam with his squaw, and then one day, fifty years ago, a storm upon the great lake upset their boat and the squaw went down in the icy waters, never to rise again to his sight. He made his way to the home in the woods, and all these years since has lived in solitude, except when a hunter or angler, like myself, breaks the silence. Is he lonely? No; who could be? Except when the snows of winter shut him in, what son of nature could be lonely in such a place. There is the happy river with its speckled trout; the lake with its bass and water fowl; the forest with its animals and birds. And there among the great cliffs and caves in the rocks, so he was taught by his father, lived Manaboosho, the great God of Creation.

Here all that was good and bad alike was created. And he alone, the last of his race, lives to tell of the past. He lives in "the old homestead," and there he trusts Manitou will find his spirit

after death. Ninety and more winters have placed no gray hair in his head. He carried in his face a thousand pages of prose and poetry, and the sharp black eyes that were never guided in the art of letters have seen untold visions of his people.

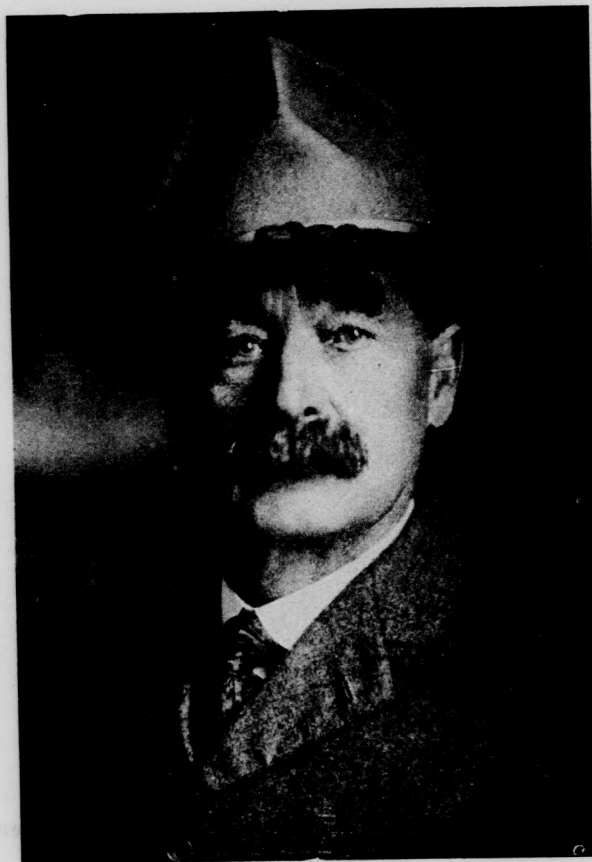
In the North country grows to perfection that dearest and sweetest of all wild flowers, the arbutus, the plant which the most skillful florist, or the tender, loving touch of woman cannot cause to grow in hothouse or garden. There are two things that the learned white man does not know, the Indian and the arbutus. From time to time, sitting by the camp fires in the evening, I have been told of the creation of the animals and birds by the great Manaboosha and his captains, the Manitous.

came in the most beautiful maiden. Her cheeks were red as if made of wild roses, her eyes were large and glowed like the eyes of fawns at night, her hair was long and black as the raven's feathers, and it touched the ground as she walked; her hands of wild flowers, her clothing was of sweet grasses and ferns, her moccasins were white lilies, and when she breathed the air of the lodge became warm.

The old man said: "My daughter I am glad to see you; my lodge is cold and cheerless, yet it will shield you from the tempests of the night. But tell me who are you, that you dare come to my lodge in such strange clothing? Come, sit here and tell me of thy country and thy victories, and I will tell thee of my exploits, for I

plants lift up their heads, the trees cover their nakedness with many leaves, the birds come back and all who see me sing. Music is everywhere."

Thus they talked, and the air became warm in the lodge. The old man's head drooped upon his breast and he slept. Then the sun came back, and a bluebird came to the top of the lodge and called: "Say-e-e, I am thirsty," and the river called back, "I am free, come and drink." As the old man slept, the maiden passed her hands above his head, and he began to grow small, streams of water ran out of his mouth and soon he was but a small mass upon the ground; and his clothing turned to green leaves. Then the maiden kneeling upon the ground took from her bosom the most precious white flowers and hid them all about the leaves, and breathing upon them said: "I give thee all my virtues and my sweetest breath, and all who gather thee shall do so upon bended knee." Then the maiden moved away through the woods and over the plains, and all the birds sang to her, and wherever she stopped, but nowhere else, grows the arbutus. Charles E. Belknap.



Charles E. Belknap.

And this is the legend of the creation of the arbutus:

Many, many moons ago, there lived an old man alone in his lodge beside the frozen stream in the forest; his locks were long and white with age. He was clad in fine furs, for all the world was winter, snow and ice were everywhere; the wind went through the forests, searching every bush and tree for birds to chill, chasing evil spirits over hill and vale; and the old man went about, vainly searching in the deep snow for pieces of wood to keep up the fire in his lodge. In despair he returned to the lodge, and sitting down by the last few dying coals, he cried to Manaboosha, that he might not perish. And the winds blew aside the door of the lodge and there

am a Manitou!" He filled two pipes with tobacco that they might smoke as they talked, and when the smoke had warmed the old man's tongue he said:

"I am Manitou. I blow my breath and the waters of the rivers stand still." The maiden answered: "I breathe and flowers spring up on all the plains." The old man said: "I shake my locks and snow covers all the ground." "I shake my curls," returned the maiden, "and warm rains fall from the clouds." Said her companion, "When I walk about, the leaves fall from the trees; at my command the animals hide in their holes in the ground, and the birds get out of the water and fly away, for I am Manitou." The maiden made answer: "When I walk about, the

### Ten Per Cent. Increase First Quarter of 1927.

For the first three months of 1927 the Citizens' Mutual Automobile Insurance Co., of Howell, made a 10 per cent. increase over 1926. In 1926 the company insured the largest number of automobiles of any company in Michigan, writing a volume of \$443,000 more business than its nearest competitor operating on similar lines. The company has had twelve years of experience and its record of being able to adjust its claims without litigation has given general satisfaction. Only eight law-suits were won in 1926 against policyholders out of over 16,000 claims paid. The company makes a careful investigation and pays claims that are honest and fair and defends those which are unjust.

Six companies have failed or retired from the automobile insurance field since this company started. Many new companies start each year but the wise automobile owner will insure in a well-established company and take no chances because with the frequent accidents, you cannot tell when it will be your turn to have a fatal accident. When you do, you will find the company has a good line of adjusters and attorneys to aid you and, if necessary, in a few hours you can be at the home office and obtain the advice and counsel of men of experience. There is an agent in every community to take your application.

### Persistence.

Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan, "Press on," has solved and always will solve the problem of the human race.



### Athletics as Practiced in the Lumber-woods.

Grandville, April 5—There were giants in those days.

Giants in size and strength, with a pretty fair sprinkling of intellectual men among the early lumberjacks of the pine woods.

Seldom if ever a resort to the knife or pistol to settle disputes. The man with the strongest arm usually won out when men came together to settle disputes of a personal nature.

If a man owed another a personal grudge that grudge might be a long time stewing before it boiled over, but usually the settlement came at the first meeting of the twain.

Tavern dances were often the scene of these matches at fisticuffs, all of which were thoroughly enjoyed by the onlookers. A soldier home on furlough once trounced a backwoods bully to a finish. In after years these men met as friends and the war time incident was forgotten.

"Going in to break up a dance," was one of the favorite methods of those who prided themselves on their prowess. To be known as a fighting man was something to glory in.

There were men from almost every civilized country on the globe among the woods workers, hence it was not to be wondered at that the woods boasted its men of might and muscle. A little Dutch blacksmith often had scraps while in his cups, usually getting the worst end of the encounter. When once he mastered an old settler, pummeling him good with a broomstick, he often chuckled over his victory, saying "Me putty good; me lick old Dan."

Once upon a time, in a border village situated on the Muskegon, one of the tavern boarders who had been an invalid for some weeks on his recovery met a big, burly heckler and made good to the great delight of the assembled onlookers.

The boarder was a man of slender physique, while his insulter was noted for his great strength and size.

"Come out here, you pusillanimous little sneak, and I'll mop the ground with you in one York minute."

The small man went out. There was a sharp encounter, ending in the big man biting the dust, his nose streaming blood, himself quite cowed and thoroughly whipped. A dozen lumberjacks congratulated the small victor, and ever after that day the fame of the bully was effaced. Both these men afterward entered the service of Uncle Sam and distinguished themselves on the battlefields of their country.

Those men who won reputations as fighters were in a way as celebrated as were those who donned the uniform and went South at the call of the country.

It became quite the fashion for lumber camps to advertise their strong man as the head push of the whole country. In consequence, the name of such an one was broadcasted for many miles.

On one occasion a man came from Grand River over to the Muskegon for the express purpose of meeting and trying one of these advertised bullies. A genuine battle with fists for the mastery took place and the championship of that portion of the lumberwoods was satisfactorily established.

Such and such a member of a lumber crew would be designated as "a mighty good man," which was enough to invite a trial at arms to decide who should wear the title of champion.

Frequently the backwoods dances were scenes of battle, the participants retiring from the ballroom to the outer air, where their titles were settled by a fist battle. Never any weapon was used, which was in direct contrast to the modern way of settling feuds.

At a wayside dance on the "Openings," some drunken raftsmen waylaid a circuit preacher and began to pull and haul him about in anything but a respectful manner. While they were in the midst of their unseemly sport, a

lean, gentlemanly Muskegon lumberman entered the place, saw how matters were going, no interference being made because of fear of the consequences, and snatching the nearest chair crashed the combatants' heads so lustily that he had the whole crowd of ministerial assaulters hors de combat in the twinkling of an eye.

The drunken mob, with sore heads, slunk away and there was no more trouble thereafter. A little presence of mind on such occasions often accomplished wonders.

There were wrestling matches as well as fist fights. These matches were conducted at different points in the woods and along the State road.

I recall attending one of these matches as a small boy. The meet was held in a large barn and the crowd that gathered would have done honor to a modern prize fight. We boys clambered into the haymow and watched the match from the side lines. The barn floor was swept clean and here the match took place.

The most celebrated wrestler in that whole region was a colored man who won against all comers. On the occasion named his opponent came nearly forty miles, from the town of Grand Haven, to try titles with the noted wrestler. As near as I can recollect the colored wrestler won the bout, although it was his hardest battle to that date.

Sports in the woods were many and various, the most of them being carried on in a manner that would do credit to the most select occasions.

Among all the candidates for woods champion, either at fisticuffs or wrestling, I do not recall a single Indian. This seems rather singular, as many of the redmen were athletic and swift of foot. Nevertheless it did not seem that athletics were adapted to their methods of sports and not one of them seemed to care to meet white men in action. Old Timer.

"Man is eternally striving towards the light" is a phrase which has a literal meaning as well as a figurative one. The attraction and pulling power of well-lighted store interiors and show windows is a matter which is so well established to-day, upon the basis of exact statistics, that it cannot longer be denied. Provided the goods and prices are right, it is not too much to say that a mediocre clerk can often accomplish better results under excellent lighting conditions than the best of clerks when the lighting is defective. Electricity is one of the divisions of overhead expense which is most certain to have its direct results in terms of profit.

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## UTILIZING WASTE PRODUCTS.

It was the work of the engineering societies which brought to the front a few years ago the matter of the elimination of waste in industry. The subject was one which met with an instant response in nearly every line of industrial effort, and more particularly because it was sponsored and aided by Secretary Hoover and the Bureau of Standards at Washington. What has been accomplished is really remarkable, whether measured by the millions of dollars saved or the useless efforts avoided. But there is an even greater work of which not so much is heard but which goes on tirelessly. This is the utilization of so-called waste products. Strictly speaking, there is no such thing as a waste product. Dirt was long ago described as being merely "matter in the wrong place." So it is with waste. One does not have to be so very old as not to be able to recall the days when gasoline was thrown away and run into streams which were polluted by it. The oil men of the day were after kerosene and lubricants, and the volatile hydro-carbons were a detriment no less than a danger. But to-day the enormous automobile and airplane industries are based on the use of those very volatile ingredients of petroleum. Further back in the years there was another striking instance of the same kind in the case of coal tar, whose myriad uses when changed into dyes, medicines, explosives, flavorings, etc., have revolutionized many industries. Many other cases in point will readily occur to most persons who have given a thought to the matter.

Of akin importance in its way is an announcement made early last week with regard to the production of pulp for use in manufacturing artificial silk as well as paper and other articles for which cellulose is used. So far as concerns the manufacture of rayon, or artificial silk, the base has been obtained from many substances. Cotton linters, wood pulp and even cottonseed hulls have been employed for the purpose. When it comes to paper, however, this is still obtained from the wood of certain trees, excepting in a few localities where esparto grass is used. It takes years for a tree to grow to a size useful for making paper, and the fear has been often expressed that the time would come when the supply would fail because of the continued increase in the consumption of paper. Long ago it was recognized that it would be necessary to get paper stock from some source that would provide new supplies each year. This goal is in sight if the announcement referred to is borne out by experience. In brief, it is stated that successful experiments have been carried out demonstrating that paper can be made cheaper from cornstalks than from the woods now generally employed. The invention is that of a Hungarian chemist, whose work has received the approval of men of standing in this country. There is an unlimited supply of the raw material, more than sufficient to supply all needs. It is stuff, also, that has hitherto been destroyed as worthless. If it can be utilized as is

promised, it will not only result in stopping the cutting down of forests but it will also provide the sorely-tried corn planter with a new source of revenue. When, however, the process of using the cornstalks for paper-making will begin is yet a matter of conjecture, as the first efforts are to be toward making rayon.

## CANNED FOODS CONDITIONS.

In spite of the many bargains which are everywhere available in canned goods, a majority of wholesale and large store buyers continue to take stocks for a period of three or four weeks, resulting in just a normal routine movement. Repeat orders are necessarily frequent under these conditions and canners report that the movement of tomatoes and fancy varieties of corn has been satisfactory, although they are not especially optimistic as regards other packs. So far but little interest has been shown in future offerings, excepting perhaps in the case of some of the California canned fish packs. There is considerable uncertainty as to what the extent of any curtailment in vegetable acreage for this season will amount to. Nothing definite in this respect has come out of any of the large producing areas in the Middle West, prices canners have offered growers being generally deemed unsatisfactory to the latter interests. Tomato specialists report further slight concessions in the spot basis. There is much uncertainty over the outlook in peas. The understanding is that Wisconsin canners may carry three million cases over into the new season. There is no doubt that the size of this season's pack of golden bantam corn as well as stringless green beans will be as large as last year's, as the latter packs were entirely cleared. Representatives of California sardine packers say that there is a big shortage in deliveries from packers in Southern California, although packers at Monterey and at Northern points were able to effect deliveries of 80 to 100 per cent. Last week's improvement in salmon was not maintained, although a good Lenten demand continues.

## RETAIL FOOD PRICES.

Statistics, it must be confessed, have a value, but it is incumbent on the statistician to keep himself under restraint and not go too far. The remark is prompted by an examination of certain reports, issued by the Bureau of Labor Statistics at Washington, giving retail prices of food in this country each month. A very useful and informing portion of these reports is the comparison of prices of forty-three articles in each of fifty-one cities showing the changes in them from month to month. But the bureau then goes beyond this and makes up a general average for all the cities combined. This would seem to be meaningless. Take, for instance, the article called sirloin or porterhouse steak. The retail price for this on Jan. 15, 1927, varied from a low of 29.4 cents per pound in Portland, Ore., to 58 cents per pound in New York. The price for all the cities is put down at 40.8 cents. Taking, however, the four large

cities of New York, Chicago, Philadelphia and Boston, the average for them was 52.2 cents per pound, while that of Portland Ore., Butte, Minneapolis and Salt Lake City was 30.5 cents. Unless the difference in population of the two sets of cities are taken into account, any average price paid is without value. The same conditions prevail as to other foodstuffs. In the case of leg of lamb people in four cities paid from 31.7 to 34.4 cents a pound, while those in four others paid from 41.3 to 44.2 cents. In the four large cities mentioned the average was 38 cents. The bureau makes a general average of 37.4 cents. In the latter cities strictly fresh eggs cost an average of nearly 64 cents a dozen, while the high and low prices elsewhere were respectively 40.7 and 75 cents. A general average of 55.9 cents is given for the fifty-one cities. Of what practical interest or value is such a summary?

## WOOLS AND WOOLENS.

Results at the London and Australian wool auctions, the former of which was concluded last Friday, were about as expected. There was some softening of prices, particularly at the London sale, and there were quite a lot of withdrawals of offerings for failure to obtain the upset prices. These withdrawals at London amounted to about one-quarter of the total offered. In this country sales of wool are still at a moderate rate. Imports have been fairly well maintained. A notable thing is the re-export of quite a quantity of foreign wools, which bring a better price there than here. Reports of the operations of domestic woolen mills are only up to the end of February. They show more spindles active on woollens than on worsteds as compared with the previous month and also as compared with February, 1926. The mills consumed in February 45,938,013 pounds of wool, grease equivalent, as compared with 40,491,996 pounds in the same month of last year. Carpet wools accounted for nearly one-quarter of the total. The goods season is not so satisfactory as was hoped for and promises to be rather long drawn out. Thus far there has been much looking around on the part of buyers of fall fabrics, but the volume of orders has not been large. This applies equally to both men's and women's wear. Clothing manufacturers are showing their fall lines, and as orders come in further calls will be made on the mills for fabrics. The rug and carpet trade is on the verge of announcing its prices for fall goods, a guide to which will be had in the results of the big auction sale of the Alexander Smith & Sons Co., which began on Friday and is to continue throughout the present week.

## CONSUMER BUYING ACTIVE.

Consumer buying picked up during the fore part of last week, being helped by the spring-like weather. With only a week and a half left before Easter, there is apt to be a scurrying around by buyers who have been belated in their purchases for that period. Contrary to the usual experience, the feminine contingent has been more

dilatory than the males. The buying by the latter of clothing, hats, haberdashery and the like has been quite marked. Judging from the hurry calls from store buyers, the purchasing of women's garments will be one of the principal features of the fortnight ahead. It cannot be too brisk to suit the manufacturers, who wish to dispose of their spring stocks to make way for the summer season merchandise, the styles for which were shown during the past week. In dry goods the distributing channels are still kept busy in deliveries, while the mill agents are active in providing the merchandise. Accessories are moving fairly well, and footwear is experiencing quite a spurt. More attention is now being given to general conditions all over the country, with a view to getting a line on future prospects. As they appear at present they are in general quite favorable to a fair amount of business between now and the middle of the year. The only disturbing factors in sight are the bituminous coal troubles and the rather large number of business failures in different sections of the country. The last-mentioned circumstance is the source of some uneasiness.

## COTTON AND COTTON GOODS.

From now on the weather map will be the subject of most interest to those interested in cotton. The size of the old crop being settled, the next thing is the outlook for that of this year, and in this the weather will be a potent factor. Another element is the prevalence of boll weevil. A preliminary survey on possible infestation by this bug will be issued in a few days. It is to be noted, however, that the inroads of the insect excite less apprehension than they did because of the more effective methods now in use for exterminating it. There is still another matter to be taken into account, and this is the use of fertilizer for the crop this year. Reports current are to the effect that lesser quantities of it are being ordered. Quotations on cotton kept fairly steady during the past week and are likely to stay within a narrow range until something decisive is brought out. Meanwhile, the use of cotton here and abroad continues at a high rate. Trading in gray goods was rather limited during the past week, but prices quoted showed practically no change. A large volume of finished cotton fabrics is being distributed to the trade and no apprehension is expressed as to its absorption. Both printed and colored goods are in active demand, and the finer constructions, including the rayon mixtures, show up well in the sales. Underwear appears to be rather quiescent for the time being, sales of heavy weights being practically negligible. Activity in hosiery is also somewhat dormant.

The one important thing about your business that no competitor can duplicate is your personality—you yourself. Make that feature as attractive and as helpful as can be.

Borrowers of trouble always pay the highest interest.



## OUT AROUND.

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

Our week end trips this spring have been somewhat circumscribed, because the condition of most of the gravel roads has been such as to force us to use cement thoroughfares almost exclusively. The short days have practically limited our trips to Lansing on the East, Kalamazoo and South Haven on the South, Grand Haven and Muskegon on the West and Newaygo on the North. With the seasonal improvement of the roads and the lengthening of the hours of daylight we hope to be able to soon cover towns within a radius of a hundred miles from Grand Rapids, instead of half that number.

I had occasion to visit the county court house at Grand Haven last week and could not fail to notice the extreme courtesy which every caller was accorded. I found the County Surveyor, Register of Deeds, Prosecuting Attorney and Road Commissioner ready and willing to impart any information in the line of their duty. I assume the other officials would have been found equally accommodating if I had had occasion to call on them.

My trip to Grand Haven had to do with a little parcel of land in Lamont which was given to the people of that town for a public park back in 1851, when the first plat of the village was recorded by the founder of the town. When I lived there as a boy, nearly sixty years ago, it was known as the public square. The boys used it for a playground and the elders had erected a flagpole, from which Old Glory proudly floated on holidays and festive occasions. About the time the founder of the village died in 1888—thirty-seven years after the original dedication of the plat to the people, to be held by them forever as a precious heritage—he deeded the lot to the village of Fruitport, Muskegon county, in exchange for Christian burial in the Fruitport cemetery. He had evidently forgotten his previous action in deeding the lot to the village. The deed to Fruitport township was invalid for two reasons—the property was owned absolutely by the village, and a township is prohibited by law from holding title to any property outside the township limits.

Not then knowing the law, as I have since come to understand it, I was under the impression that Fruitport township had acquired some interest in the lot and proceeded to secure the title held by the township. Careful investigation by my attorney soon convinced me that Fruitport township had no interest it could transfer, so I declined to proceed any further in the matter. This situation was made known to every resident of Lamont, but a crafty resident of the village who does not enjoy a very good reputation for fairness and equanimity obtained what purported to be a quit claim deed of the lot from the officers of Fruitport township for \$150 and announced that he would proceed to erect an oil station and garage thereon unless the owner of the adjacent property would pay him \$1,000. His claim to ownership

was worthless, because of the two reasons given and also because under our laws a township cannot take a deed of property except for the use of the public. The law is very plain on this point and the people of Lamont are secure in the possession of their playground as long as time lasts. No honest man would attempt to filch from the people a tract of land dedicated to them and held by them in undisputed possession for seventy-six years. No person with a particle of common sense or knowledge of the facts and the law would attempt to get possession of a lot on a quit claim deed from a source which could not legally acquire it, hold it or transfer it. The motive which inspired the action is clearly discernible.

I give these apparently purely local conditions prominence solely to fully inform the readers of the Tradesman regarding the prohibitions in the law regarding the acquiring, holding or transfer of outside property by a township—it cannot be done legally. Any one who pins any faith to the validity of such transactions is fooling himself, but no one else.

The changes which time has wrought in Lamont are many and variable. Sixty years ago the residents of the place were mostly New England and York State people of high character. The Pittmans, the Luthers, the Scotts, the Wallings, the Hedges, Babcock and Phillips families and others were all high grade men and women who made Lamont noted far and wide for business enterprise, social probity and religious zeal. Two churches—the Congregationalist and Methodist—maintained regular services by resident pastors to overflowing audiences. The swing bridge which spanned Grand River in those days—the only passenger bridge between Grand Rapids and Grand Haven—brought farmers to trade from Allendale and the adjacent townships on the opposite side of the River. The Michigan Central Railway, which has owned a deep water terminal at Grand Haven for more than sixty-five years, made a survey for an extension from Grand Rapids to Grand Haven, taking in Lamont. River boats in those days plied the Grand with a double daily service during the period of navigation. If Lamont had secured a railway connection in those days, it would, undoubtedly, have taken the lead which Coopersville subsequently assumed, but those ambitions failed to materialize, the original settlers died or moved away and for fifty years the business and religious features of the town have been practically monopolized by sturdy Dutch citizens who gradually absorbed the old homes and farms which had been created by the pioneer residents. Now the tide has turned again and Grand Rapids business men who seek the repose and quiet of a country village are gradually acquiring frontages on Broadway—the 100 foot boulevard which traverses the center of the town—and erecting commodious and beautiful homes, containing all the conveniences of city homes. The Dutch burghers protest against the invasion and with apparent reluctance relinquish

their holdings—at ten times what they cost and five times what they are actually worth. If this movement keeps up property values in Lamont will approach the level of values on the best residence streets of Grand Rapids.

If many more fine residences are erected at Lamont it will probably be well to seek incorporation as a village, so as to banish garages, oil stations and other objectionable lines of business from the main street, which can thus be reserved solely for stores, residences and churches. This is on the theory that the villagers wish to preserve the quiet and peaceful atmosphere which has made Lamont so much esteemed in the past as an ideal residence locality.

The late Ex-Judge Hatch, who was my personal attorney and also the legal adviser of the Michigan Tradesman for more than thirty years, always insisted that Grand Rapids should have been located at Lamont, because that town is practically at the head of navigation on Grand River and could have been maintained as a lake port without serious difficulty. The same opinion was cherished by the late Thomas F. Carroll, who was the dominating factor in the creation and construction of the Grand Haven and Muskegon interurban road. He always insisted that Lamont was the proper port for Grand Rapids to utilize in making a connection with the "unsalted seas," as he expressed it.

E. A. Stowe.

## Good Month To Turn Over a New Leaf.

Grandville, April 5—April the prolific is with us once more.

In more senses than one is this month productive. One of its most daring phases is that of war. No less than four of our six wars have been set going in the month of April. We all call to mind the shot fired by the Farmers at Concord bridge, a shot heard round the world.

Lexington and Concord is where the opening guns of the Revolution first barked to the breeze. This incident made April famous in American history. Later on, in April, the great civil war of the Sixties broke as the batteries on Sullivan's Island belched forth their defiance of Major Anderson behind the walls of Fort Sumpter.

The first blood of the Revolution was shed at Concord and Lexington on the 19th of April. The first blood of the great rebellion was shed on the same date at Baltimore when the mob attacked Northern soldiers while on their way to the relief of Washington.

Coming down to the Spanish war we find that it was declared in April, hence America may well honor the coming each year of this month with a salvo of cheers.

The month of April was in an early day the month devoted to suckers and milk. The early settlers along the Muskegon, and doubtless the Grand as well, enjoyed feasting on fresh suckers and cow's milk after a long winter devoted to the consuming of salt pork and beans.

Fresh suckers were considered a rare delicacy, as these fish were the first comers in the spring.

It was soon after partaking of a bountiful feed of fried suckers that the men of Merrill's mill came forth to greet Colonel Pelton, of Grand Rapids, who was riding the Northwoods in quest of volunteers for the new army which Abraham Lincoln had called out to defend the imperiled American Union.

Right then and there two of the husky young millmen put their names to paper declaring their desire to make one of that army of seventy-five thousand the President had called by proclamation.

One of these young men walked forty miles to Grand Rapids, joined the Third Michigan Infantry and went South to meet his first baptism of fire on the field of the first battle of Bull Run. He returned safely home again at the end of a year and resumed service in the mill.

That first April of the war was intensely exciting. It was supposed that the South would think better of her rashness and recede from her hostile position when Lincoln called out troops in such a vast army.

Needless to say the South was in deadly earnest, and the call of Lincoln for less than a hundred thousand men excited a derisive smile from the rapidly organizing rebels.

Netting fish from the river was permissible in an early day. Wagon loads of pike and bass were thus taken. Many loads were driven inland to small settlements and many more to Muskegon for the numerous mill boarding houses. New life seemed to spring into being with the opening days of April. It was really the first month of spring, when all nature rejoiced at the disappearance of winter.

A little later on, men in canoes, with lighted jack in the bow, speared both pike and sturgeon from the river, although few of the latter were thus taken because of the danger. From booms and piers in mid stream the sturgeon were taken with gaff hooks and pike poles.

Great masses of sawlogs floated down the river behind the ice, giving forth a grinding roar which was calculated to strike terror into the hearts of the timid.

I have noted pictures of great pike caught by our modern day fishermen and wish to say that if those pictures are a true replica of the pike of to-day then we had none of that kind in lumbering days. Those long jawed, spotted bodies as the picture shows them belonged to our pickerel, the pike being a stockier and handsomer fish, and much better as a table sort.

It is doubtful if the old time pike exists to-day. Black and rock bass abounded a little later. As for brook trout, that fish was unknown in any of the waters of the Lower Peninsula seventy years ago, although old men have told me they abounded in some of the streams North of the Straits.

There is one thing common to-day that to me seems reprehensible, and that is the indiscriminate scattering of poisons far and wide.

I have been told that men who went forth scattering strychnine-doped sausages for poisoning wolves, not only got the wolves but many valuable dogs as well. It doesn't seem a square deal to the settlers of the Upper Peninsula, this reckless broadcasting of poisoned meat. Even some humans might be slain by such reckless methods.

The month of April opens the season for animal and bird killing, also in some parts, to the slaughter of much timber. If timber conservation is to be entered upon in earnest, now is the time to begin.

It has been said that it is never too late to mend, a saying that has led to disastrous results sometimes, when reckless timber cutters lay waste the lands, thinking in good time we may revegetate the slaughtered wastes.

Never too early to mend should be the motto. Preservation is better than mending after the damage has been done. April is a good month to turn over a new leaf and begin the work of resuscitation of the many fields denuded of their timber by reckless woodsmen.

Old Timer.

Laziness is the best brake ever invented when applied to salaries.



## SHOE MARKET

### A "Grab Bag" Idea For a Hosiery Sale.

We saw recently a clever "grab bag" idea used by a dry goods store in a clean-up sale that could easily be adapted for a hosiery event.

In this sale the store had included a number of things they wanted to dispose of regardless of price. Each had been wrapped in a package that concealed its identity, and a long cord extended from each package.

The packages were piled haphazard on a large table, and the long cord from each package extended over a T-stand to one end of the table. Customers who wanted to take a "grab" paid 50c to the girl in charge, singled out one string from the handful she held, and traced it down to their particular package. Every package was worth at least 50c, and many were worth considerable more. Those who were buying all seemed satisfied with their bargain, and the confusion of trying to trace one string through the tangle, particularly when several were hunting at one time caused considerable fun.

It occurred to the writer while watching that this same idea applied to hosiery would be good. Each package could be advertised to contain at least one pair of perhaps \$1.50 hose, while some of the packages would contain two, three or even four pairs. Then each shopper could take her chance at getting a \$1.50 pair at a slight reduction, with the added chance of getting an extra pair or two. This idea would be a good one to introduce during one of your big sales, such as your clearance or your anniversary, or it could be put over very successfully as a Saturday feature.

### Profits on Children's Shoes.

Within the past two seasons many shoe merchants have noted a tendency toward improvement in the children's business. In view of the prevailing impression that the children's game is one of the most difficult problems of shoe merchandising, this improvement is highly significant. To those who have analyzed the subject, however, it should not be especially surprising. On the contrary there is every reason to expect that a children's shoe business, properly handled, should, under existing conditions, show greater volume and larger profits than at any time in the past.

"Youth will be served" is an adage that is by no means of recent origin, but it never was so true as it is today. This is literally the age of youth, and youthful styles not only dominate the situation with regard to juvenile apparel but are having a very marked influence on the modes for men and women. Back of the situation lies the change in social conditions that has brought the younger generation into the prominent position it holds to-day and that has caused so much discussion among leaders in religious and sociological fields as to the dangers that lie in the independence of thought

and action being evidenced by the young people of to-day.

The ethical and social angles of the question have no place in this discussion, but the business man can by no means refuse to take cognizance of the effect which the changed conditions are having upon his business. Young people of to-day are expressing their new spirit of independence nowhere more than in the matter of dress. They are no longer content with the relatively simple and staple attire of the youth of former generations, but seek to express their individual tastes and preferences in a much larger variety of style shoes and style clothing. This condition has resulted in the introduction of the style element as an important factor in the juvenile apparel and shoe industries. With the advent of style and a greatly increased variety of footwear types comes the opportunity for increased volume of sales in boys' and girls' shoes.

The buyer for one of the outstanding children's shoe departments in the country told the writer not long since that while his department has shown a splendid increase in sales, its profits are still negligible. "Children's shoes will not stand the mark-up," was his explanation. This reflects the commonly accepted theory of merchandising juvenile footwear which takes into consideration the fact that parents frequently find it a severe hardship to provide shoes for a number of rapidly growing youngsters and which assumes that both from the ethical and the good will standpoint, the shoe merchant owes it to his customers to sell juvenile footwear on a closer margin than he sells his men's and women's shoes.—Shoe Retailer.

### Are Your Salesmen Authorities on Style?

Of course, your salesmen are authorities on the styles you have for sale, but how about their general knowledge of the styles for the season? Do they know what colors are most popular, for instance?

It is worth-while knowledge, for it often helps make a sale, and it enables the salesmen to sell with confidence. We do not mean that any salesmen need be a style expert. But we do think it would be time well spent if you would provide them with copies of the style journals, such as Vogue, so they can keep abreast of what is going on.

Many merchants do provide such magazines of information for their employees. We know of one store that receives the New York Sunday Times regularly, and every sales person in the store is urged to look through it. It gives them a knowledge of what is being advertised in New York and provides them with a fund of style information which they can capitalize on.

### One Price Store Is Here To Stay.

One of America's leading retailers, in speaking of chain store competition, recently made the statement that he believed one of the big coming developments would be the one-price store, and he mentioned one or two of the one-price shoe chains as examples.

It is perfectly apparent that the one-price idea is popular, and while it may not always be possible for the independent shoe retailer, he can make general use of the idea. The success of many stores in concentrating all their advertising on the one price they feature most proves that any store can use the idea to advantage. You, for instance, may sell footwear from \$5 to \$15 per pair, but if \$7.50 is your best selling price, on which you do your volume, you can get greater results by constantly hammering at that price than by trying to give your entire line equal publicity.

### This Window Idea Really is Unique.

A California store recently introduced an innovation in window ideas that attracted considerable attention. We have all seen the large cutout figures, lithographed in color, put out by some manufacturers for window and store display.

This store enlarged upon the idea. Actual photographs of beautiful girls were enlarged to life size, cut out and mounted on heavy wall board, and used in the window displays instead of the customary wax figures. The effect was most unusual, and occasioned much interest in the windows. The beauty of this idea is its flexibility—real photographs can be posted to order, and the window artist can thus achieve any setting he has in mind.

We can visualize a very striking shoe display with a single figure made in this way as the central feature. Keep the idea in mind. It is worth trying some time.

### Zephyr Merchandise Leads.

Interest in knitted outer wear garments continues to center on zephyr yarn ones, with very little attention being given to rayon merchandise this season. Slipover sweaters in square, V and student necks remain in active demand. Pastel colors, black and white effects and novelty jacquard patterns dominate in the goods being bought. Two and three piece sports ensembles have been in increasing request. Distributors generally say the season thus far shows a substantial improvement over last Spring, and the indications are that knit wear will regain much, if not all, of its popularity during the coming Fall season.



## Shoe Merchants!

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### Job For Which There'll Be Few Applicants.

Studying the sun is one of the loneliest jobs that the United States Government has to give out. To keep a complete record of the sun one has to go to a place where it virtually never rains and where there are few or no clouds and to get up as high as possible in that desolate region. Naturally, one does not have many neighbors in a land of no rain, for nothing grows there. The latest place to be picked out for solar observations is Mount Brukkaros, in a desert in Southwest Africa. The Smithsonian Institution is sending out two physicists, William H. Hoover and Frederick Greeley, for two years' exile on this desert mountain. They are used to that kind of existence, for Mr. Hoover has just finished two years in the Argentine Government solar observatory at La Quiaca and Mr. Greeley comes from a three years' stay at the Smithsonian observatory at Montezuma, Chile, preceded by two and a half years at Harque Hala, in the Arizona desert.

The two scientists, the wife and baby of one of them and a cat and a dog will make up the entire company on the desert mountain top. A thousand feet below, in the crater of an extinct volcano, is a water supply. Seven miles away is a settlement consisting of a German missionary and two or three hundred Hottentots. The missionary is the only other white in the neighborhood; but sixty-two miles away, across the desert, is the settlement of Keepman-shoop, with 900 whites. When one really hungers for company, sixty-two miles across the desert is not so much.

These devoted scientists are going out to see if there is anything in the kind of weather predictions which tell us every year or so "This is to be a year of no summer at all." When they get through with their studies, we may know when not to buy moth balls but to keep our winter overcoats hanging in the closet for use in July and August. And then hot summers will be once more as bearable as they used to be before we set our hearts on skating and skiing on the Fourth of July because some long-distance forecaster tells us that summer is for a change going to raise a fine crop of icicles.

With a California station and a Chile station and a South African station, the Smithsonian Institution hopes to find out by keeping tabs on the sun's radiation of heat whether the sun determines the kind of weather we have.

### I Am Yesterday.

I am gone from you forever.

I am the last of a long procession of days, streaming behind you, away from you, pouring into mist and obscurity and at last into the ocean of oblivion.

Each of us has his burden, of triumph, of defeat, of laughter, of bitterness; we bear our loads from you into forgetfulness; yet as we go we each leave something in your subconsciousness.

We fill your soul's cellar.

I depart from you, yet I am ever with you.

Once I was called to-morrow, and was virgin pure; then I became your bride and was named to-day; now I am yesterday, and carry upon me the eternal strain of your embrace.

I am one of the leaves of a growing book. There are many pages before me. Some day you shall turn us all over and read us and know what you are.

I am pale for I have no hope. Only memories.

I am rich, for I have wisdom.

I bore you a child, and left him with you. His name is Experience. You do not like to look at me. I am not pretty; I am majestic, fateful, serious.

You do not love my voice. It does not speak to your desires; it is cool and even full of prudence.

I am Yesterday; as yet I am the same as To-day and Forever; for I am you; and you cannot escape from yourself.

Sometimes I talk with my companions about you. Some of us carry the scars of your cruelty. Some the wretchedness of your crime. Some the beauty of your goodness. We do not love you. We do not hate you. We judge you.

We are the world's Yesterdays. If you knew enough to put your feet upon us you might rise rapidly. But when you let us ride on your back we strangle and smother you.

I am Yesterday. Learn to look me

in the face, to use me, and not to be afraid of me.

I am not your friend. I am your judge and your would-be fear.

To-morrow is your friend.

### Shortest and Longest.

The longest day is in June, they say;  
The shortest in December.  
They did not come to me that way:  
The shortest I remember  
You came a day with me to stay,  
And filled my heart with laughter;  
The longest day—you were away—  
The very next day after.  
George Birdseye.

### Trouble Rightly Met.

The thing called trouble rightly met  
Gives back life's sweetest thrill,  
The yawning traps and bunkers line  
The course and always will,  
But perfect drives and easy shots  
Are not to be compared  
With winning out against the odds  
When trouble has you snared.



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## FINANCIAL

### Review of Business Conditions in Michigan.

Not only has business as a whole improved during the past month, but business sentiment also. Seasonal influences have been behind this forward movement which in turn has engendered a more cheerful feeling. The general level of industrial and commercial activity, although somewhat lower than that of a year ago, is nevertheless above normal. Continued improvement in most lines throughout the next few months may be reasonably expected. Business for some time has been characterized by a certain steadiness largely attributed to the stabilized purchasing power of the dollar.

Unfavorable aspects contained in the present situation are: the soft coal strike, which very probably will result in higher bituminous prices and the immediate idleness of at least 72,000 miners; somewhat reduced activity in the building and automobile industries compared with the corresponding period a year ago; an increase in the number of commercial failures; and the impaired purchasing power of the American farmer, more especially in the South and West. Since our rural group constitutes approximately one-third of our total population, its economic status is an extremely important factor in the business life of our country.

On the favorable side there are many factors. Banking resources give no indication of being exhausted. Gold reserves of the Federal Reserve System are large enough to provide for a large expansion of credit. The past month witnessed an upward turn for the steel industry, mills, as a whole, operating close to 90 per cent. of capacity. This large output is not being added to stocks but is going almost wholly into immediate use. Railroad freight traffic continues heavy. Employment figures are growing. There is no indication that the custom of hand-to-mouth buying, which has demonstrated its soundness and effectiveness in no uncertain way, is being forsaken. Exports during the first two months of 1927 showed a comfortable margin over imports. Activity in the cotton mills is much greater than in 1926. Commodity prices are gradually working downward. Wages are holding steady. Tire manufacturers are enjoying a very large output. Mild weather is bringing an increase in the volume of trade. Navigation on the Great Lakes promises to open earlier than usual. A large increase in Michigan's tourist trade is in prospect.

Industrial activity in Michigan is not quite as great on an average as a year ago. It is well above normal, however, and is steadily increasing. Indications are that production figures will continue to gain as Spring progresses. Reports show that some plants are working overtime, while numerous factories are operating at or close to capacity, especially in Flint, Saginaw, Lansing, Sault Ste. Marie, Port Huron, Battle Creek, Cheboygan, Manistique, Ludington, Alpena, Kalamazoo, and Pon-

tiac. The breaking up of winter has brought about an increase in activity in the Northern part of the State. Steady employment is noted in the copper mining section. There was some slowing up in the iron mining country in March. Lumbering has been normal but the Spring break-up came about two weeks earlier than usual. The fishing industry at Alpena is putting its crews to work.

Automobile production schedules are climbing upward. Production of all makes of cars for the month of March, exclusive of Ford cars, was 10 per cent. greater than for the corresponding month in 1926, it is estimated. Ford's output for March is placed at 60,000 vehicles against approximately 150,000 for the same month a year ago. Rumor has it that Mr. Ford is about to announce a large price reduction, also that he is about to bring out a unique new model. Prices continue fairly stable. Cuts during the past month were confined to two of the more expensive makes of cars. Exports are holding up well. One of the things that the industry is suffering most keenly from is the reduction of sales in farming sections.

Normal employment is reported from most sections of the State. An upward trend set in a month ago and a steady increase has been recorded since that time. Such unemployment as does exist consists largely of unskilled labor, the greater part of which will soon be largely absorbed by out-of-door activities. Detroit's employment figures show a gain of several thousand workmen compared with a month ago.

Weekly freight loadings exceeded a million cars for each of the weeks ended on March 12 and 19. Never before in the history of the railroads have loadings reached that figure at this season of the year. Freight loadings for the first three months of this year were approximately 400,000 cars greater than for the corresponding months in 1926. The increase was due principally to heavier loadings of coal, merchandise, and less than carload lot freight.

Building construction, taking the State as a whole, is moderately active. Ann Arbor, Benton Harbor, Detroit, Flint, Grand Rapids, Jackson, Kalamazoo and Pontiac showed the most conspicuous gains for the month of February compared with the corresponding month in 1926. Building material costs on an average have declined about 5 per cent. compared with a year ago.

Trade in general is reported as being good to fair with the prospects brighter as the sale of Spring goods commences. Retailers of women's wear, drugs and hardware report an increase in sales, as do also wholesalers of plumbing supplies, paper, bakers' and confectioners' supplies, men's furnishings and women's wear. Collections are only fair.

Michigan banks for the most part report a comfortable supply of money and a good demand. Money is easy and is likely to continue so for some months. Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

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

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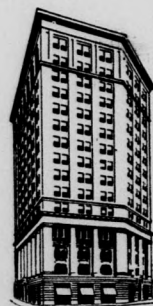
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### Trade Picked Up To Marked Degree Last Month.

A 15 per cent. increase since a year ago in chain store sales over the country for February is the outstanding development of last month in trade that will be published within a few days in the New York Federal Reserve agent's report on business conditions. Not since last November has so large an average increase in total sales been shown. In its compilation of chain store statistics the Federal Reserve Bank at New York carries seven types of stores. Each one of these chain groups did more business in February, 1927, than in the same month of last year. Grocery sales jumped 16 per cent., 10 cent store sales 13 per cent., drug store sales 18 per cent., tobacco 8 per cent., shoes 13 per cent., variety 30 per cent. and candy 1 per cent. The significance of the upturn lies in its reflection of improvement throughout the country for the tabulation does not reveal simply sales in New York but those for the country as a whole.

Neither the sales of New York department stores nor the reports from dealers in fifteen lines of wholesale trade in the New York district make so favorable a showing as this. Department store sales for the district as a whole were somewhat but not greatly larger than a year ago, some sections reporting as high as an 18 per cent. gain and some as sharp as a 10 per cent. loss. The Westchester district, the Hudson River Valley district and Newark, N. J., all reported large gains. Bridgeport and Central New York State reported substantial losses. The Federal Reserve Bank bulletin will observe that: "Stock of merchandise in department stores remained smaller than a year ago, so that the rate of stock turnover was slightly higher than last year in most localities."

Some interesting light on the trend in department store business is revealed by an approach to these statistics from a slightly different angle. When approached from the standpoint of sales in various lines instead of various localities the tabulation indicates that prosperity is not falling alike on all branches. Sharp gains over a year ago are reported in the sales of toys and sporting goods, hosiery, women's and misses' ready-to-wear garments, books and stationery, linens and handkerchiefs, toilet articles and drugs and home furnishings. Of nineteen different classifications, indeed, fourteen report gains but these are offset by sharp losses in sales of shoes, cotton goods, musical instruments and radio and woolen goods. Woolen goods sales dropped nearly 26 per cent.

Dealers in fifteen lines of wholesale trade in the New York district were not obliged to report decreases so large as in January but their February business nevertheless remained smaller than that for a year ago. The Federal Reserve Bank's weighted average of net sales for February is nearly 7 per cent. below that for the same month last year. It must be reported indeed that of fifteen different lines of wholesale trade only three groups reported improvement over the previous year.

The outstanding exception to the general tendency was the shoe trade in which sales jumped more than 16 per cent. above those for February, 1926, and were indeed the largest for any February in four years. The encouraging part of the reports is that although the business has not reached the level of a year ago the relative position is better than it was in January.

Paul Willard Garrett.

### Corporations Now Able To Sell Any Type Securities.

For the first time since the war most corporations are now able to finance their needs with any type of security, whether it be bonds, preferred or common stock. This is a very desirable state of affairs from the standpoint of concerns which may wish to revamp their capital structures to give a better balance as between bonds and stocks.

Heretofore the investment public has shown a distinct preference for certain classes of securities at different times, and bankers and corporations were obliged to cater to this demand. Partly as a result of this situation in the market, and partly to the exceedingly rapid extension of American industries in recent years, the capital structures of no small number of companies have become somewhat deranged.

It would therefore seem reasonable to expect that a large share of the financing this year will take the form of sales of one type of security to retire another, and where new capital is required more attention is apt to be paid to capital structures than to the type of security the public is desirous of purchasing.

The desirability of a well-balanced capital structure is appreciated by most investors. It is as necessary to the smooth operation of a corporation as is a properly managed budget system to the ordinary household. The credit of a company with a well-balanced capitalization is always better than one where bonds and stocks are entirely out of proportion.

The railroad companies will no doubt avail themselves of market conditions this year to put their financial houses in order. In the past number of years they have been able to finance their requirements, with but very few exceptions, only through the sale of bonds. Public utility companies will no doubt discontinue to a large extent their sales of preferred stocks and will instead provide necessary new capital largely through the sale of bonds and common stocks.

Another development along the same line which may be expected to increase is the practice of refunding high coupon bonds, floated during and immediately after the war, with lower interest-bearing obligations. Happily, the present ease in the money markets and the big demand for securities came at a time when the callable privileges of a number of bonds may be exercised.

Ralph Hendershot.

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The buying public is the real boss of every retail merchant's business.

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Assessed Valuation	6,000,000
Total Debt	1,154,000

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## HOW TO PREVENT FIRES.

## Don't Let Your Garage Be a Fire Trap.

"What is the most dangerous thing about a garage, Captain?"

"Gasoline!"

These two short sentences reopened our conversation with "Cap" Jackson, the veteran fireman of Company D who told us the other day how fires could be avoided by cellar orderliness.

"Keep matches away from gasoline," "Cap" Jackson fairly pounded the words home. "Not so long ago," he continued, "I was talking with a man who settled losses for an insurance company and he told me how a man came into his garage in the early evening. It was dusk. He was the type of driver who kept a very careful record of his mileage, gas consumption and so on. The gasoline tank on his car was just far enough away from the light in the garage to prevent his seeing the indicator. He struck a match and very carefully held it above the tank in order to get look at the indicator. A very small portion of the end of the match, not a spark, but one of the red hot embers of the burned part, dropped off. It dropped directly next to the filler. It so happened that some drops of gasoline were on the outside of the cap near the opening. They had been "shaken" out when the rear wheels of the car ran over the curb leading into the driveway. The owner, afraid of an explosion, rushed out and called the Fire Department. A scorched car was the result of his carelessness.

"Hundreds of people check up their gas supply every day in the same dangerous way. It looks safe and they go at it very carefully. But the practice is too dangerous to take any chances with whatsoever. Thousands of dollars can be saved for our country and the fire tax greatly reduced when people refuse to use matches in trying to find out how much gasoline is in the tank. Use an electric torch.

"Always run your car out into the yard if you have occasion to fill it with gasoline yourself. If you keep a supply of gasoline on your property, put it in a tank outside the garage—never inside.

"Do not use gasoline to clean off spots on your car. Use kerosene. It is far less dangerous.

"The worst garage fire hazards," continued the Captain, "are those of using sawdust or newspapers on a garage floor, under the car, as an absorbent for the oil that drops. A match or a spark reaching such an accumulation means a quick fire. The only way is to keep your garage floor clean by scrubbing it clean and occasionally using a little lye for the purpose. Some people use drip pans, which can be frequently cleaned."

"How about heating a garage?" we asked.

"Heated garages are all right if they are properly heated and watched just as houses themselves. A garage should not be heated by makeshift means such as kerosene or gasoline heaters. A steam heated garage, or a hot water heated garage, is entirely safe if the

installation is on the same proper basis as the system in your own home. Gasoline heaters must be watched on account of the vapor. Watch out, yes beware, of open fire heaters as your gasoline is near the floor. Even electric heaters are not safe enough for garages as a heating system without vigilant watch. To concentrate heat upon any one spot in a garage is dangerous. You need an even heating system. Unless you have some permanent heating system do not use a makeshift substitute unless you are personally present to watch it.

"Another important thing," he added, "is that of looking out for oily and greasy rags. They should not be allowed to accumulate in the garage but should be taken outside and placed in metal cans. And be careful when using extension cords in the garage—poor insulation and worn wiring can produce short circuits leading to the ignition of fumes.

"A garage fire will endanger a whole neighborhood and it is even more dangerous than a fire starting in a house because a garage fire is not so likely to be discovered right away. Again, such fires can be started from a distance. Gasoline vapor is heavier than air. It seeks its own level and may be ignited by fire on nearby premises—such as a spark from a refuse fire.

"And, of course, a car should never be allowed to run behind closed doors. The 'vapor' produced is not only dangerous from a fire viewpoint—but also from a health angle. It will cause death very quickly. Never run your engine until you first open your garage door—no matter how cold the weather."

"In other words, keep your garage as clean as a lighthouse, as you said the other day," we reminded.

"You are absolutely right," replied the Cap. "I've got to leave you now. Come again soon and we'll talk over the furnace hazards.—Insurance Age.

## Fireworks Hazard.

Chemical examination of fireworks samples by Chief Chemist Charles P. Beistle of the Bureau of Explosives of the American Railway Association shows that care must be taken in handling some of the fireworks types now being used. Mr. Beistle reported that some difficulty was experienced with torpedoes of the type known as V-safety torpedoes. He said, "These torpedoes contain a loose mixture of sulphur, antimony sulphide and potassium chlorate, together with fine gravel. These ingredients are enclosed in a small paper or fiber receptacle of cylinder or spherical shape.

"In numerous instances, cases of these torpedoes have exploded in transit. These explosions have in part been due to overloading these torpedoes. Explosions have also occurred in transit in other torpedoes of this type in which the amount of explosive was not excessive, but which were unduly sensitive.

"There have also been a number of fires in shipments of torpedoes of an entirely different type. These torpedoes are in the form of discs of composition containing among other things, yellow phosphorus and potassium

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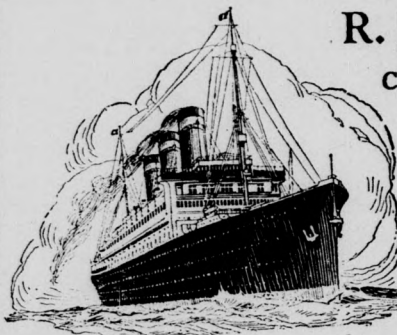
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chlorate. Torpedoes of this kind are not only sensitive to impact and friction, but also at times ignite spontaneously.

"In one instance a lot of toy caps was found containing an amount of explosive in excess of the permissible amount. One lot of fire crackers was also found to be overloaded. Several report bombs or salutes were found which were properly classed as high explosives rather than as fireworks."

#### Keeps Fire Tower in Action.

On the night of a raging blizzard, early last January, a Chicago fire company was called out to extinguish a fire which was rapidly gutting a seven-story warehouse. The blaze had gained such headway that at first it seemed as though the firemen's efforts were useless, as it was impossible for them to reach the heart of the blaze with their hose lines. This difficult was apparently solved by bringing a water tower into action, but this had been in use but a short time when a new problem arose. It seemed that the spray from the nozzle had been freezing on the tip of the tower, and had formed such a heavy layer of ice that the tower soon began to tilt at a very rakish angle, with all indication of its going farther, and eventually overturning. Consternation arose on every side. To climb the tower and chop off the ice was impossible, but there seemed no other alternative.

The timely arrival of an ex-fire captain, however, soon solved the difficulty. An old steam pumper was connected to the glaciated tower, and steam was forced up the pipe line. Soon great pieces of ice began falling off, and within twenty minutes the tower resumed its natural position—and a pile of ice nine feet high lay at its base. The tower, which was a Seagrave, was undamaged even by the strenuous leave taking of its ice coating.

#### Watch Out For Lightning.

The observance of the following rules will prevent many deaths and injuries from lightning:

A. Do not go out of doors or remain out during thunderstorms unless it is absolutely necessary. Stay inside of a building where it is dry, preferably near the center of a room.

B. If there is any choice of shelter, choose in the following order:

1. Large metal or metal-frame buildings.
2. Dwellings or other buildings which are protected with lightning rods.
3. Large unprotected buildings.
4. Small unprotected buildings.

C. During thunderstorms avoid the immediate electric light circuits and down-spouts.

Screened doors and windows.

Stoves and fireplaces.

Telephones or any metal object that projects through the walls or roof of the building.

D. If remaining out of doors is unavoidable, keep away from:

Isolated trees.

Wire fences.

Hill tops and wide open spaces.

Small sheds and shelter if not rod-ded.

Try to reach thick timber, a cave, a depression in the ground, a deep valley or canyon or the foot of a steep or overhanging cliff, if there are any of these in the vicinity.

#### Keep Record Clean.

As a rule, public officials do not desire to be held accountable for the loss of lives and property that may occur for their failure to act upon recommendations made by recognized authorities upon the proper and continued presentation of the facts. The fire chief, who persistently places these facts before them and places himself on record, can not be held responsible for the failure of public officials to present them to the citizens for their approval and then for the failure of the citizens to vote for and carry the bond issue. Usually, public officials do not wish to hold the bag and will invariably be influenced by public opinion. Generally, when a conflagration occurs, attended by loss of life and property, the question is raised by the public as to the cause and to fix the responsibility. Usually, there is an investigation held and there is a wild scramble among public officials to get out from under and if the fire chief does not amply protect himself by showing that he has gone on record by making the necessary recommendations, he usually will be held responsible, and becomes the goat.

Jos. H. Speddy.

#### Service Charge.

A fixed charge for calls answered by the fire department outside the city, to cover the cost of trips, possible damage to trucks and other expenses incurred, is under consideration by the Marshalltown (Iowa) Council. The council, by resolution, would provide that the department be paid for responding to calls for aid from the country and from other towns. The amount charged is to be based upon the condition of roads and the distance traveled. Apparatus to be sent in response to such calls is to be selected by the chief, or in his absence, by the assistant chief.

Since the installation of its new pumper, which is suited for fighting fires where there is no water pressure, the Marshalltown Department has answered many calls from outside the city. The proposed schedule of charges for answering calls based on neighboring towns would provide for the minimum charge of \$15 per hour for apparatus, where not less than two and not more than eight men are sent. In addition there will be a charge of \$1 an hour for each man. An additional charge might be made by the chief or assistant chief, subject to review by the city council.

#### Forgive First and Forget First.

Let us not be ashamed to be friendly or to show any friendly feeling we may have. Let us be the first to give a friendly sign, to nod first, smile first, speak first, give first, and if such a thing is necessary, forgive first and forget first.

Jarvis A. Wood.

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#### ECONOMY

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## AROUND CAPE OF GOOD HOPE

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

Cape Town, South Africa, Feb. 19—As stated in my former letter our itinerary was changed and we stopped at Buenos Aires and then back to Montevideo, Uruguay. This city is almost at the entrance of the River Plata and Buenos Aires is about 100 miles further up. We left Buenos Aires at 2 o'clock at night and arrived at Montevideo at 1 p. m. The river is so shallow we had to run very slowly.

As we steamed in through the breakwater the city spread out in a semi circle along the shore. There is one good sized hill or small mountain which is cone shaped and is a landmark from all directions. The breakwaters give ample room for many ships with fine docks along the harbor. The buildings look older than those of the other cities we have been in. The streets are narrower, but they have a fine boulevard along the ocean front, with a great number of bathing beaches, and they have a drive along the ocean the same as they have at Daytona Beach, Florida.

It is a city of about 350,000, but it seems to me this must include the numerous suburbs along the ocean front, as the city proper does not seem to have that many people. It is the first place we have stopped where their money was worth more than ours. For one of their pesos we received 97 cents American money. This would seem to indicate their finances are in good shape, but after the three busy harbors of Rio, Santos and Buenos Aires, it looked very dull and two or three big buildings under construction looked as if they had stopped work on them. There were probably thirty ships in the harbor, but there was no loading or unloading activity. It looked as if they were waiting for loads of some kind.

We were taken for a drive around the city and to the resort towns along the ocean front and to their big summer resort hotel for lunch. It being on the ocean it is much cooler than Buenos Aires and one of the guides said they had many summer resort visitors from Buenos Aires and other inland towns. Uruguay is small, compared to its sister republics, Brazil and Argentina, with an area of 72,153 square miles but that is comparative, for it is as large as our states of New York, Vermont, Massachusetts and Connecticut combined.

We were taken through their new capitol, commenced in 1920 and not yet quite completed. They are quite proud of the fact that it contains fifty-seven varieties of marble, all from Uruguay. It is rich in its interior finish, largely marble columns, marble panels and some marble floors.

Uruguay raises wheat, oats, cattle, and sheep. Unlike Argentina there is no state religion. They have universal franchise for males over 18 and proportional representation. The President is elected for four years. He shares executive power with the national administrative council, which consists of nine members, six of the majority party and three of the minority, three retiring every two years, all elected by direct vote. The President appoints the Ministers of Foreign Affairs, War and Interior and has supreme control of these departments. Congress has two houses, the Senate of nineteen members, chosen for six years by direct vote and the house of ninety members, chosen for four years by direct vote. The so-called Nationalist party is at present in control. Primary education is compulsory and their educational system is highly progressive for that part of the world.

They have only about 1800 miles of railroad, largely British owned. The Bank of the Republic has its directors appointed by the government and has the exclusive right to issue notes. It also has a government insurance bank,

which has a monopoly of issuing insurance.

The standing army service of 18,000 is voluntary, but national guard service is compulsory. Like all other countries it is hard for them to balance their budget, but they have managed during the past few years to have their exports exceed their imports. The latest figures available, 1924, showed 111,000,000 exports and 107,000,000 imports. Uruguay sold the United States 14,000,000 and purchased 18,000,000 in the same year. Uruguay has old age pensions and, like Michigan, has no death penalty.

It was quite cool there on Feb. 9, about 70 in the shade. We left at 6 o'clock for our next stop, Cape Town, in nine days.

After the first day's run out from Montevideo it commenced to be cooler. The second day, Friday, men changed to their heavier clothing and ladies were wearing light wraps. Thursday night we had a lecture on South Africa; Friday a moving picture show of South African views. Saturday, Feb. 12, Lincoln's birthday, the dining room was trimmed up with American flags. The men all had Uncle Sam hats and the ladies a tam o'shanter in paper of red, white and blue. In the evening we had a dance on deck with quite elaborate refreshments. Saturday the sea was somewhat rough, but very few people were sick. It rained and was quite damp Sunday. The Captain conducted the Episcopal service and Mrs. Boltwood had the manager of the cruise have a sing at 5 o'clock. The only excitement this week has been a school of several hundred porpoises which we ran through and a couple of whales spouting in the distance.

Monday, Feb. 14, the weather cleared up. It was warmer and sea was smooth. We had a full day. In the afternoon Gymkhana, an English name for all kinds of races. Potato race in which a dozen potatoes are placed about six feet apart and the contestants started from a bucket ran and picked up the first potato, returned and put it in the bucket, then the next until all were picked up. Four contestants in each race and the one who got them in first was the winner. Then a whistling and biscuit race, in which four ladies stood at one end of the roped off space on deck and four men at the other. The ladies ran and gave each man a biscuit. He had been given a tune to whistle by the starter. He ate the biscuit and then tried to whistle the tune. The lady listened and when she thought she knew the name of the tune she ran back to starting point and the first one was the winner. Sometimes the first one was mistaken in the tune and second one was winner. One young lady, a musician, could not think of the tune her man was whistling which was Swannee River and lost the race. Then we had a Valentine day dinner with caps for men and women, all kinds of colored balloons to bat around and at 8 o'clock a lantern slide lecture and at 9:15 a boxing match by members of the crew.

Tuesday morning everybody was called at 7:30, for we were in sight of the Island Tristan de Cunha, a group of three volcanic islands about five miles apart. The largest one, Tristan, is about twenty-five miles in circumference with only a small portion tillable. It is 1450 miles from St. Helena and 1500 miles from the South African coast. Over a hundred years ago some shipwrecked sailors landed there, later on a whaler stopped and promised to bring some women along on their next cruise. Five of them they married and were joined by a few others later on and with this nucleus there are now about 150 on the island. They are so far out of the usual path of vessels until this African cruise was started last year that the last vessel which stopped was in 1924. Last year this line cruise boat, the Orca, stopped and put off a raft of goods, but it was so

foggy and rough the islanders could not pick it up. On this trip a big raft was made and on it in water tight compartments were placed half a ton of flour, sugar, coffee tea, tobacco, candy, fruit and a wedding dress, all contributed by the company. The passengers donated tobacco, pipes, matches, clothing of all kinds, books, etc. The weather was fine, although clouds covered the mountain tops and we could not see the volcano. We sailed around all three islands. The islanders saw us and came out to us in three boats about fifteen in each. Some of the leaders came aboard and traded woolen socks which they knit and bird skins for clothing, tobacco, matches and fruit. They have no doctor and no medicine. The head men said when people became sick nothing could be done for them and, like animals, they recovered or died. They, of course, have no dentists. When asked what they did for toothache they said the tooth festered and then they picked it out with a big needle.

They have some cattle and sheep and raise a little wheat. They formerly raised corn but a ship was wrecked some years ago near the islands, rats swam ashore and, in spite of their efforts, multiplied so fast they ate up the corn as fast as planted. They raise a few scrubby apples. Potatoes are their main means of sustenance. A baby was born on the island the night before and they named it after our boat, the "Asturias." After towing the raft ashore the three boats returned and were filled with gifts from passengers until they could hardly carry any more. We could see their homes on the lowland made out of stone with thatched roofs. There seemed to be no trees on the island.

Some years ago a missionary and his wife came to the islands and started a school and they have a troop of Boy Scouts. The missionaries did much to brighten the life of the islanders, but returned to England for a vacation and the husband died. The islanders were expecting them back and this boat was the first they had heard of the death of the missionary, Mr. Rogers.

It is an English island and many of our passengers wondered why these people who speak English should remain on the island under such a handicap as to soil and living when England's other colonies with much good land need them, but there is no accounting for taste and the men said they would not like to move away, but just the same they certainly will never improve very much living under these handicaps and will naturally go backward.

In the afternoon we had another deck horse race, which most of the passengers get quite excited over. In the evening we had a progressive bridge party. The weather coming across from Buenos Aires was quite changeable. One day all the men were in light suits and the next day it was so cool they wore light overcoats, with the result that passengers had to be quite careful of what they ate. The sea, however, has been quite smooth, which is a great pleasure to all.

Last night, Thursday, we had a fancy dress party, about 150 of the passengers dressing up. It was a very pretty sight. Our Grand Rapids party is quite happy, because Mrs. Follmer and her partner, Mrs. Dismukes, won out in the elimination bridge tournament. They played five of the winning teams and won the finals in their sixth game. Mr. and Mrs. Boltwood and myself were eliminated early in the game. We, of course, attributed it to holding poor cards, but my partner and myself defeated six of the shuffle board teams and lost out in the final by only five points.

We are all excited over our 3,000 mile railway trip to Victoria Falls and through central African towns. We will use three special trains with sleepers and diners. C. C. Follmer.

## OLD NEW ORLEANS.

## Antique Places Few Strangers Are Able To Inspect.

New Orleans, March 26—We—my wife and myself—reached New Orleans Feb. 10 and soon, with the assistance of the Association of Commerce, located ourselves in housekeeping quarters out on the St. Charles belt car line where, if not living in as grand style as we would hate to pay for in some swell hotel, we are comfortable and clean, can cook our own meals in our own fashion, going out to heavier meals if we desire, and enjoy ourselves, we think, better than in a hotel. If we were in the city for a day or two only, the case would be different.

Our rooms are on Carondelet, a block from the car line and in the fifteen hundred block, from Canal, the main retail street of the city and the dividing line between the New, or, so-called American portion, and the old French and Spanish part.

Then, of course, there are the negroes about a quarter of the population (which number over half a million), with Italians, Greek, Mexicans and many others, not forgetting the aristocratic Creoles, the true standing of these people being as descendants of pure Spanish and French ancestors and they are jealous of their standing as such.

Through following up the leading string starting from my having read, printed in gold leaf on a store window, the name F. R. Barlow, we have become quite well acquainted with a, no doubt distant relative, a Miss Edna Barlow, who is a teacher of French and Spanish in the public schools.

Born of English and French parents, her grandfather, a slave holder in the old days, she has lived most of her days in New Orleans and is steeped in the history of and love for the old French quarter of the city. Through the guidance of this young lady we have enjoyed several days of such sight seeing as otherwise we never would have had.

She owns a car and literally drags us from it into beautiful, as well as into dark and spooky places, where we would never have dared to venture by ourselves. I will try to describe an afternoon's trip under her guidance.

First, come with us through a door opening directly from the street and through a shaded passageway into a beautiful little garden, perhaps thirty or forty feet square, surrounded on all sides with buildings, but with top open to the sky.

In the garden is growing all manner of Southern plants, flowers in bloom, climbing roses, anazaleas, with small shrubs, a fountain at the center, perhaps four or five feet in diameter, with a jet of water springing up from the center to a height of perhaps four feet and falling in a spray into a pool of clear water, flowing off somewhere I have no idea where.

A large and handsome grey duck sits on the edge of the bowl of this fountain, preening his feathers carefully and taking not the least notice as we pass close by him, following our guide across the stepping stones of the garden, up a short flight of stone steps and are led into the auditorium of a snug little theater which holds, when filled, perhaps a couple hundred people.

A perfect but small stage with drop curtain, scenery, etc., small plays being given here by amateurs, our guide being a member of the club who take part in such entertainments. From here we are led into another similarly enclosed garden, but larger in size; perhaps a hundred feet long by fifty wide and standing near the center of this open space, with the sky as a roof, and with flowers, shrubs and palm trees growing at the sides, the tops of the latter reaching well to the roofs of the three-story buildings surrounding the place. We have had pointed out to us and explained by our guide the different portions of the buildings around



us the part which opened toward the city street and which in former days was occupied by the owner, the master and his family.

Along one side and protected by heavy iron shutters to the windows, which were locked at night, were the slave quarters, the lower rooms being where the cooking was done, with two huge fire places holding swinging cranes with kettles, brick ovens, with small rooms with extra thick walls and ceilings which held the provisions, cellars not being possible on account of the dampness of the ground.

Across the open garden was more slave quarters above, and below were stables where were kept the horses and cattle, with stalls still in place, and iron racks on the walls for hay, etc., with other rooms at the back of the garden for poultry—the "valler legged chickens" so dear to the darkies.

And in one corner of this open garden, partly hidden by shrubs and vines, we were shown one of the huge iron cisterns, all above ground, being formed from iron plates riveted together and stamped on the side with maker's name and date of manufacture "1831", and for many years such tanks held their only supply of water, incidentally and no doubt largely adding to the great mortality of the inhabitants from yellow fever.

Our guide then led us through many of the inside rooms of these old homes, often in almost perfect preservation, with great, solid mahogany and winding stairs, windows with beautiful fan shaped circle tops and double glassed transoms over wide doors where it was customary to place lanterns or oil lamps to help light the inmates through great hallways, long before the days of gas or electricity, and days perchance when the young bloods of the city might be carried through these same doors, too drunk to direct their own footsteps, or, what was worse, wounded or dead as the result of one of the all too frequent duels, fought in the moonlight under the great live oaks of some nearby park.

Yes, we were here through all the time of Mardi Gras and we were not completely carried away with it.

Perhaps if we had attended some of the balls which occur at intervals from Jan. 6 until Ash Wednesday, the beginning of Lent, we might have been more entranced over it, but these balls are not public and some of them are said to be fine affairs. The processions, however, four of them, all different and at different times, did not appear to us as being much more interesting or thrilling than a really good circus parade. The parades (except one) being held at night, of course, had a certain glamorous more than a day procession, each large float being drawn by six and eight horses, these horses being led by colored men, with rows of others on either side, all in white and all carrying burning torches. The streets along the line of march being brilliantly lighted by electricity, with the sidewalks and gutters crowded by fantastically dressed and masked revelers, does make the whole affair seem amusing to an onlooker. Still in a way it seemed to me overdrawn and crazy.

I would not say the thing, as a whole, was a waste of money, because I know that during the last week the city is crowded with visitors from all over the country and that must mean certain gain to the hotels, the stores, the sightseeing busses and the city as a whole.

Then again, the fact that I will never again see my fiftieth, or even my sixtieth birthday may make some difference in my individual views.

Am I hasty in saying after a stay here of but a couple of months, that these Southern people seem more like grown up children than de we of the North? Of course, as to that, we are all "grown up children," but we of the North seem harder baked, more seasoned, we play less, in fact seem to have less time to play. Take, for

instance, this Mardi Gras season just ended, two months that this feeling of carnival is in the air, not every day, but, the papers are full of it during the time, from the first ball on the twelfth night after Christmas, until Lent, about the first of March, and the last week must cut into business to a great extent, and the last day is a crazy frolic, from early morning until midnight. On this last morning I walked a short block to the grocery to buy a few articles and found them getting ready to close for the day.

On the way I saw at least a dozen maskers already headed for down town. One grown up young man passed me dressed in a little low crowned stiff derby hat, a tight fitting black coat with very tight and short sleeves, the back was split half way up exposing his white shirt beneath, black, almost skin tight pants, white socks which showed some four inches above a pair of old fashioned gaiters with elastic in the sides (where in heavens name did he find them?) He was clean shaven and wore a black half mask. In one hand he held a little red parasol and in this rig he ambled along the walk in a mincing manner and did nothing else all day long, for I saw him at different times and different places holding his red parasol well above the heads of the crowd through which he minced his way. He was tall, very thin and really "a scream," but imagine doing this all for one long day and among thousands of others dressed in every outrageous manner possible.

As I say, it all seemed a bit overdrawn but, "as I say," I am long past twenty-one. John B. Barlow.

#### Won Law Suit By Appeals To Class Prejudice.

Senator Albert J. Engel, of the Missaukee county district, recalls a Justice court suit at Lake City, Missaukee's court house town, where a local advocate won the jury although the lawyer for the other side, who lived in a large city, and was a comparative stranger in the town, had the law clearly on his side. The local advocate's main line was farming. He was not a member of the bar, although he occasionally appeared for clients in justice courts. In the case referred to by Senator Engel he addressed the jury as "us farmers," warning them to be on guard against the wiles and book learning of big town lawyers. The big town lawyer cited several Supreme Court decisions which clearly sustained his side of the case. The local advocate admitted that this was so, but thundered to the jury that each decision cited had been made more than six years previous, hence did not apply inasmuch as the statute of limitations nullified them. Supreme Court decisions more than six years old did not count in lawsuits. The jury agreed with him and returned a verdict against the client of the big town lawyer.

#### Took the Sign Literally.


It was twenty minutes after five. A husky ruralist entered a large gentleman's furnishing store in a Western city. "Come out here a minute," he said to the nearest clerk. The clerk went outside.

Pointing to the sign in the store window, "Given away at 5.20," the visitor remarked: "Well, I'll take 'em now. It's just 5.20."

And they finally had to call four policemen to end the argument and disperse the crowd on both sides of the street.

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You have inquired with regard to use of the Michigan Bell Telephone Company's Toll lines by this Company in selling, and we are pleased to advise that we are finding increasing use for the service in this way, not only in the number of instances that we talk direct with our customers but in the distance from this office of the point called.

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says--

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

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## DRY GOODS

Michigan Retail Dry Goods Association.  
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Secretary-Treasurer—F. H. Nissly, Ypsilanti.  
Manager—Jason E. Hammond, Lansing.

### Changed Ways of Selling Corsets.

A conspicuous example of the readjustment of an industry to changed fashion and merchandising conditions is found in the corset trade, according to a prominent manufacturer of this merchandise. For a while, a few years back, it looked as though this industry was to follow the course of the petticoat trade, which has almost ceased to be. The change in styles, the effect of the sports vogue and the desire of many women to be free from the irksomeness of the old-style corset took many corset manufacturers, including the biggest ones, unawares.

These manufacturers finally awoke from their daze, and to-day the corset industry is fast regaining the ground it lost in the past few years. The business in this merchandise at retail amounts to about \$115,000,000, which indicates there is now no basis for the common impression that corsets are not being bought by consumers. Incidentally, this volume of business is some \$2,000,000 ahead of 1923 and about \$8,000,000 ahead of 1922. One manufacturer said there were probably more "pieces" sold to-day than ever before, despite the slight reduction in price in line with the generally lower price trends of merchandise generally.

"Where confusion has arisen in the minds of retailers and consumers as to the present status of the industry," he continued, "it is due to the belief that manufacturers are still relying on the old style corset. This is far from the case, as the old style model, which weighed on an average of one pound seven ounces, now accounts for but a small percentage of the business.

"The combination brassiere and girdle, which has the bulk of the consumer demand, now weighs eight ounces or less, while the heaviest girdle we make runs about fourteen ounces. This, together with the fact that corset manufacturers put the greatest skill into the design of the merchandise and seek such sources as the Metropolitan Museum of Art for patterns of the fabrics which are specially woven, illustrates some of the marked steps forward which have been taken during the last few years.

"For a time it looked as if the trade of the young girl and miss was lost to the corset industry. This business is now coming back and shows a marked gain over last year. Special designs of a line of merchandise for junior figures have been evolved, and even schoolgirls to-day are buying light fancy things, including girdles, garter belts and bandeaux. The latter, of the silk trimmed jersey type, are selling in very large quantities.

"Stout women still supply a very large share of the demand and, in models especially designed for this type, great steps forward have also been taken. The aim, of course, is to provide the necessary support without

bulkiness, so that the full effect of the straightline silhouette may be achieved.

"Aside from the developments in the merchandise, the industry is working in closer co-operation with the retailer and in helping the stores increase their turnover. Speaking for ourselves, we are 'going along' with hand-to-mouth buying and see no advantage in buckling this trend. From some angle it is in favor of the industry, because it helps to keep retail stocks fresh.

"About a year or so ago we conducted an investigation and found that in 1,100 stores 75 per cent. of the business was done on 25 per cent. of stock. This led us to put before retailers the advantages of stock control as applied to their corset departments. Too many numbers were carried in stock.

"They were bought originally through mistaken preferences of the buyers and did neither the store nor the manufacturer any good. Much remains to be done to encourage stock control to-day, as our figures indicate that out of 1,700 retail stores only about 150 have a system of stock control worthy of the name. It is usually the case that the smaller the store the more need proportionally it has of a stock control system.

"We are advocating a simple system that will afford a clear picture of how each and every style is moving in the corset department, without the expense of a perpetual inventory system. This will enable the department to guide itself accurately in ordering, will prevent odds and ends from accumulating and the relation between each style and its sales can be watched very closely.

"A special form sheet is provided, divided into spaces for goods on back order, stock on hand, goods to be ordered and, finally, returns from consumers. The filling in of the information can be done very easily, either daily or weekly. Most stores will find it satisfactory to go through the stock on a Monday morning, and the work will be done before noon. Incidentally, the system also acts as a check on the accuracy of the stock taking by the girls, which means that the stock will be kept more orderly so that it can be listed easily and accurately.

"Other and more complicated systems are in use by some of the big stores, but even the simple one outlined represents a big gain in the operation of a medium or small corset department. It will obviate the need, on the arrival of a new buyer for a department, of having a cleaning up sale of non-selling merchandise which accumulated where there was no control system. It is a phase of scientific management that lets the buyer know at all times what is the status of the merchandise in the department.

"We are also co-operating with the retailer in other ways, notably in the encouragement of planned selling. The aim is to assist the retailer so that the corset department may be handled aggressively. We send out advertising and merchandising hints and weekly selling suggestions that the stores have found of value. We started with a selected list of 500 stores, but so many

additional requests have come in for this service that the list has now grown to 1,750 stores.

"We still maintain our road salesmen in the belief that they can yet perform valuable service to the manufacturer and their accounts. We have, however, made a change in the way the men travel. They now use small automobiles which we assist them to purchase and pay operating and depreciation charges. The use of the small car makes their tour very flexible and, while the expense is about the same, the road men can cover twice the number of stores as heretofore, so that the cost per visit is cut in half."—N. Y. Times.

### Do You "Live Up" To Your Windows?

It is a pertinent question—do you "live up" to your windows? Your windows may be new and up-to-date, brightly lighted, with modern fixtures, and beautifully trimmed. They have a good effect on the passer-by who stops to window-shop. But is your interior in keeping?

Two women discussing various shops were heard to agree that one store had attractive windows, and displayed desirable styles but—"I just hate to go there to trade, it's such a dingy, dreary place." You've heard just such remarks, no doubt. And the cold matter of fact was that the store they were discussing did not need to spend money remodeling, and installing expensive fixtures to keep up with its windows. All that was needed to make the store an attractive place to shop

was adequate interior lighting, and as intelligent an effort to arrange and display merchandise inside, as was used in the windows.

Of late we have observed numerous stores that seem to have fallen into the same bad habit of thinking that good windows can do the work without co-operation. The store that always looks the same inside is not nearly as appealing to us as the one that is constantly making little changes showing new displays in unexpected spots. A shoe store can be the most common-place, monotonous place imaginable, or it can be very interesting.

### Contrast in Stocking Heels.

With the approach of Easter a gradual improvement in the business being done in the better grades of women's full-fashioned silk hose is manifesting itself, but orders still have to be "pushed for." One of the features of trading at this time is the increasing movement of stockings in which the colors of the heels contrast with those in the bodies. Beginning some time ago with the introduction of hose showing gunmetal bodies and black heels, the vogue for which has not yet died out, the idea has been carried out in other shades. So far, however, the most successful combinations have been of black heels with various shades of gray, ranging to as light a tint as opal. For this the vogue for women's black footwear, which is expected by well-posted shoe men to continue at least until June 1, is held responsible.



"Happylad" shirts will solve the selling problem in your boys' wear department.

There never was a boy's shirt put on the market that promised bigger sales returns from this source.

"Happylad" shirts are nationally advertised, popular priced, exclusive in designs, and superior in workmanship.

We'll be glad to send samples on request, or have a representative call.

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### Selling Consumer Style Value.

While the bringing of fashion knowledge to consumers is already being carried out on a broad scale, still more comprehensive efforts of this nature are being planned. One of the large retail group organizations, for example, broadcasted to its members the styles and colors featured at the Summer season show of the Garment Retailers of America. Other individual stores and groups did likewise so as to direct more attention than ever before to special styles for Summer wear. The retailers find such tactics a powerful stimulus to trading up and to the diversion of consumer interest away from sales to merchandise on which full mark-up can be obtained because of its style appeal.

### New Effects in Raincoats.

Raincoat manufacturers are featuring women's and misses' garments made of rubber cloth which simulates leather. This material is shown with flannel, lawn, sheeting or silk back, depending on the weight desired, and is said to be meeting with much favor. The garments are available in varied single and two-tone color combinations. Extensive use is also being made of waterproofed satin, crepe de chine and Jap silk for raincoats. As lightweight Spring and Summer merchandise it is believed that these styles will do well. Manufacturers are beginning work on Fall samples and, from present indications, will feature reptile effects in the coats for next season.

### Features New Mechanical Toy.

A toy wholesaler is just putting on the market an imported novelty to retail at \$1 that has several interesting features. The item is a marine scene done in lithographed and embossed metal. In the center is a lighthouse and from it extend two bridges, with sandy shore at each end. Opposite the bridges are two landing platforms and, as a boat moves along the surface of the water, it releases a clutch which allows the waiting passengers to be dropped into the oncoming boat. This craft, through clockwork mechanism, revolves in a circle. The details of the waves, the people on the bridges and on the beach are well worked out. One of the crowd is fishing and has pulled out a big boot for his labors.

### Fox Scarfs in Vogue.

Retailers have been sampling both silver and pointed fox scarfs and also hand-painted silk ones. The silver fox merchandise is so high that if much business develops in fur chokers it is expected that the bulk of the demand will be for the lower priced pointed fox accessories. The vogue of composite effects and the popularity of suits are greatly favoring the use of the scarf, although it has been more toward the pelt accessory than the one of silk. The later demand for Summer sports wear, however, is believed likely to include a healthy call for the silk goods.

### Leading Items in Millinery.

One of the leading items in higher-grade millinery at present is the tail-

ored hat of ballbuntl in black, navy, natural or wood, selling for \$15 and up. At the same time the demand is said to be increasing for the large tailored hat of hair braid or milan. This variety sells at a more popular price, being designed to retail at \$5. The hat made entirely of belting ribbon continues its popularity in the close-fitting shapes. The leading shades in this merchandise are wood violet and black. Felt and felt combinations are still in strong favor.

### Cretonne Smocks Gaining Ground.

With the advancing Spring season a growing demand is reported for smocks made up of cretonnes. There is also a broadening call for rayon ones in the higher-priced lines, while garments of imitation linen also are finding a ready sale. Sateen is included in the materials offered in other lines. The present call is for a wide range of colors, including green, blue, pink, helio, etc. Children's smocks for late Spring and Summer wear are also enjoying greater activity.

### Printed Negligees Being Bought.

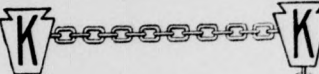
Purchasing of novelty negligees has continued active and most manufacturers of this merchandise are credited with a good Spring season. At the present time printed silk negligees are said to be coming strongly to the fore. The merchandise most wanted includes kimonos to retail from \$8.95 up and three-piece pajama ensembles to sell at about \$20. Reorders are also reaching wholesalers for tailored lounging robes of rayon or stripe flannel. These are popular priced, being designed to retail from \$3.95.

### Trends in Boys' Clothing.

A swing away from suits with long trousers is being felt in boys' clothing, according to reports. Suits with two pairs of knickers are the rule in orders from both the West and the East, although for a time the former section continued to favor the long trouser vogue. To protect themselves, manufacturers have been offering suits with one pair of knickers and one of long trousers. There is still somewhat of a call for this combination, but most manufacturers are now producing the two-knicker suit.

### Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 00
Horse, No. 2	2.00
<b>Pelts.</b>	
Lambs	50@75
Shearlings	10@25
<b>Tallow.</b>	
Prime	07
No. 1	07
No. 2	06
<b>Wool.</b>	
Unwashed, medium	@30
Unwashed, rejects	@25
Unwashed, fine	@25
<b>Skunk.</b>	
No. 1 Black	\$1.75
No. 1 Short	1.00
Narrow	.75
Broad	.50
No. Twos at value.	
<b>Red Fox.</b>	
No. 1 Large	\$12.00
No. 1 Medium	10.00
No. 1 Small	8.00



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### 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



### BONDS

In justice to yourself, as well as to those dependents or heirs who rely on your judgment, at least part of your surplus funds should be invested in well secured Bonds.

### Michigan Bond & Investment Company

1020 Grand Rapids National Bank Building  
Grand Rapids

### 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.

### How Shall a High Grade Grocer Advertise?

Written for the Tradesman.

The Appleton Grocery Co., Berkeley, California, formerly Sill's, is one of the institutions of old-line, service grocery stores. It is in line with S. S. Pierce & Co., Boston; Peebles, Cincinnati; Goldberg-Bowen, San Francisco; Jordan Stabler, Baltimore; and the Model, Pasadena. Appleton's name is new, because Appleton recently took over Sill's. Maybe it was necessary to change the name. If so, I have nothing to say; but if it was not necessary, it should not have been done, for the name on the signboard gathers stability as the years pass and should never be changed if change can be avoided.

Appleton's issues a little folder called "A. G. C. Chats," which it sends out each month enclosed with statements. I have five samples. Four are run off, probably in the store, on a multigraph machine. One is printed, multigraph style type being used. That was the Christmas issue and probably was printed because the folks were too busy to run it off in the store. I think it would be beneficial if they were always too busy to do their own printing for this issue is certainly a vast improvement on the others.

The printed matter of a store like Appleton's should be carefully selected, the style decided upon with thoughtful consideration, its character kept strictly in keeping with the "tone" of the establishment. For if "clothes make the man" even in part, the dress in which a store presents itself reflects the management. And even as clothes need not be gaudy or super-expensive to reflect high individual character, so printed matter need not be costly beyond reason to be in keeping with a high grade store; but it must be consistently good and in good taste, or it will harm instead of benefit.

A "Chat" publication that will fit into Appleton's is difficult to write so that it may be exactly right; for it can—and should—be friendly, but it must also be dignified.

In a university town, like Berkeley, unimpeachable English is important; and the ability to say precisely what you mean—well, that is important anywhere. Nobody should be misled by the fact that much sloppy English emanates from universities everywhere and is tolerated. If your messages be worth while in substance, sloppy English will be excused in your case; but the comment, whether spoken or only subconsciously felt, will be, "What can you expect from a grocer?"

But while sloppiness will be excused thus, you do not want to depend on being thus excused—what? No, you'd rather have the feeling permeate your university clientele that here is a grocer whose English is clear and such a close approach to perfection as to

challenge contrast with the writings of the masters. So my suggestion is that the writer devote himself to writing and get a good printer to produce the finished mechanics.

I find it difficult to illustrate what I try to say without using more space than I have; but let me try to revamp the talk in the first sample. It stands thus:

Mr. and Mrs. Patron—We are sending this news letter to you in hopes that it will fill what we feel is an actual need along the line of giving service to you.

Many of you have grown to rely on the telephone and us. This we wish you to do. But in so doing it does not give you an opportunity to see what is actually going on in the store. Our demonstrations, our specials, our new lines of goods, all these we know you are interested in.

But whatever it is, we believe that this news letter will keep you in much closer touch with our activities.

Appleton Grocery Co.  
Now, anybody would know what that is all about. But "in hopes" is not good English. The sentence "But in so doing it does not give you an opportunity to see," etc., is wretchedly faulty; and believe is misspelled. Further, the third sentence in the second paragraph is negative and therefore bad. It does not, in fact, say what you want to say. Let us rewrite it thus:

Mr. and Mrs. Patron—You will receive this news letter each month hereafter. Its mission is to acquaint you with what is new at Appleton's—to carry suggestions for seasonal or special occasions. We hope you may find A G C Chats a real addition to Appleton service.

Many of you rely increasingly on our telephone service. That indicates that the phone service on the whole is satisfactory. It will be our constant effort to improve it further. We solicit suggestions as to how we can make phone service more reliable.

When you are down town, drop in and see our demonstrations—sample our new goods—experiment on our novelties. The demonstrator usually is able to offer useful suggestions for new or extended uses of what she may be offering.

We thank you for your patronage and shall always endeavor to merit its continuance. Appleton Grocery Co.

My thought here is that I boost the phone—and Appleton wants it boosted. I boost store displays and demonstrations without casting any negative suggestion at the phone. This, it seems to me, is the way to promote every service. Give no word or effort toward indicating a disadvantage in any branch of service. Then you will consistently build up each of them.

Certain bits of alleged humor are printed in the circulars. I find just one that may belong. That is a joke on the slow street car service to North Berkeley. That one may appeal because of its strictly local application. But in general it is best to stick to dignity and strict business in store literature, particularly a store of Appleton's high character.

A problem in such a store is whether so-called specials should be offered, whether price should be stressed, whether sales should be had and made an institution in such a store; finally, whether bids should be made for trade from the general public.

(Continued on page 31)

## M. J. DARK & SONS

INCORPORATED  
GRAND RAPIDS, MICHIGAN

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

### GET READY FOR THE BIGGEST AND BEST NATIONAL CONVENTION!

The Annual Convention of the National Association of Retail Grocers to be held at Omaha, Nebraska, June 20th to 23rd, inclusive, offers a wonderful opportunity for combining a pleasurable vacation with business.

Profitable results will not be limited to the regular convention talks and discussions, but will include the new friends who will be made, old acquaintances renewed; the inspiration and ideas which come from the meeting of good fellows.

Get in touch with your local secretary and make your reservations early.

Compliments of

**THE FLEISCHMANN COMPANY**  
Fleischmann's Yeast Service

Don't Say Bread

— Say

**HOLSUM**

**HEKMAN'S**

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

COOKIE CAKES AND CRACKERS ARE MOST DELICIOUS AND WHOLESOME.

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

**MASTERPIECES**  
of the Bakers Art



**Hekman Biscuit Co.**  
Grand Rapids, Mich.



## MEAT DEALER

### Texture and Flavor of Meat.

Although meats vary greatly in the amount of fat which they contain and to a much less degree in their protein content, the chief difference to be noted between the cheaper and more expensive cuts is not so much in their nutritive value as in their texture and flavor. All muscle consists of tiny fibers which under the microscope are seen to have the form of tubes. These fibers are tender in young animals and in those parts of older animals in which there has been little muscular strain. Under the backbone in the hindquarter is the place from which the tenderest meat comes. This is usually called the tenderloin. Sometimes in beef, and also in pork, it is taken out whole and sometimes it is left in to be cut up with the rest of the loin. In old animals and in those parts of the body where there has been much muscular action, the neck and the legs for example, the muscle fibers are tough and hard. But there is another point which is of even greater importance than this. The fibers of all muscles are bound together in bundles and in groups of bundles by a thin membrane which is known as connective tissue. This membrane if heated in water or steam is converted into gelatin. The process goes quickly if the meat is young and tender; more slowly if it is tough. Connective tissue is also soluble in acetic acid, that acid to which the sourness of vinegar is due. For this reason it is possible to make meat more tender by soaking it in vinegar or in vinegar and water, the proportions of the two depending on the strength of the vinegar. Sour beef or "sauer fleisch," as it is known to Germans, is a palatable dish of this sort. Flavor in meat depends mainly on certain nitrogenous substances which are called extractives because they can be dissolved out or "extracted" by soaking the meat in cold water. The quality of the extractives and the resulting flavor of the meat vary with the condition of the animal and in different parts of the body. They are usually considered better developed in older than in very young animals. Many persons suppose extractives or the flavor they cause are best in the most expensive cuts of meat; in reality, other cuts are often of better flavor than tendered cuts, but owing to the difference in mastication this fact is frequently not detected. The extractives have little or no nutritive value in themselves, but they are of great importance in causing the secretion of digestive juices at the proper time, in the right amount, and of the right chemical character. The digestive tract may be likened to a piece of machinery which is beautifully built and adjusted and is ready to run and turn out its product as soon as a lever is moved which sets it in motion. The flavoring bodies of food, and especially those contained in meat, can be likened to the lever which sets the machinery in motion. Excitants to normal digestion are supplied by other foods as well, but meats, so physiologists believe, are especially important

for the purpose. It is this quality which justifies the taking of soup at the beginning of a meal and the giving of broths, meat extracts, and similar preparations to invalids and weak persons. These foods have little nutritive material in themselves, but they are great aids to the digestion of other foods.

### Methods of Extending the Flavor of Meat.

Common household methods of extending the meat flavor through a considerable quantity of material which would otherwise be lacking in distinctive taste are to serve the meat with dumplings, generally in the dish with it, to combine the meat with crusts, as in meat pies and meat rolls, or to serve the meat on toast and biscuits. Borders of rice, hominy, or mashed potatoes are examples of the same principles applied in different ways. By serving some preparation of flour, rice, hominy, or other food rich in starch with the meat we get a dish which in itself approaches the balanced ration and one in which the meat flavor is extended through a large amount of the material. Here is an approved and tested recipe using dumplings:

Five pounds of chuck or neck beef, four cups of potatoes cut into small pieces,  $\frac{3}{4}$  cup each of turnips and carrots cut into  $\frac{1}{2}$  inch cubes,  $\frac{1}{2}$  onion chopped,  $\frac{1}{4}$  cup of flour, salt and pepper. Cut the meat into small pieces, removing the fat; fry out the fat and brown the meat in it. When well browned, cover with boiling water, boil for five minutes and then cook at a lower temperature until the meat is done. If tender this will require about three hours on the stove or five hours in the fireless cooker. Add carrots, turnips, onions, pepper and salt during the last hour of cooking and the potatoes fifteen minutes before serving. Thicken with the flour diluted with cold water. Serve with dumplings made as follows: Two cups of flour, four teaspoonfuls baking powder,  $\frac{3}{4}$  cup of milk or a little more if needed,  $\frac{1}{2}$  teaspoonful salt, two teaspoonfuls butter. Mix and sift the dry ingredients. Work in the butter with the tips of the fingers, add milk gradually, roll out to a thickness of one-half inch and cut with biscuit cutter.

If this dish is made in the fireless cooker, the mixture must be reheated when the vegetables are put in. Such a stew may also be made of mutton. If veal or pork is used the vegetables may be omitted and simply a little onion used. Sometimes for variety the browning of the meat is dispensed with. When white meat, such as chicken, veal, or fresh pork, is used, the gravy is often made rich with cream or milk thickened with flour. The numerous minor additions which may be introduced give the great variety of such stews found in cookbooks.

Fire, flood or bankruptcy may directly or indirectly cause you serious loss, but don't neglect any possible opportunity to take off the edge of the loss by making it the occasion of a big selling event.

## 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

Phone

Automatic 4451

WHOLESALE FIELD

# SEEDS

Distributors of *PINE TREE Brand*

ALFRED J. BROWN SEED COMPANY  
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GRAND RAPIDS, MICHIGAN

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

*You safely can recommend*

# Quaker Canned Peas

**Cheaper because they are Better**

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

*They're Quality at a Price*

**WORDEN GROCER COMPANY**

**Wholesalers for Fifty-seven Years**

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

## 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.

### Featuring the Sale of Bathroom Fittings.

Written for the Tradesman.

Many hardware firms do not fully realize the advantages of selling a good line of bathroom fittings. It is a clean business, taking up little room, and netting a good profit.

The bathroom of to-day is receiving much more attention than even a few years ago. Expensive and high-grade fixtures, running into a large amount of money, are now offered and sold; and even in the cheaper houses, low grade equipment is rarely used. Manufacturers of bathroom equipment are also turning out many small fixtures that are very useful in the bathroom and which customers are learning to demand. The field is, consequently, a steadily growing one for the hardware dealer.

The addition of these incidental fixtures, such as soap and toothbrush holders, towel racks, shelves, tumbler holders, mirrors, medicine cabinets, etc. will add to the comfort, convenience and appearance of any bathroom. In many communities hardware dealers are now doing an extensive business in these bathroom novelties, even where the dealer does not conduct a regular plumbing department.

There are still some customers who demand the cheaper class of fixtures, but in the majority of cases customers are willing to pay a fair price in order to secure dependable fixtures that will give satisfaction. Even the tight-fisted man who builds a house to rent or to sell at a profit recognizes that plumbing and bathroom fixtures are to-day subjected by intending buyers or renters to a very close and careful scrutiny, and that a good and well-equipped bathroom is an excellent selling point.

Can a retail hardware dealer who does not conduct a plumbing department and who does not equip complete bathrooms sell sufficient small bathroom fittings to make this department a success so far as sales and profits are concerned? At first thought one would be inclined to think that the plumber would secure the bulk of the bathroom fitting business.

The possibilities for the hardware dealer without a plumbing department depend, however, on the intelligence with which these bathroom specialties are handled by the plumbers. Where two or three plumbing shops in a small community cater to this trade, put on displays and go aggressively after the business, the prospects for the hardware dealer to break in may be considered only fair. Where, however, the plumbers devote their attention largely to the work and do not feature equipment and fittings, then the hardware dealer has a larger opportunity.

Under either set of conditions, however, the hardware dealer has one distinct advantage. His place of business is generally well located on the main

street. He has window display facilities. Customers are continually coming and going. If he displays a line of bathroom accessories, it is bound to attract the attention of a large number of customers and prospects.

Here is how one small city dealer handled the trade. Some years ago the representative of a large manufacturer of bathroom fittings called on him and tried to sell him a line. "No use," returned the dealer. "The plumbers get all the business." The traveler frankly stated that the plumbers were handling the line in a perfunctory way; and he finally induced the dealer to put in a small stock. When the goods arrived the dealer price-tagged each piece and put on a window display of the whole assortment. He made a number of sales—enough to encourage him to continue with the line and to improve his facilities for handling it.

He constructed a wall cabinet near the front of the store and lined it with black cloth. The black background showed up the goods to splendid advantage. Electric lights were installed in the cabinet, and these were turned on when customers were inspecting the bath fittings. The display being near the front of the store was seen by practically everyone who came in. The dealer followed the practice of putting on occasional window displays. In time he worked up a good trade. To plumbers he allowed a special discount from regular retail prices; this enabled him to buy in larger quantities to better advantage, and at the same time helped the plumbers who did not wish to carry these lines in stock. No elaborate or spectacular methods were employed to develop business. The merchant simply stocked the goods, carried a good line and a good assortment, used newspaper space and window space to advertise the goods, and always had the goods prominently on display inside the store. In addition to this he kept a keen lookout for prospects, and occasionally did some personal canvassing. In his case the local plumbers, most of whose shops were badly located for retailing, were quite well pleased to have an extensive stock in town from which they could select what they wanted at a moment's notice.

Another hardware dealer who had an established plumbing business of his own made an advertising feature of a model bathroom. This bathroom occupied a small corner in the rear of the store, adjoining the office. The store was, as it happened, a small one, and the dealer's problem was to utilize every inch of floor space to the best advantage.

In the model bathroom the floor space used was about the usual bathroom size, was fenced in on the two otherwise open sides by an iron railing. A ceiling was put in at a height of about six feet from the floor and covering the entire bathroom space, thus heightening the illusion of an actual bathroom. The two walls and ceiling of this model bathroom were covered with metallic siding, thus emphasizing the value of this material for bathroom walls and ceilings. The floor was cov-



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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  
Made and Installed Only by  
**AMERICAN METAL WEATHER STRIP CO.**  
144 Division Ave., North  
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## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
Fishing Tackle

## BROWN & SEHLER COMPANY

"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

THE BEST THREE  
**AMSTERDAM BROOMS**  
PRIZE *White Swan* Gold Bond  
AMSTERDAM BROOM COMPANY  
41-55 Brookside Avenue, Amsterdam, N. Y.



ered with linoleum, which served to attract attention to yet another item of proper bathroom equipment.

The bathroom was completely fitted out, having a large bathtub, a corner wash bowl, side-wall wash bowl, sanitary appliances, and a complete line of the smaller accessories, including the towel rack and soap tray and medicine cabinet. The only difference from the actual bathroom was the lack of water connections. The equipment was not the most high priced line, but a good standard equipment of the better quality, such as the dealer had found popular with the homes in his community.

As instancing the successful utilization of space in a small store, I have mentioned that with this model bathroom a dummy ceiling was put in some six feet above the floor. Between this ceiling and the actual ceiling of the store itself a space of about five feet intervened. In other words, the dummy ceiling formed a sort of shelf as long and as wide as the "model bathroom." This shelf space was utilized for the storage of oils. On the side they were shut off from general view by four rows of shelves, which thereby added to the shelving accommodation of the store. Thus the model bathroom was shown without in any way reducing the shelf or floor space of the store.

One of the most effective methods in selling bathroom fixtures is to display the goods. They can be displayed very attractively. The unique and practical designs and the clean and bright appearance of the goods assist in making any display thoroughly effective. An attractive display of fixtures in the store windows is sure to attract attention and create enquiries. The display should be backed up by a staff of salesmen who possess a thorough knowledge of the good points of the fixtures on display, and who are able to intelligently discuss them with even the most critical and best posted customers.

Bathroom fixtures will not sell if they are hidden away in boxes or stored on inaccessible shelves. They should be displayed at all seasons of the year. A wall case or a show case inside the store, if dressed with a display of fixtures, will help very materially to make sales.

Salesmen, however, should not wait for customers to ask for the goods. It is worth while to reach out after business. Call the attention of your customers to the line, and, particularly, to any novel device you may be introducing. If you hear of new houses being built, canvass the builders for business. Show cards in connection with the window displays, or inside the store, should emphasize any striking features of the line you handle.

Two things it will pay you to feature. One is the high quality of your staple bathroom equipment—and, of course, the fact that quality pays for itself in the long run. The other is the desirability of having the bathroom completely and properly equipped with all the latest devices. Very few bathrooms have everything and it logically follows that there is an immense field for the hardware dealer to develop business in connection with the many

novelties that have been introduced in recent years. Go right after this business.

Victor Lauriston.

#### Engage in the Roofing Business at Kalamazoo.

John A. Van Dongen, who has traveled out of Grand Rapids for the past twelve years for the Grand Rapids Paper Co., has retired from that position and engaged in business at Kalamazoo under the style of the Kalamazoo Roofing Co. The corporation has an authorized capital stock of \$10,000, of which \$5,000 is subscribed and paid in. The officers of the corporation are as follows:

President—John A. Van Dongen.

Vice-President—H. B. White.

Secretary and Treasurer—John Boon

The company has secured the agency of the Barber Asphalt Co., of Philadelphia, in five counties. Four men will represent the company on the road including Mr. Van Dongen and Mr. Boon.

#### The Usual Result.

Jim Jones would not be passed. He bragged his car's endurance. He passed six cars with backward glance. His wife has his insurance.

#### SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.

Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.

F. E. Stowe, Grand Rapids.

F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before me this 5th day of April, 1927.

(SEAL) Florence E. Stowe.

Notary Public in and for Kent Co., Mich.

(My commission expires Jan. 12, 1931.)

## INSURED BONDS

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It is just as important to insure investments against loss as it is to carry property insurance.

You take no risk with the money you invest in our 6% Insured Bonds.

They are secured by first mortgages on individual homes worth double and principal and interest is guaranteed by U. S. Fidelity & Guaranty Co., with assets of \$48,000,000. Tax exempt in Michigan.

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A COMPLETE LINE OF

## Good Brooms

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INSTITUTION for the BLIND  
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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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The Food of the Future  
CHEESE of All Kinds  
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BEST FOODS Mayonaisse  
Shortening  
HONEY—Horse Radish  
OTHER SPECIALTIES

Quality-Service-Cooperation



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

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#### "Grocers' Records that Talk"

Write for our FREE BOOK

BIXBY OFFICE SUPPLY CO.  
Grand Rapids, Michigan



5 lb.,  
1 lb.,  
½ lb.,  
¼ lb.,  
Pkgs.

## HARRY MEYER

Distributor  
816-20 Logan St.  
Grand Rapids, Michigan



## COMMERCIAL TRAVELER

### Pen Picture of Yosemite Valley and San Francisco.

San Francisco, April 2—Here I am with preparations all perfected to write you all about the city of the Golden Gate, when along comes a friend who insists that before I "blow the foam off" I must go to Yosemite Valley, which I did, taking a train to El Portal, and thence by motor to Yosemite Lodge, where we found a full fledged winter and no mistake about it. The trails were in fair condition and but little discomfort was suffered, but next time I will choose the month of August for this journey, when "dog days" are doing alongside of the ocean. As it was, we confined our observations to the valley, which was wonderfully level, and just skimmed over the top as it were. The trails were too dangerous to undertake and the guides were reluctant to attempt them. Too much risk from shifting snows.

Yosemite Valley is situated nearly in the center of the State of California, North and South, and about midway between the Western base and the summit of the Sierra Nevada mountain range.

The floor of the Valley, which is about 4,000 feet above the ocean level, is nearly a level area, seven miles in length, with an average width of one mile.

The top rim of the surrounding walls is irregular, culminating in craggy peaks, domes and pinnacles, between which it is carved into many fantastic forms of interesting and gigantic proportions, while nature has been at work for thousands of years, adorning and beautifying the great barren walls with trees, shrubbery, flowering plants and ferns, wherever a root-hold could be obtained on every projecting ledge or crevice containing the element of moisture.

The floor of the Valley, which at this time of the year is snow covered, is said to present a scene of surpassing beauty during the vernal season.

The Merced river flows its winding way from side to side of the Valley. The Illilouette and Teneiya creeks join the river at the extreme upper end, and the Yosemite, Bridal Veil and many other smaller streams from both sides, joint the river lower down, all of them forming waterfalls and cascades of charming beauty.

The predominating features of the Valley are the near approach to verticality of its walls and their great height as compared with the width of the valley.

At the entrance to the Valley, on the North side, is El Captain, a type of enduring massiveness, being an enormous block of granite 3300 feet in height, with a smooth vertical fall of 160 acres in superficial area. In one place the top overhangs the base fully 100 feet. In another place on its face is plainly to be seen in certain lights the figure of a man facing West and apparently traveling in that direction, clothed in a flowing robe and low crowned hat.

Following on we find Three Brothers a formation say 4,000 feet high, then true to form Three Graces, Cathedral Rocks, Cathedral Spires, Sentinel Rock, Glacier Point (where a very fine hotel is located, and where we enjoyed a luncheon for two very good reasons—the luncheon was good, and we had the appetites); then Eagle Peak, North Dome, Royal Arches and Washington Columns.

Then there were waterfalls in great abundance, beginning with Bridal Veil 900 feet high; upper 600 feet perpendicular, ending in 300 feet fall in a rapids ending in the valley.

There were other cataracts such as Ribbon, Virgin Tears, Sentinel, Vernal and Royal Arch.

Yosemite Falls is in three sections aggregating 2600 feet, but not nearly so striking as Bridal Veil, on account of

its frequent appearance and disappearance. It is really the piece de resistance on which the entire story of the valley is founded, but a disappointment at this season of the year. Later on, when the mountain snows are melting, it will probably live up to its general reputation.

Hetch Hetchy valley was once a miniature Yosemite, carved by the turbulent Tuolumne River, but a great dam, erected by the city of San Francisco, to secure a water supply, has converted it into a beautiful high mountain lake.

The great features of the Yosemite are its motor trails, which, in the proper season, are attractive and perfectly safe, and while San Francisco will try to impress you with the fact that Yosemite is an all year round attraction, it is not, and one will do well to make the trip in June or July when the foliage is in full leaf, the trails safe and weather warm enough to place one beyond the realms of discomfort.

The type of scenery in the Yosemite Valley is very far removed from that of the Grand Canyon, which I visited in December. The types offered in the Yosemite are in no wise to be confounded with the awful wonders of the Canyon. If you contemplate visiting both, see Yosemite first. It will not detract from the grandeur of the Grand Canyon, when you finally see it. But reversed? No.

The Mariposa grove of Big Trees, is reached by a short auto trip from the Yosemite Valley. It is almost impossible to describe these living temples; they were raising their green tops to the stars before the days of Caesar and have never been known to die of old age. They grow to enormous heights—some of them 300 feet—and it is said that from one of them could be cut 1,000,000 feet of one inch boards, twelve inches wide.

I will say that even at this season of the year, if you wear ordinary winter clothing no positive discomfort attends this trip.

When in 1768, Governor Portola, of Spanish origin, looked down from the mountains upon the splendid reaches of San Francisco bay, he little thought of marts and emporiums, such as now surround it, but rather as a new site to build a mission and a new center for the spreading of the gospel and further maintaining the prestige of the King of Spain.

A free sweep of water navigable for the largest ocean vessels for a stretch of nearly sixty miles; a land locked harbor with but a single passage, a mile in width, leading to its sequestered waters; a haven cut off by hills and mountains from the ocean, yet so accessible that the aforesaid vessels can enter it at any tide. Such is San Francisco bay with its 450 square miles of water. A quarter of the population of California dwells upon its shores. With a width varying from seven to twelve miles, it lies just within the coast mountain range which encircles it.

San Francisco is the great point of departure from America into the Pacific and, as such, is to remain one of the world's great harbors of all time, with Golden Gate the portal through which all this great commerce will pass.

On either side of Golden Gate a peninsula juts from the mainland, with the sea to Westward and the bay to the Eastward. The Northern peninsula is occupied by Mount Tamalpais, 2600 feet in height, and the Bolinas Range, with villages and charming residential suburbs nestling at their base, while upon the hills of the Southern peninsula rests the city of San Francisco.

Straight away Eastward on the far shore of the bay, stretching along the plain and foothills of the low spires of the Coast Range, is a group of towns and cities which are practically fused into one—Oakland, Berkeley and



### 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.

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It is the Tuller  
For Value

Facing Grand Circus Park,  
the heart of Detroit. 300  
pleasant rooms, \$2.50 and up.  
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New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

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Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3



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Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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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

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RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.

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Moderate Rates

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Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor



Alameda, with an aggregate population of half a million.

San Francisco bay is an ever changing pageant of gray and blue, with purple hills at its margin, varying with the season from green to brown. The same point of view seldom appears twice alike. Seasons, weather, the hour, all stamp their imprint upon its chameleon existence. You think you have followed it through the whole gamut of its changes, grave and gay, veiled and transparent, calm and tempestuous, when behold, the next hour has transfigured the scene and presents an aspect completely revolutionized.

In a secluded nook at the North end of the bay lies the Mare Island Navy Yard, with its dry dock, repair shops and equipment for the naval base of the Pacific ocean.

From the Presidio, the military reservation, just within Golden Gate, the profile of San Francisco is built up in big terraced lines to the base of Twin Peaks, 900 feet high, and these, too, are enthroned with residential streets.

The water front is lined with docks, crowded with vessels of every type and description, awaiting sailing orders to all parts of the civilized world.

Market is, strictly speaking, the main street of San Francisco. On the South side of Market the streets diverge at right angles; on the North diagonally. But the blocks are compactly built, and all evidences of the earthquake have been eradicated.

But the city. How it crowds the hills with a wilderness of gray walls and windows, cleft here and there with the lines of parallel streets which dare to climb to most forbidding heights. How it is spread out there on these slopes, with lofty tower buildings rising from plain and hill, with a mountain background.

On Wednesday, April 18, 1906, at 5:13 in the morning, one of the most severe earthquakes ever recorded since the beginning of civilized habitation visited the state of California. The damage from same covered an area of fifty miles in width and 300 in length, with the bay of San Francisco as its center.

Immediately after the earthquake, great conflagrations broke out everywhere, but particularly in San Francisco and Santa Rosa. The earthquake meted out great destruction and large loss of life—approximately 800—but the fire loss was enormous, amounting to five hundred millions.

In San Francisco alone the fire area covered over four square miles, 2,593 acres, or 500 city blocks of buildings.

But, undaunted, its Phoenix spirit came to life, the Forty-Niners lived once more, magnificent in their efforts, which made the world sit up and take notice. In three years nearly all evidences of this great misfortune had been removed.

To-day San Francisco is a city magnificent.

Bustling with contradictions, San Francisco presents the paradox of being a most intensely American city and yet undoubtedly the most cosmopolitan city on the continent, with aspects as variable as the medley of alien tongues heard on its streets.

Seeking survivals of the past, one must realize that San Francisco is now one of the most modern of the comparatively old American cities. Most of the area that saw its beginning and early history was wiped out clean by the fire. The San Francisco of to-day may be said to date from its rebuilding following 1906, since which time fully half a billion of new construction has been done. Yet something of early San Francisco remains, either beyond the reach of devastation at that time or in miraculous islands of safety in that sea of fire.

The Presidio, beside the Golden Gate, is several miles from the area

which was burned. It is one of the largest military posts in the United States, 1500 acres of forest between the inner and outer harbor.

Over the hills Southward from the Presidio, in a sheltered valley where it was spared from the fire, stands Mission Dolores, with its ancient churchyard and head stones. Interesting relics are much in evidence here. Early mission bells hang in the facade of the old structure. Inscriptions on many of the tombstones in the churchyard are foot notes of San Francisco's early history.

Proceeding up from the Eucalyptus-lined avenues of the Presidio, along a road that reaches perspectives of bay and hills, you come out upon the cliffs which form the Southern part of Golden Gate and extend above the Eastern and Southern shore of the outer harbor, with yellow beaches at their feet and with houses, gardens and parks along their edge.

From these cliffs is spread a vista of coast line and ocean with a sweep which extends as far North as Point Arena and as far West as the Farallon Islands, rugged points of rock reaching out of the ocean depths twenty odd miles off shore, and as far South as Point Pedro.

Of course, Golden Gate Park is the natural center of attraction for all visitors to San Francisco. It contains 1013 acres and is four and one-half miles long. You can spend many hours here profitably. The offerings are more diversified than in any similar affair I ever visited. There is an ineffable loveliness here. To be sure, it is early spring and the floral offerings are scanty. There is the famous De Young Memorial Museum, Academy of Science, a wonderful aquarium, Dutch windmills which really produce results in pumping the bulk of the water used in the Park, the aviary, buffalo paddock, 300, and varied amusements for young and old. Almost every foot of the thousand odd acres unfolds unexpected attractions.

Then there is Ocean Beach, miles long, the Nationally known Cliff House, the often spoken of Seal Rocks where seals (or sea lions) disport themselves in large numbers and at all times. From Cliff House you get a wonderful view of the ocean, with its myriads of cargo carriers and passenger liners, making for distant ports, or coming home for anchorage.

Lincoln Park Overlooks both Golden Gate and the city of San Francisco. In Lincoln park is a replica of the palace of the Legion of Honor, Paris, the gift of A. B. Spreckles, the sugar king. It contains interesting trophies of the kaiser's war. The Palace of Fine Arts, close at hand was the gift of Mrs. Phoebe Hearst, mother of the famous newspaper operator.

San Francisco prides itself on the provisions it has made for the care and amusement of children. Everywhere you will find nooks and open spaces provided with apparatus of all kinds devoted to this purpose and numerous swimming pools.

For the entertainment of the grown ups there are numerous municipal golf courses, athletic fields and places of varied amusements. Her theaters are among the best in the country. Music has been her strong hobby. It was here that the marvelous soprano, Louisa Tetrazzini, made her debut, and where Adelina Patti, Mary Garden and Galli Curci accomplished triumphs. Also such celebrities as Henry Irving, Ellen Terry, Edwin Booth and others braved the discomfort of trips across the continent in jumping from Chicago to the Golden Gate. The first managers of the old California theater, now gone, were Lawrence Barrett and John McCullough. David Belasco, the famous producer, was born here, and was stage manager there. David Warfield made his first professional appearance in San Francisco and William

A. Brady also began his theatrical career here.

My next will deal with new San Francisco as it appears to me.

Frank S. Verbeck.

#### Big Plans For Old Time Travelers.

Grand Rapids, April 5—A committee meeting was held last Saturday afternoon at the Pantlind Hotel to complete final arrangements for the reunion and banquet of the Old Time Traveling Men and their wives, which will be held April 30, from 3 p. m. to 10:30 p. m., with banquet at 6:30 p. m. at \$2 per plate, which includes all expenses.

Two hundred and fifty announcements have been mailed out and regular invitations with enclosed cards for reservations will be mailed out immediately to those living outside the city. Those living in the city will receive theirs about the 18th of the month.

We would like to have the reservation cards mailed in as early as possible, as it is important that we know how many will be there for the banquet.

Already much enthusiasm is being manifested, and I am still betting that there will be 300 out to this very happy function.

I understand a few of the Old Time Hotel Keepers out around the State have expressed a desire to be with us on this occasion. Perhaps they want to see how Fred does it at his hotel. We would welcome any who might desire to attend, but get your reservations in early.

Leo A. Caro will be toastmaster. Lee M. Hutchins and E. A. Stowe will be the principal speakers.

Short talks by old timers (few good stories), music and song which will make up a good and entertaining program.

"We just feel like assuring everybody a royal good time, and the big thing is "seeing the Old Boys together," as Dave Drummond says. He is coming early and proposes to stay late, if he has to borrow the money. That's the spirit. Come on along.

Geo. W. McKay, Chairman.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, April 5—Tilma's Store, 754 West Leonard street, is closing out its grocery stock and will confine itself to dry goods exclusively hereafter.

Another Guy Rouse case has developed in connection with the liquidation of a manufacturing establishment which recently went into the hands of a receiver. Investigation discloses that the manager looted the business from several angles, the stealings amounting to several thousand dollars a year.

Wilbur S. Burns and John Edison have returned from a two months' stay in Florida. They went by automobile and were accompanied by their wives. They made their headquarters in Clearwater and sallied out in all directions from that point. They found living conditions in Florida fair in quality and reasonable in price, but in many places people have not yet recovered from the shock they received a year or so ago, when real estate inflation received its death blow. Mr. Burns says that in many cases real estate is still held at from four to ten times what it is worth and that in his opinion it will require twenty-five years for the people of Florida to get down to brass tacks and conduct business the way it should be conducted. Mr. Burns has engaged in the real estate business in Grand Rapids.

The Grand Rapids Savings Bank has purchased the lot occupied by a store building at the corner of Eastern avenue and Burton street as a location for a future branch of that institution. No attempt will be made to improve the property for a year or two, giving time for the neighborhood to further develop.

#### Leghorn Hen's Eggs Getting Bigger and Bigger.

Bakersfield, Calif., April 2—An eight-months-old leghorn hen, which cackles louder and lays bigger and better eggs than any other hen in his flock of 5,000, is giving L. J. Latray, poultryman, something to think about. One of the eggs on exhibit here, weighs six and a half ounces, is four inches long and seven and a half inches in circumference. It is equal to about three ordinary eggs in food content, Mr. Latray said. An egg like this arrives every other day at the Latray farm and day by day they are getting bigger and bigger.



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

400 Rooms—400 Baths

Rates

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

Menus in English

**MORTON HOTEL**  
WM. C. TAGGART,  
Manager



**CODY HOTEL**

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

**CODY CAFETERIA IN CONNECTION**



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

There is one man in this community who has had his name taken off the "sucker list" of some of the mail order houses which have been making a practice of sending out certain lines of goods to a man and telling him to either keep them and remit them a dollar or return the goods.

This man is Dr. D. I. Pattison, of this city.

About Christmas time the Doctor received from two different sources boxes of Christmas cards, with a letter accompanying them telling him to keep the cards and remit a dollar or return the package. The doctor sat down, instead of following the instructions, and sent the same house a few pills, enclosing them in the letter and telling the receiver that they were recommended for "gall." He also told him that the value of these pills was two dollars, and that he would give the senders credit for the Christmas card bill of one dollar and all they would have to remit to him would be the additional dollar.

After a while he received an acknowledgment of the pills, which were returned, and was requested to return the Christmas cards.

The doctor then replied and told the writer it was a half block to the nearest mail box and that he always charged \$2.50 for leaving the office, so if the writer would return the amount of two dollars and a half he would mail the cards back.

The correspondence was closed when the sender of the cards wrote and told Mr. Pattison that he had taken his name off their list.

This and similar feats, such as sending out four neckties to a "select" list with instructions to either keep them or send a dollar, has become quite prevalent, and frequently such stunts are pulled off.

There must be enough of the "suckers" remitting the dollar to make it pay for they continue to do it. But if a few of the receivers of these shipments would do as Dr. Pattison did they too would soon be taken off the mailing list.

The Federal Trade Commission has directed the Sea Island Thread Co., New York City, to discontinue the use of the term "Satinsilk" on spools and containers of mercerized cotton thread.

The Commission found that the company, prior to January 1, 1923, labeled one end of its spools with the words "Satin Silk, Warranted None Better," and the other end with the words "Perfect Substitute for Best Silk, Made by Sea Island T. Co., New York." On the boxes in which the thread was packed appeared the words "Reg. Trade Mark, U. S. Pat. Off., Mercerized Cotton, None Better Made Warranted Fast Color, Sea Island T. Co., New York."

Since January 1, 1923, according to the findings, the company has branded the spools with its name and address

on one end and on the other end the word "Satinsilk" with "trade-mark" beneath in small letters followed by "None Better Mercerized Cotton." On the box tops appear the words "Satin-silk, Reg. U. S. Pat. Off., None Better, Mercerized Cotton, Pure Dye Machine Twist, Made in all shades by Sea Island T. Co., New York, U. S. A."

The word "Silk" when used to describe sewing thread, the findings say, is understood by the trade and purchasing public to mean thread made wholly of silk from the cocoon of the silk worm; and the word satin is understood to mean a fabric composed of real silk with a glossy finish.

The use by the company of the word "Satinsilk" as the first and most prominent word on spools and containers of mercerized cotton thread, conclude the findings, results in deception of the purchasing public, injury to the respondent's competitors and is unfair competition.

The Commission's order reads that respondent, Sea Island Thread So., Incorporated, its officers, agents and employees, cease and desist from using the word "Satinsilk" or the words "Satin Silk," either alone or with other word or words, as a brand or label upon spools of thread composed wholly of cotton, or upon the containers of such thread.

The respondent is required to report to the Commission within thirty days the manner in which it has complied with the order.

Coldwater, April 5—I have often wondered how all the brokers and stock dealers and oil men could pay their rent, but now I can see quite clearly how it is done. About five years ago the Evening Telegram had a big full-page advertisement about the Buffalo Texas Oil Co., starting up, and like a lot of other suckers I bit at it and swallowed hook, line and sinker. I bought a few shares and then after a little while it began to pay a dividend, and then I bit again still harder. It then paid a couple more dividends and then all was quiet; then they held a meeting in New York City and wanted to sell more shares, but this time I didn't bite. About a month ago I received a letter from Ben T. Tackett, 209 Brown building, Wichita Falls, Texas, stating he was a shareholder, much larger than I am, and how he has started court proceeding against the Buffalo Texas Oil Co.'s officers and has been appointed attorney in fact of the oil company by the courts of Texas. I am sending you one of the letters of which I have received three of the very same reading in the last two weeks, so I said to myself I will ask the Realm of Rascality what they know about it and having read your warnings about sending good money after bad, I am going to abide by your decision. G. W. C.

This subscriber makes a frank confession of his folly in putting his savings into questionable oil stocks. Ben T. Tackett, referred to by the subscriber, asks all stockholders to send him an amount of money equal to 15 per cent. of the investor's holdings, which amount it is alleged will pay off all the indebtedness of the company. But if this indebtedness were liquidated, what assurance have the investors that the company would be conducted any more satisfactorily than in the past? We have no information on which to base an opinion as to Mr.

Tackett's good faith in asking investors to forward him the amount of money specified, but the records of the past in such cases show that the investors who respond to such appeals invariably only lose the extra amount. In many instances such appeals have proved to be only a "come-on" game or in the parlance of get-rich-quick promotions "reloading." Most people are more easily duped the second time on the prospect of recovering the money lost on the original investment. Throwing good money after bad is always a dangerous experiment, and our advice to this subscriber is not to part with another penny on the very slim prospect of recovering any part of his original investment.

Monroe, April 4—A man representing the Chicago Portrait Co. came to my house wanting to enlarge pictures. He said it would not cost us a cent, and he would not be allowed to charge for them; all I had to do was to draw a card and if I got the card with one star on I got one picture enlarged free, and if I got a card with two stars I got two pictures enlarged, so I was fool enough to draw. I got the one, and my husband drew and got the two, so I signed my name on a piece of paper. He read the paper out to me, never said anything about my paying anything for the pictures. When they brought the pictures they wanted \$15 for the two. I did not have the money, and could not take them, and I did not agree to pay for them in the first place. The man who came for the order did not bring the pictures around. The last man said if we did not take them and pay for them by the first of May, they would come and take some of my furniture. They have put claim in the hands of a collection agency.

Mrs. J. O.

The above means of securing orders needs no comment. The woman's story reveals the scheme in all its nakedness. Orders secured by deceptions are not binding on the signer, either in law or morally.

### No Chance.

It was during the impaneling of a jury that the following colloquy occurred:

"You are a property holder?"

"Yes, your honor."

"Married or single?"

"I have been married for five years, your honor."

"Have you formed or expressed an opinion?"

"Not for five years, your honor."

### 100,000 Shares NATIONAL PUBLIC SERVICE CORPORATION Class "A" Common

Present Dividend \$1.60 per share payable quarterly.

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

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

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GRAND RAPIDS, MICHIGAN

## Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

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



### Uncle Sam's Fabulous Wealth Has Doubled Since 1912.

In the thirteen years following 1912 as much wealth was added to this country as by all of the accumulations up to then since the landing of the Mayflower. Thirteen, apparently, is not an unlucky number for Uncle Sam. This fabulous expansion within so short a period is revealed in a new computation of the National Industrial Conference Board which reckons our National wealth in 1925 at \$355,300,000,000. The last census estimate of 1922 showed \$320,800,000,000. Not until the new figure is set beside records of the past does its full size stand out in all of its significance.

The figure makes this country not only vastly more wealthy than any other in the world but reflects a growth hitherto unknown in history. It means that our National wealth has grown nearly 90 per cent. since 1912 and 300 per cent. since 1900. Stated more simply it means that the value of our tangible, physical objects has nearly doubled since the war broke out in Europe and quadrupled within the last quarter of a century. A few references to the growth since the Civil War shows how rapidly wealth in this country has multiplied. In 1860, the total wealth was \$16,160,000,000. In 1870 it was \$30,069,000,000, in 1880 it was \$43,642,000,000, in 1890 it was \$65,037,000,000 and in 1900 the total was \$88,517,000,000. In the rapid expansion of the years immediately following it was swelled by 1904 to \$107,104,000,000, and by 1912 to \$187,739,000,000.

In a sense, of course, the \$355,300,000,000 total now reckoned by the National Industrial Board is fictitious since the rise in commodity prices since 1912 has made the growth seem more rapid than in fact it was. Adjusted to a 1913 value the National wealth in

1925 becomes \$223,900,000,000. On that basis the nominal increase in wealth of 90 per cent. during the thirteen years' period becomes a real increase of slightly more than 19 per cent. An adjustment of this kind logically should be made for the period between 1900 and 1912 as well, however, and, since the average person thinks in terms of present dollars, would perhaps confuse as much as clarify the comparison.

So much has been said of late about the unprecedented expansion in the automobile industry and its contribution to our prosperity that many persons will conclude that more cars have figured substantially in lifting the total. As a matter of fact automobiles in the classification are lumped with gold and silver as miscellaneous items and the entire stock of gold and silver plus all of the Nation's automobiles represent less than 3 per cent. of our total National wealth. Fortunately, the growth has been primarily in assets that should inspire faith in the foundations of our great prosperity and the prospect for its continuation.

Paul Willard Garrett.  
[Copyrighted, 1927.]

#### Cuticle Ice.

Menthol	3 grams
Salol	5 grams
Paraffin	40 gram
Petrolatum, white	52 grams

Melt the paraffin and add to it the petrolatum. Liquify the menthol and salol, and add this mixture to the melted paraffin and petrolatum, stirring until solution is effected. Then mix thoroughly while cooling.

#### Proof.

Willis—What kind of a dog is that one of yours?  
Gillis—Police dog, I guess. He's always hanging around our cook.

## 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**  
Manitowish MICHIGAN Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>	1 25@1 45	<b>Belladonna</b>	2 14 44
Boric (Powd.)	12 1/2@ 20	Cubebs	6 50@6 75	Benzoin	2 28
Boric (Xtal)	15 @ 25	Eigerson	7 50@7 75	Benzoin Comp'd	2 40
Carbolic	34 @ 40	Eucalyptus	1 25@1 50	Buchu	2 16
Citric	52 @ 70	Hemlock, pure	2 00@2 25	Cantharides	2 52
Muriatic	3 1/2@ 8	Juniper Berries	4 50@4 75	Capsicum	2 28
Nitric	16 1/2@ 15	Juniper Wood	1 50@1 75	Catechu	2 14
Oxalic	16 1/2@ 25	Lard, extra	1 55@1 65	Cinchona	2 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40	Colchicum	2 18
Tartaric	40 @ 50	Lavender Flow.	7 50@7 75	Cubebs	2 16
		Lavender Gar'n.	85@1 20	Digitalis	2 04
		Lemon	4 50@4 75	Gentian	2 28
<b>Ammonia</b>		Linseed, raw, bbl.	@ 85	Gualac	2 24
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl.	@ 88	Gualac, Ammon.	2 04
Water, 18 deg.	05 1/2@ 13	Linseed, bld. less	95@1 08	Iodine	2 15
Water, 14 deg.	04 1/2@ 11	Linseed, raw, less	92@1 05	Iodine, Colorless	2 15
Carbonate	20 @ 25	Mustard, artifi. oz.	@ 35	Iron, Clo.	2 14
Chloride (Gran. 09	@ 20	Neatsfoot	1 25@1 35	Kino	2 52
		Olive, pure	3 75@4 50	Myrrh	2 10
		Olive, Malaga,		Nux Vomica	2 10
		yellow	2 85@3 25	Opium	2 40
<b>Balsams</b>		Olive, Malaga,		Opium, Camp.	2 44
Copaiba	1 00@1 25	green	2 85@3 25	Opium, Deodor'd	2 40
Flr (Canada)	2 75@3 00	Orange, Sweet	5 00@5 25	Rhubarb	2 12
Flr (Oregon)	65@1 00	Origanum, pure.	2 50		
Peru	3 00@3 25	Origanum, com'l	1 00@1 20		
Tolu	2 00@2 25	Pennyroyal	3 25@3 50		
		Peppermint	7 00@7 25	<b>Paints</b>	
<b>Barks</b>		Rose, pure	13 50@14 00	Lead, red dry	14 1/2@15
Cassia (ordinary)	25 @ 30	Rosemary Flows	1 25@1 50	Lead, white dry	14 1/2@15
Cassia (Saigon)	50 @ 60	Sandelwood, E.		Lead, white oil	14 1/2@15
Sassafras (pw. 50c)	@ 50	I.	10 50@10 75	Ochre, yellow bbl.	3 00 @ 2 1/2
Soap Cut (powd.)		Sassafras, true	1 75@2 00	Ochre, yellow less	3 00 @ 2 1/2
30c	18 @ 25	Sassafras, artifi	75@1 00	Red Venet'n Am.	3 1/2 @ 7
		Spearmint	8 00@8 25	Red Venet'n Eng.	4 @ 8
<b>Berries</b>		Sperm	1 50@1 75	Putty	5 @ 8
Cubeb	@ 1 00	Tany	9 00@9 25	Whiting, bbl.	@ 4 1/2
Fish	@ 25	Tar USP	65 @ 75	Whiting, 5 lb.	5 1/2 @ 10
Juniper	11 @ 20	Turpentine, bbl.	@ 72	L. H. P. Prep.	2 90@3 05
Prickly Ash	@ 75	Turpentine, less	79 @ 92	Rogers Prep.	2 90@3 05
		Wintergreen,			
		leaf	6 00@6 25		
<b>Extracts</b>		Wintergreen, sweet	3 00@3 25	<b>Miscellaneous</b>	
Licorice	60 @ 65	birch	75@1 00	Acetanalid	57 @ 75
Licorice, powd.	50 @ 60	Wintergreen, art	75@1 00	Alum	08 @ 12
		Worm Seed	6 00@6 25	Alum, powd. and	09 @ 15
		Wormwood	9 00@9 25	Bismuth, Subnitrate	3 70@3 90
<b>Flowers</b>				Borax xtal or	07 @ 12
Arnica	@ 75	<b>Potassium</b>		powdered	07 @ 12
Chamomile (Ged.)	@ 60	Bicarbonate	35 @ 40	Cantharides, po.	1 50@2 00
Chamomile Rom.	@ 50	Bichromate	15 @ 25	Calomel	2 48@2 69
		Bromide	69 @ 85	Capsicum, pow'd	35 @ 40
<b>Gums</b>		Bromide	54 @ 71	Carmine	7 00@7 50
Acacia, 1st	50 @ 55	Chlorate, gran'd	23 @ 30	Cassia Buds	35 @ 40
Acacia, 2nd	45 @ 50	Chlorate, powd.	16 @ 25	Cloves	50 @ 55
Acacia, Sorts	20 @ 25	or Xtal	30 @ 35	Chalk Prepared	14 @ 16
Acacia, Powdered	35 @ 40	Cyanide	4 66 @ 4 86	Chloroform	51 @ 60
Aloes (Barb Pow)	25 @ 35	Iodide	20 @ 30	Chloral Hydrate	1 20@1 50
Aloes (Cape Pow)	25 @ 35	Pernanganate	40 @ 50	Cocaine	12 10@12 80
Aloes (Soc. Pow.)	65 @ 70	Prussiate, yellow	@ 70	Cocoa Butter	70 @ 85
Asafoetida	50 @ 60	Prussiate, red	@ 70	Corks, list, less	40-10%
Pow.	75@1 00	Sulphate	35 @ 40	Copperas	2 1/2 @ 10
Camphor	96 @ 1 02			Copperas, Powd.	4 @ 10
Guaiaac	@ 80	<b>Roots</b>		Corrosive Sublim	2 02@2 22
Guaiaac, pow'd	@ 90	Alkanet	30 @ 35	Cream Tartar	31 @ 40
Kino	@ 1 10	Blood, powdered	35 @ 40	Cuttle bone	40 @ 50
Kino, powdered	@ 1 20	Calamus	35 @ 75	Dextrine	60 @ 65
Myrrh	@ 60	Elecampane, pwd.	25 @ 30	Dover's Powder	4 00@4 50
Myrrh, powdered	@ 65	Gentian, powd.	20 @ 30	Emery, All Nos	10 @ 15
Opium, powd. 19	65 @ 19 92	Ginger, African,		Emery, Powdered	@ 15
Opium, gran. 19	65 @ 19 92	powdered	30 @ 35	Epsom Salts, bbls.	@ 3 1/2
Shellac	65 @ 80	Ginger, Jamaica.	60 @ 65	Epsom Salts, less 3 1/2	@ 10
Shellac Bleached	70 @ 85	Ginger, Jamaica,		Ergot, powdered	@ 2 50
Tragacanth, pow.	@ 1 75	powdered	45 @ 50	Flake, White	15 @ 20
Tragacanth	1 75 @ 2 25	Golden seal, pow.	@ 80	Formaldehyde, lb.	15 1/2 @ 30
Turpentine	@ 30	Ipecac, powd.	@ 6 00	Gelatine	80 @ 90
		Licorice	35 @ 40	Glassware, less 55%	
<b>Insecticides</b>		Licorice, powd.	20 @ 30	Glassware, full case 60%	
Arsenic	08 @ 20	Licorice, powderd	30 @ 40	Glauber Salts, bbl.	02 1/2 @ 10
Blue Vitriol, bbl.	@ 07 1/2	Orris, powdered	30 @ 40	Glauber Salts less 04	@ 10
Blue Vitriol, less	08 @ 15	Poke, powdered	35 @ 40	Glue, Brown	21 @ 30
Bordea. Mix Dry	13 @ 22	Rhubarb, powd.	@ 1 00	Glue, Brown Grd	15 @ 20
Hellebore, White		Rosinwood, powd.	@ 40	Glue, White	27 1/2 @ 35
powdered	18 @ 30	Sarsaparilla, Hond.	@ 90	Glue, white grd.	25 @ 35
Insect Powder	35 @ 45	ground	@ 90	Glycerine	34 @ 54
Lead Arsenate Po.	15 1/2 @ 27	Sarsaparilla Mexican.	32 @ 52	Hops	70 @ 85
Lime and Sulphur		Glycerine	35 @ 40	Iodine	6 45 @ 7 00
Dry	8 @ 23	Squills	50 @ 70	Iodoform	3 00 @ 3 30
Paris Green	22 @ 33	Squills, powdered	60 @ 75	Lead Acetate	20 @ 30
		Tumeric, powd.	20 @ 25	Mace	@ 1 50
		Valerian, powd.	@ 1 00	Mace, powdered	@ 1 50
<b>Leaves</b>				Menthol	7 80 @ 8 50
Buchu	85 @ 1 00	<b>Seeds</b>		Morphine	11 13 @ 11 93
Buchu, powdered	@ 1 00	Anise	@ 35	Nux Vomica	@ 30
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
Sage, 1/4 loose	@ 40	Bird, Is	13 @ 17	Pepper black, pow.	40 @ 50
Sage, powdered	@ 35	Canary	10 @ 16	Pepper, White, pw.	50 @ 55
Senna, Alex.	50 @ 75	Caraway, Po.	30 @ 35	Pitch, Burgudry	20 @ 25
Senna, Tinn. pow.	30 @ 35	Cardamon	3 75 @ 4 00	Quassia	12 @ 15
Uva Ursi	20 @ 25	Coriander pow.	30 @ 35	Quinine, 5 oz. cans	@ 59
		Dill	15 @ 20	Rochelle Salts	30 @ 35
<b>Oils</b>		Fennell	25 @ 40	Sacharine	2 60 @ 2 75
Almonds, Bitter,		Flax	7 1/2 @ 15	Salt Peter	11 @ 22
true	7 50 @ 7 75	Flax, ground	07 1/2 @ 15	Seidlitz Mixture	30 @ 40
Almonds, Bitter,		Foenugreek, pwd.	15 @ 25	Soap, green	15 @ 30
artificial	3 00 @ 3 25	Hemp	8 @ 15	Soap mott cast.	22 1/2 @ 25
Almonds, Sweet,		Lobelia, powd.	@ 1 60	Soap, white castile	@ 12 50
true	1 50 @ 1 80	Mustard, yellow	17 @ 25	Soap, white castile	@ 12 50
Almonds, Sweet,		Mustard, black	20 @ 25	less, per bar	@ 1 45
imitation	1 00 @ 1 25	Poppy	15 @ 30	Soda Ash	3 @ 10
Amber, crude	1 25 @ 1 50	Quince	1 25 @ 1 50	Soda Bicarbonate	3 1/2 @ 10
Amber, rectified	1 50 @ 1 75	Rape	15 @ 20	Soda, Sal	02 1/2 @ 08
Anise	1 40 @ 1 60	Sabadilla	60 @ 70	Spirits Camphor	@ 1 20
Bergamont	11 50 @ 11 75	Sunflower	11 1/2 @ 15	Sulphur, roll	3 1/2 @ 10
Cajeput	1 50 @ 1 75	Worm, American	30 @ 40	Sulphur, Subl.	20 @ 25
Cassia	4 00 @ 4 25	Worm, Levant	5 00 @ 5 25	Tamarinds	70 @ 75
Castor	1 60 @ 1 85			Tartar Emetic	50 @ 75
Cedar Leaf	2 00 @ 2 25	<b>Tinctures</b>		Turpentine, Ven.	50 @ 75
Citronella	1 25 @ 1 50	Aconite	@ 1 80	Vanilla Ex. pure	1 50 @ 2 00
Cloves	2 50 @ 2 75	Aloes	@ 1 56	Vanilla Ex. pure	2 25 @ 2 50
Cocanut	25 @ 35	Arnica	@ 1 44	Zinc Sulphate	06 @ 11
Cod Liver	2 00 @ 2 25	Asafoetida	@ 2 28		
Croton	2 00 @ 2 25				



# 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

Lard  
Currants

## DECLINED

Smoked Hams  
Cheese  
Fruit Cans

## AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75  
Arctic, 16 oz., 2 dz. cs. 4 00  
Arctic, 32 oz., 1 dz. cs. 3 00  
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

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

## BEECH-NUT BRANDS.



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

## BLUING

The Original  
Condensed



## BREAKFAST FOODS

Kellogg's Brands.  
Corn Flakes, No. 136 2 85  
Corn Flakes, No. 124 2 85  
Corn Flakes, No. 102 2 00  
Pep, No. 224 2 70  
Pep, No. 202 1 75  
Krumbs, No. 424 2 70  
Bran Flakes, No. 624 2 25  
Bran Flakes, No. 602 1 50

## Post's Brands.

Grape-Nuts, 24s 3 80  
Grape-Nuts, 100s 2 75  
Instant Postum, No. 8 5 40  
Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s 2 85  
Post Toasties, 24s 2 85  
Post's Bran, 24s 2 70

## BROOMS

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

## BRUSHES

Scrub  
Solid Back, 8 in. 1 50  
Solid Back, 1 in. 1 75  
Pointed Ends 1 25  
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 Mich 3 25  
Peaches, 2 1/2 Cal. 3 00  
Peaches, 10, Mich. 8 50  
Pineapple, 1 sl. 1 75  
Pineapple, 2 sl. 2 80  
Papple, 2 br. sl. 2 40  
Papple, 2 1/2, sl. 2 60  
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 00  
Rhubarb, No. 10 4 75  
Strawberries, No. 10 12 00

## CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Mince, No. 1 3 25  
Clam 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, Albocore 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/4s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

## CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned 3 10  
Beef, No. 1, Roast 3 10  
Beef, No. 2 1/2, Qua. sil. 1 50  
Beef, 3 1/2 oz. Qua. sil. 2 00  
Beef, 5 oz., Qua. sil. 2 75  
Beef, No. 1, B'nut, sil. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con 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 1/2  
Potted Meat, 1/2 Libby 9 1/2  
Potted Meat, 1/2 Qua. 90  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1/4 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 1 15  
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, 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 1 25  
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, No. 2, Pan. 1 80  
Corn, No. 10 8 00  
Hominy, No. 3 1 00  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 85  
Dehydrated Veg. Soup 90  
Dehydrated Potatoes, lb. 35  
Mushrooms, Hotels 35  
Mushrooms, Choice, 8 oz 45  
Mushrooms, Sur. Extra 60  
Peas, No. 2, E. J. 1 65  
Peas, No. 2, Sift. June 1 85  
Peas, No. 2, Ex. Sift. E. J. 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 25  
Pumpkin, No. 10 4 00  
Pimientos, 1/4, each 12 14  
Pimientos, 1/2, each 27  
Sw't Potatoes, No. 2 2 25  
Sauerkraut, No. 3 1 35  
Succotash, No. 2 1 65  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60  
Spinach, No. 3 2 25  
Spinach, No. 10 6 50  
Tomatoes, No. 2 1 20  
Tomatoes, No. 3 1 90  
Tomatoes, No. 10 9 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

### COFFEE.

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

## 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 27  
Longhorn 27  
Michigan Flat 26  
New York New 1926 32  
Sap Sago 38  
Brick 28

## CHEWING GUM.

Adams Black Jack 65  
Adams Bloodberry 65  
Adams Dentyne 65  
Adams Calif. Fruit 65  
Adams Sen Sen 65  
Beeman's Pepsin 65  
Bechnut Wintergreen 70  
Bechnut Peppermint 70  
Bechnut 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 25  
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  
Bons 9 00  
13 oz. Creme De Cara-que 13 20  
12 oz. Rosaces 10 80  
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 2 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.

## COUPON BOOKS

Maxwell House Coffee.  
1 lb. tins 47  
3 lb. tins 1 39  
Coffee Extracts  
M. Y., per 100 12  
Frank's 50 pkgs. 4 25  
Hummel's 50 1 lb. 10 1/2

## CONDENSED MILK

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

## MILK COMPOUND

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

## EVAPORATED MILK

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

## CIGARS

G. J. Johnson's Brand  
G. J. Johnson Cigar, 10c 75 00  
Worden Grocer Co. Brands  
King Edward 37 50  
Master Piece, 50 Tin. 35 00  
Canadian Club 35 00  
Little Tom 37 50  
Tom Moore Monarch 75 00  
Tom Moore 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 Apollon 95 00  
Bering Palmitas 115 00  
Bering Delosos 120 00  
Bering Favorita 135 00  
Bering Albas 150 00

## CONFECTIONERY

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

## Fancy Chocolates

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

## Gum Drops

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

## Lozenges

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

## Hard Goods

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

## Cough Drops

Putnam's 1 25  
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 38  
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

## 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. 17  
Greek, Bulk, lb. 17  
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 06  
Cal. Limas 10  
Brown, Swedish 08  
Red Kidney 11  
Farina  
24 packages 2 50  
Bulk, per 100 lbs. 08 1/2  
Hominy  
Pearl, 100 lb. sacks 3 50  
Macaroni  
Mueller's Brands  
9 oz. package, per doz. 1 30  
9 oz. package, per case 2 60

## Bulk Goods

Elbow, 20 lb. 09  
Egg Noodle, 10 lb. 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  
Taploca  
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  
180 1 1/4 ounce 1 80  
3 20 2 1/4 ounce 3 20  
3 00 2 ounce 3 00  
5 50 4 ounce 5 50

## UNITED FLAVORING

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

## Jiffy Punch

3 doz. Carton 3 35  
Assorted flavors.

## FLOUR

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

## FRUIT CANS

F. O. B. Grand Rapids  
Mason  
Half pint 7 75  
One pint 7 75  
One quart 9 10  
Half gallon 12 15

## Ideal Glass Top.

Rubbers.  
Half pint 9 00  
One pint 9 30  
One quart 11 15  
Half gallon 15 40



## GELATINE



26 oz., 1 doz. case --- 6 00  
 3 1/2 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

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

**JELLY GLASSES**  
 8 oz., per doz. --- 37

**OLEOMARGARINE**  
 Van Westenbrugge Brands  
 Carload Distributor



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

## MATCHES

Swan, 144 --- 4 75  
 Diamond, 144 box --- 6 00  
 Searchlight, 144 box --- 6 00  
 Ohio Red Label, 144 box --- 4 20  
 Ohio Blue Tip, 144 box --- 6 00  
 Ohio Blue Tip, 720-1c --- 4 50  
 Blue Seal, 144 --- 5 60  
 Reliable, 144 --- 4 35  
 Federal, 144 --- 5 80

## SAFETY MATCHES

Quaker, 5 gro. case --- 4 25  
**MINCE MEAT**  
 None Such, 4 doz. --- 6 47  
 Quaker, 3 doz. case --- 3 60  
 Libby, Kegs, wet, lb. --- 22

## MOLASSES



**Gold Brer Rabbit**  
 No. 10, 6 cans to case --- 6 20  
 No. 5, 12 cans to case --- 6 45  
 No. 2 1/2, 24 cans to case --- 6 70  
 No. 1 1/2, 36 cans to case --- 5 50

**Green Brer Rabbit**  
 No. 10, 6 cans to case --- 4 95  
 No. 5, 12 cans to case --- 5 20  
 No. 2 1/2, 24 cans to case --- 5 45  
 No. 1 1/2, 36 cans to case --- 4 55

**Aunt Dinah Brand**  
 No. 10, 6 cans to case --- 3 25  
 No. 5, 12 cans to case --- 3 50  
 No. 2 1/2, 24 cans to case --- 3 75  
 No. 1 1/2, 36 cans to case --- 3 20

**New Orleans**  
 Fancy Open Kettle --- 74  
 Choice --- 62  
 Fair --- 41

**Half barrels 5c extra**  
**Molasses in Cans**  
 Dove, 36, 2 lb. Wh. L. --- 5 60  
 Dove, 24, 2 1/2 lb. Wh. L. --- 5 20  
 Dove, 36, 2 lb. Black --- 4 30  
 Dove, 24, 2 1/2 lb. Black --- 3 90  
 Dove, 6 10 lb. Blue L. --- 4 45  
 Palmetto, 24, 2 1/2 lb. --- 5 25

**NUTS Whole**  
 Almonds, Tarragona --- 27  
 Brazil, New --- 18  
 Fancy Mixed --- 23  
 Filberts, Sicily --- 22  
 Peanuts, Virginia Raw --- 09 1/2  
 Peanuts, Vir. roasted --- 10 1/2  
 Peanuts, Jumbo, rstd. --- 10 1/2  
 Peanuts, Jumbo, std. --- 11 1/2  
 Pecans, 3 star --- 20  
 Pecans, Jumbo --- 40  
 Pecans, Mammoth --- 50  
 Walnuts, California --- 38

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

## OLIVES

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

## PARIS GREEN

1/8s --- 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 Kerosine --- 14.6  
 Red Crown Gasoline, Tank Wagon --- 16.7  
 Solite Gasoline --- 19.7  
 Gas Machine Gasoline --- 40.1  
 V. M. & P. Naphtha --- 21.6  
 Capitol Cylinder --- 39.2  
 Atlantic Red Engine --- 21.2  
 Winter Black --- 12.2



**Iron Barrels**  
 Light --- 62.2  
 Medium --- 64.2  
 Heavy --- 66.2  
 Special heavy --- 68.2  
 Extra heavy --- 70.2  
 Transmission Oil --- 62.2  
 Pinol, 4 oz. cans, doz. --- 1 50  
 Pinol, 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  
 Loins, 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 Beilles --- 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 1/4  
 10 lb. pails --- advance 1/4  
 5 lb. pails --- advance 1  
 3 lb. pails --- advance 1  
 Compound tierces --- 12  
 Compound, tubs --- 12 1/2

## Sausages

Bologna --- 15  
 Liver --- 14  
 Frankfort --- 19  
 Pork --- 18 @ 20  
 Veal --- 19  
 Tongue, Jellied --- 35  
 Headcheese --- 18

## Smoked Meats

Hams, Cer., 14-16 lb. --- 23  
 16-18 lb. --- 30  
 Ham, dried beef --- 32  
 Knuckles --- 18  
 California Hams --- 18  
 Picnic Boiled --- 20  
 Hams --- 22  
 Boiled Hams --- 45  
 Minced Hams --- 49  
 Bacon --- 24 @ 36

## Beef

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

## Mince Meat

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

## Pig's Feet

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

## Casings

Hogs, Med., per lb. --- 55  
 Beef, round set --- 23 @ 36  
 Beef, middles, set --- 1 50  
 Sheep, a skein --- 2 65

## RICE

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

## ROLLED OATS

Silver Flake, 12 Fam. --- 2 25  
 Quaker, 18 Regular --- 1 80  
 Quaker, 12s Family --- 2 70  
 Mothers, 12s, M'num --- 3 25  
 Nedrow, 12s, China --- 3 25  
 Sacks, 90 lb. Jute --- 3 35  
 Sacks, 90 lb. Cotton --- 3 40

## RUSKS

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

## SALERATUS

Arm and Hammer --- 3 75

## SAL SODA

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

## COD FISH

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

## HERRING

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

## Lake Herring

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

## Mackerel

Tubs, 100 lb. fancy 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

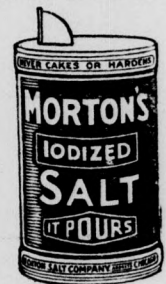
2 in 1, Paste, doz. --- 1 35  
 E. Z. Combination, dz. --- 1 35  
 Dri-Foot, doz. --- 2 00  
 Bixbys, Doz. --- 1 35  
 Shinola, doz. --- 90

## 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 35  
 Rising Sun, per doz. --- 2 30  
 654 Stove Enamel, dz. --- 2 30  
 Vulcanol, No. 5, doz. --- 95  
 Vulcanol, No. 10, doz. --- 1 35  
 Stovoll, 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. --- 35  
 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. --- 5 75  
 100, 3 lb. Table --- 5 75  
 70, 4 lb. Table --- 5 25  
 28, 10 lb. Table --- 5 00  
 28 lb. bags, Table --- 42  
 Old Hickory, Smoked, 6-10 lb. --- 4 80



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

## SOAP

Am. Family, 100 box --- 6 30  
 Export, 120 box --- 4 80  
 Big Jack, 60s --- 4 50  
 Fels 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  
 Jar Rose, 100 box --- 7 85  
 Fairy, 100 box --- 5 50  
 Palm Olive, 144 box --- 11 00  
 Lava, 100 box --- 4 90  
 Octagon --- 4 85  
 Pummo, 100 box --- 5 70  
 Sweetheart, 100 box --- 5 70  
 Grandpa Tar, 50 sm. --- 2 10  
 Grandpa Tar, 50 lge. --- 3 50  
 Quaker Hardwater --- 2 85  
 Cocoa, 72s, box --- 2 85  
 Fairbank Tar, 100 bx --- 4 00  
 Trilby Soap, 100, 10c --- 7 30  
 Williams Barber Bar, 9s --- 50  
 Williams Mug, per doz. --- 48

## CLEANSERS



80 can cases, \$4.80 per case

## WASHING POWDERS

Bon Ami Pd, 3 dz. bx --- 3 75  
 Bon Ami Cake, 3 dz. --- 3 25  
 Brillo --- 85  
 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  
 Sanl Flush, 1 doz. --- 2 25  
 Sapollo, 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 --- 20  
 Cassia, Canton --- 25  
 Cassia, 5c pkg., doz. --- 40  
 Ginger, African --- 15  
 Ginger, Cochon --- 30  
 Mace, Penang --- 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 --- 130  
 Pepper, Black --- 60  
 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  
 Ponelty, 3 1/2 oz. --- 3 25  
 Kitchen Bouquet --- 4 50  
 Laurel Leaves --- 20  
 Marjoram, 1 oz. --- 90  
 Savory, 1 oz. --- 90  
 Thyme, 1 oz. --- 90  
 Tumeric, 2 1/2 oz. --- 90

## STARCH

**Corn**  
 Kingsford, 40 lbs. --- 11 1/2  
 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 95  
 Argo, 8, 5 lb. pkgs. --- 3 35  
 Elastic, 64 pkgs. --- 5 35  
 Tiger, 48-1 --- 3 50  
 Tiger, 50 lbs. --- 06

## CORN SYRUP

**Corn**  
 Blue Karo, No. 1 1/2 --- 2 42  
 Blue Karo, No. 5, 1 dz. --- 3 33  
 Blue Karo, No. 10 --- 3 13  
 Red Karo, No. 1 1/2 --- 2 70  
 Red Karo, No. 5, 1 dz. --- 3 71  
 Red Karo, No. 10 --- 3 51

## Imit. Maple Flavor

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

## Maple

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

## Maple and Cane

Mayflower, per gal. --- 1 55

## Maple

Michigan, per gal. --- 2 50  
 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 30

## Zion Fig Bars

Unequalled for  
 Stimulating and  
 Speeding Up  
 Cooky Sales

Obtainable from Your  
 Wholesale Grocer

Zion Institutions & Industries  
**Baking Industry**

## TEA

**Japan**  
 Medium --- 27 @ 33  
 Choice --- 37 @ 46  
 Fancy --- 54 @ 59  
 No. 1 Nibbs --- 54  
 1 lb. pkg. Sifting --- 13

**Gunpowder**  
 Choice --- 40  
 Fancy --- 47

**Ceylon**  
 Pekoe, medium --- 57

**English Breakfast**  
 Congou, Medium --- 28  
 Congou, Choice --- 35 @ 38  
 Congou, Fancy --- 42 @ 43

**Oolong**  
 Medium --- 39  
 Choice --- 45  
 Fancy --- 50

**TWINE**  
 Cotton, 3 ply cone --- 33  
 Cotton, 3 ply pails --- 35  
 Wool, 6 ply --- 18

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

### Why M 39 Should Be Improved.

Sunfield and the villages along the Pere Marquette Railroad between Grand Rapids and Grand Ledge are trying to force the railroad company to give them passenger train service.

Before M 16 was completed they had a bus service over M 39, but when the cement roads were opened up the bus line changed over and left route M 39 without either bus or railway passenger service except a combination freight and passenger train. These are new conditions that have been created by our State highway department. The policy of the department has been to build air line roads, without any consideration being given to local conditions or local needs of the section through which they pass.

Dr. J. G. McKay, of the bureau of public roads, says "That present-day conditions have made the highways of the country an integral part of our daily life, since the motor vehicle has become a practical mode of transportation and the first consideration must be given to the local distribution of commodities and local transportation of people."

We have good reason to expect that our State highway department will take into consideration the conditions and needs of the people in the section through which they will build trunk line roads hereafter. There are two very important things to consider in this connection.

All trunk line roads that traverse the route on which villages and cities are, should go through the towns. Now this is a very important matter and one, that if not taken into consideration, will bring disaster and ruin to that vicinity. One may say that this makes congested travel, but are our towns of any benefit to the country? If roads that should go through towns are sent around them, it means little hamlets, gas stations, hot dogs and little stores all along the line because there is no town to supply the needs of the traveling public. On the other hand, towns that have been built up and have their established places of business their accommodations, their high schools, churches, lodges and community centers, are entitled to first consideration in the building of roads through that section. Sunfield is an illustration of what every place will suffer that has its main road through its section skip its town. When you have destroyed your towns who will keep up your high schools, your churches, your community centers? This is not a theory, but cold facts, and every town in the State of Michigan should wake up to what these conditions mean and correct them before any further damage is done. There is not one tourist in ten, but what will take a route through the towns, even if it means more miles. If we are going to sell Michigan to the tourists, showing them the real Michigan, keep your towns and cities growing, and help keep them up, help make them home-like, help keep their business places up, help keep their schools and churches and community life up. In this way only, can you expect to

keep Michigan's good name at the top of the page.

Michigan roads, built to accommodate and care for Michigan people will bring real and lasting benefit to Michigan.—Saranac Advertiser.

### Tobacco Corporation Takes an Unfair Advantage.

The long-standing fight between the Beech-nut Packing Co., of Canajoharie, N. Y., and P. Lorillard Co. as to the right to use the name "Beech-nut" on tobacco products, was threshed out before the United States Supreme Court last week and brought into action as a legal battery no less calibred counsel than Charles Evan Hughes and John W. Davis, both former Presidential candidates.

The food trade has always been surprised at the action of the Lorillard Co. in having adopted for its tobacco a brand name and device strangely like the well known food product company's heavily advertised brand. The argument was based on the fact that the name "Beech-nut" on tobacco was a resurrected use of a name once used by a Kentucky company whose assets years ago accrued to the Lorillard Co.—a company which had manufactured a Beech-nut chewing and smoking tobacco but ceased in 1910, shortly before the dissolution by the Supreme Court of the United States of the American Tobacco Co., of which the Kentucky company had been a part.

It was contended by Mr. Hughes that it was not until the Beech-Nut Packing Co., of Canajoharie had made its name a National symbol for its products that the Lorillard Co. applied the dormant Beech-nut name of the defunct Kentucky company to their tobacco products to the injury of the good name of the Beech-nut company.

Mr. Davis for the defense denied the right of the petitioner to prevent the use of the word and the imitated label and damages therefrom on the grounds of previous use of the word Beech-nut by the Kentucky company and dissimilarity of product.

Mr. Hughes contended that, although the Beech-nut company does not deal in tobacco, the use of the name Beech-nut by the Lorillard company on tobacco has caused the public to believe that the tobacco is a product of the Beech-nut Packing Co., and that the Lorillard Co. is therefore trading upon and enjoying the use of the good will of the Beech-nut Co.

Mr. Davis argued that inasmuch as the Beech-nut company does not deal in tobacco it has no rights in the word Beech-nut as applied to tobacco. The case was tried in the United States courts in New Jersey nearly three years ago and lost to the plaintiff, but it is regarded as of such vital significance to American business that it was brought before the Supreme Court of the United States to secure a decision on the principles of law underlying the extent to which the owner of a trade mark has the right to prevent its use by others upon goods not dealt in by the original owner of the trade mark or label.

## Living Trusts Serve a Dual Purpose

Voluntary or living trusts relieve the creator from financial burdens and at the same time familiarize him with the ability of the Trust Company to administer his estate in the event of death.

Men of means who seek retirement and recreation after many years of confining service are turning more and more to Trust Companies, which is indicated by the marked increase in the number of voluntary trusts created in the past few years.

**GRAND RAPIDS TRUST COMPANY**

Telephone 4391

Progress demanded an economical,  
durable and beautiful roof

## Reynolds Supplied It

Grand Rapids Trust Company

Receivers for

**H. M. Reynolds Shingle Co.**

"Manufacturers of the first Asphalt Shingle."





## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 29—On this day was held the first meeting of creditors in the matter of Harry V. Lenardson, Bankrupt No. 3109. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Otis Barlow, Bankrupt No. 3102. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. C. Woolridge was appointed 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 Clarence P. Jeffrey, Bankrupt No. 3097. The bankrupt was present in person. One creditor was present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Harris S. Whitney, of Benton Harbor, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

March 30. On this day was held the first meeting of creditors in the matter of Etta McCormick, Bankrupt No. 3112. The bankrupt was present in person and represented by attorneys Carpenter & Jackson. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of William H. Merrick, individually and doing business as White Cash Market, Bankrupt No. 3116. The bankrupt was present in person and represented by Willard G. Turner, Jr., attorney for the bankrupt. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harold R. Harner, Bankrupt No. 3107. The bankrupt was present in person and represented by Arthur E. Leckner, attorney. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Edward Burton, of St. Joseph, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Lewis R. Fleser, Bankrupt No. 3104. The bankrupt was present in person and represented by attorney Perle L. Fouch. Creditors were present in person and represented by attorneys Corwin, Norcross & Cook. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Harold F. Lusk was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

April 1. We have to-day received the schedules, reference and adjudication in the matter of Helen Burke Moore, Bankrupt No. 3127. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and the schedules show no assets with liabilities of \$2,800. 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:

Mary Odlen, Pasadena, Calif. \$2,800.00  
April 1. We have to-day received the schedules, reference and adjudication in the matter of No. 3128. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Haven, and his occupation is that of a merchant. The schedules show assets of \$225 of which the full interest is claimed, with liabilities of \$3,050. 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:

J. C. Lehman, Grand Haven \$27.11  
G. H. State Bank, Grand Haven 1,000.00  
Mrs. Carrie Kehoe, Cleveland 1,200.00  
Freeman Dairy Co. 850.00  
Bos Candy Co., Holland 128.37  
Dickery Dick, Muskegon 49.45  
Hinkley Schmidt, Chicago 9.38  
Muskegon Candy Co., Muskegon 88.88  
J. A. Nejem Co., Grand Haven 53.35

Phoenix Sprinkler Co., Grand Rap. 112.00  
Illustrated Current News 3.20  
K. & W. Electric Co., Grand Rapids 96.95  
L. H. Osterhouse, Grand Rapids 2000  
L. H. Osterhouse, Grand Rapids 20.00  
National Candy Co., Grand Rapids 24.05  
Freeman Dairy Co., Muskegon 135.80  
G. H. State Bank, Grand Haven 850.00

In the matter of Albert L. Joyce, Bankrupt No. 3058, the trustee has filed his first report and account, and expenses of administration to date have been ordered paid.

In the matter of John Hare, Bankrupt No. 3073, 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 William Pretzel, Bankrupt No. 3120, the funds for the first meeting have been received and such meeting has been called for April 18.

In the matter of Carl Nelson, Bankrupt No. 3126, the funds for the first meeting have been received and such meeting has been called for April 18.

In the matter of John Van Dam, Bankrupt No. 3125, the funds for the first meeting have been received and such meeting has been called for April 18.

In the matter of Mike Maloley, Bankrupt No. 3048, the funds for the first meeting have been received and such meeting has been called for April 18.

March 31. (Delayed). On this day was held the final meeting of creditors in the matter of Josiah Van Loo, Bankrupt No. 2793. The bankrupt was not present or represented. The trustee was not present. No creditors were present or represented. One additional claim was proved and allowed. Expenses of administration were passed upon and approved and an order made for the payment of expenses, as far as the funds on hand would permit, there being no funds for the payment of all expenses or dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

## How Shall a High Grade Grocer Advertise?

(Continued from page 20)

The answer is yes. But much care must be taken to get the angle of appeal just right. Use specials; but let them be your specials. Let your prices be shaded moderately for such occasions, but do not make concessions below the profit line and always, feature items you control or specialize in. In any fine store there are plenty such things which will interest any customer while building business.

Be sure your regular customers know about such special offerings. For your effort is always twofold: to retain those you have and to get those you have not. Give your regular patrons the inside always. Let the price-stress be just right. Let it be emphasized, but never too strongly nor down to too low a level.

Hold sales on the same basis. There is no business anywhere which can depend on old trade. Work up your sales on days when otherwise you are not too busy. Sill's, for example, never ran a Friday advertisement, nor made the mistake of seeking additional trade for Saturday. Work up your own sales on your own goods. Advertise the good things, those things wherein the chief appeal is excellence or varied uses or both, with price as an inducement, but not the inducement.

Make such efforts always to interest the general public. This because the general public includes those whom you want to get; and also because nobody can tell what consumers are prospects for the finest kind of stores. All classes of people contain individuals who are growing up to better living and want to enjoy things they do not now enjoy. The children of humdrum lives are growing up daily with the idea that they will live better when

they have homes of their own. Make such efforts consistently because every business must have new blood constantly pumped into its veins or it will dry out and blow away in time.

Such a business is the finest in the world. But it calls for the best in plan, advertising, offerings and skill. If the manager has not the gift of language, let him hire somebody who has it. Let the printer be a good man. In short, build on the character, the tone of the store. Paul Findlay.

## Retail Grocers Put Up Resistance To Druggists' Scheme.

The National Retail Grocers have decided not to content themselves with fighting the druggists in their efforts to have all the states enact statutes that would bar grocers from selling harmless household remedies and chemicals, but are determined to take the field with an aggressive proposition to amend the druggists' bills so as to dull its fangs. In a circular to members, Secretary Janssen sounds the rallying call when he says:

"The druggists, of course, are sponsoring these restrictive provisions for business advantage. Certainly the public interest does not require the limitation of the sale of harmless household products to druggists, and such a limitation would work a public inconvenience and is unjustly hurtful and discriminatory as to the grocery trade.

"I suggest that each State pharmacy law should contain some such provision as this:

This act shall not be construed or applied to prevent retail grocers and general merchants from selling either (1) household products commonly sold by such grocers and merchants in the United States, or (2) any products whatsoever for non-medicinal use, or (3) any proprietary medicine or domestic remedy; provided that such products, medicines and remedies are duly labeled as required by law and are not adulterated within the meaning of the law.

## On the Fat of the Land.

First Bozo: You're looking well these days.

Second Bozo: Yes, sir; I'm living on the fat of the land.

First Bozo: What happened—your rich uncle die?

Second Bozo: Not at all; I'm running a gymnasium for women.

## 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.

FOR SALE—New and used Northey coolers, refrigerators, freezers, and display cases. Bargains. Send for list. Modern Store Fixture Co., 1815 Gratiot Ave., Detroit, Mich. 521

FOR SALE—Grocery and dry goods stock. Good live town, Southwest Michigan. Main line Michigan Central. 1926 cash business \$48,000. Price on inventory, about \$6,000. Sickness cause for selling. Low rent, long lease. Address No. 522, c/o Michigan Tradesman. 522

BAKERY FOR SALE OR TRADE—GOOD equipment and business. What have you? Baney's Sanitary Bakery, Rantoul, Illinois. 523

Wanted—General store, \$5,000 to \$10,000 stock. Address No. 524, c/o Michigan Tradesman. 524

Expert Special Sales Service—To reduce or close out stocks of merchandise anywhere. Arthur E. Greene, 142-146 N. Mechanic, Jackson, Mich. 525

WANTED—Experienced shoe salesman. Address The Hub, Sault Ste. Marie, Michigan. 526

FOR SALE—Grocery, dry goods, shoes and rubber line. Also fixtures and two-story brick building. This is all fresh merchandise. Located in a live town with large farming territory to draw from. Excellent location. Four large factories. Only general store in the town. Address No. 527, c/o Michigan Tradesman. 527

HOTEL—Sacrifice sale Park Hotel property, Algonac, Mich. Only hotel in town. Good resort and year around trade. Owner, Mrs. Mabel Mears, Charlevoix, Mich. 528

REAL ESTATE and Business at Bargain Price—Large lot, and store, fourteen living rooms above, on M-11. Good location for automobile supplies. Grocery business cash sales 1926, \$37,317. Owner has other business that takes entire time. L. Marvin, Ottawa St., Muskegon. 529

STORE FOR RENT—Centrally located in the city of Cadillac. 25x100, full basement. Hot and cold water. Steam heat. Enquire of Jorgensen Bros., Cadillac, Mich. 530

For Sale—Thriving, successful retail business 8 years old, with yearly earning of over ten thousand dollars, net. Last year equal to past 5 year average. Located on Monroe Ave., in Grand Rapids' best business section. Established trade, and trained organization. Any man or woman with business experience and common sense can operate. Price, \$22,500 plus inventory. Fifteen thousand dollars cash (minimum) needed. Full particulars given to those interested and able to swing this attractive proposition. Write No. 531, c/o Michigan Tradesman for appointment, at which time full details, etc., will be given. 531

FOR SALE—Eight-room house. Modern. Hot water heat. Full basement. Nicely located. Resort. Mrs. Mabel Mears, 112 W. Upright St., Charlevoix, Mich. 532

EXCLUSIVE—MEN'S CLOTHING AND FURNISHINGS STORE; BUSY SECTION; STORE FULLY STOCKED WITH NEW MERCHANDISE; ADVANTAGEOUS LEASE; VERY LITTLE COMPETITION. CALL OR WRITE E. DE GROOT, 450 HOUSEMAN BLDG., GRAND RAPIDS, MICH. 533

FOR RENT—Store building and fixtures suitable for furniture, hardware, or dry goods and clothing. Write No. 534, c/o Michigan Tradesman. 534

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. 537

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 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

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

For Sale—Grocery stock and fixtures. First-class location, clean stock, good fixtures. Will inventory about \$3,500. 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 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. 516

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



## DANGEROUS AS AN EPIDEMIC.

### Flivver Invasion of the Retail Grocery Trade.

The volcanic uprising of retail grocers, in protest against Henry Ford's "commissary" stores—already familiar to readers of these columns—is not only diverting as a news incident but commands a deeper attention and much serious thought.

Whether the grocers can successfully boycott the making and sale of "tin Lizzies" is worth watching. The attempts to legislate such things out of existence—likewise chain stores and all other "irregulars"—is silly and ludicrous. But back of it all and in it all is a really serious situation that shows up deplorably the inadequacy, futility and absurdity of the present anti-trust laws as measures to protect the public welfare.

The Tradesman has already published several reports written by men who visited the Ford stores. They are quite inadequate as full descriptions of the plan, but they do disclose much that is alarming. It is simply the same old story of Ford wealth backing Ford efficiency in an invasion of the grocery trade, just as it invaded and inundated the competitive field of the automobile industry, and creating an octopus against which less ambitious evolutions of system have little chance.

When Ford can use power machinery to cut up meat, when the "line" system of food supply works like an automaton in a grocery store, when customers can be fed into the store in relays like beans in a hopper, when Ford can command such gigantic purchases as to make manufacturers entirely subservient to him in price or can make his own brands—when he can systematize to the point of a 41-time turnover—where does the little grocer come in?

Of course the theorist and the academic economist will say—and truthfully—that such efficiency is the highest type of public service; that Mr. Ford is again proven a public benefactor and ought to be multiplied in his systems all over the country for the benefit of the victims of the old h. c. l.

But there is another angle to all this. If this is in the direction of public welfare, why have any anti-trust laws? Why curb the blessings of great capital altruistically working for the public welfare? Why not extend the system and eliminate all needless and inefficient (comparatively so) grocers?

The answer is plain that public welfare is best served by a competitive system and monopoly is dangerous—more especially so as a potential food trust—high price or low price to the contrary notwithstanding. The grocer is necessarily a local neighborhood functionary—he serves people near at hand, and what Mr. Ford may do at his plants cannot be expected in every neighborhood community.

Mr. Ford could not do it if he did not have his customers rounded up in dense phalanx at the very door of his grocery store. If he did not control "feeding them into his store" as well as out of it he could not buy such quantities, use standardized processes and make such turnover on a limited stock. He sells

what he wants to; not all that the public service wants. To match his conditions would involve the highest state of socialistic and sovietized organization—backed by a whip of employer.

It is therefore evident that honest judgment must agree that the Ford plan is not to be compared with the ordinary "garden variety" of local grocer. But it certainly makes an impossible competition where it does operate, and there is no reason why a similar operation by a millionaire "octopus" would do more or less the same thing elsewhere. The same thing in a startling degree is already done by the biggest of the chain store organizations and it, like Ford, is regarded as a potential menace.

So, let us say again, what is to be done about it? Mr. Ford has a perfect right to do it. He may even be a benefactor in doing it. But he certainly is an irresistible competitor and dangerous "if he gets loose" in the country at large. Laws cannot stop him and yet be consonant to the Constitution. Public sentiment won't stop him—it is too fond of low prices to be a martyr to consistency by passing them up.

Fordism in groceries is likely to become a popular scourge, and it is dangerous as an epidemic bred in the mercantile world. A few popgun laws won't stop it. A boycott on flivvers can't scare Henry's millions. What shall be done about it?

### Items From the Cloverland of Michigan.

Sault Ste. Marie, April 5—O. H. Wells has opened a store and gas station at 1148 East Spruce street, where he will cater to the tourist trade, his place being situated just across the street of the free camp site. Mr. Wells is putting in electric refrigeration and will stock the market end of the store with fresh meats, fruits and vegetables and tourist supplies. Mr. Wells is no amateur at the business, having had four years experience in the grocery business at Garden River, Ontario, previous to his coming here. One of the first things he did was to send in his subscription to the Tradesman, so that he can keep posted as to prices and business conditions and get a line on the rascality which is being broadcasted through its columns each week, as the tourist business is made up of all classes and a tip in time means safety first.

Ross Brownlee, who has been conducting a soft drink parlor and confectionery store near the carbide plant, on Portage avenue, has purchased the property now occupied by Thomas Hallesey, on the corner of Spruce and Fort streets. Mr. Brownlee will take possession in the near future and continue the business, adding groceries. Mr. Hallesey has not disclosed his future plans.

C. D. Paquin, proprietor of the Belvidere Hotel, is not going out of the hotel business, as announced, but has disposed of the dining rooms to Mr. Lavishier, who continues serving meals.

The first robbery at Brimley for a long time was reported this week, when thieves entered the general store of A. W. Reinhart, breaking open the cash register and emptying the contents, amounting to about \$40 in cash. It was not reported that anything else was taken.

A new bus route between Newberry and Munising is announced, so that it is now possible to travel by bus from the Soo to Escanaba, but that necessitated routing by way of St. Ignace.

Two busses, each making daily trips to St. Ignace from here, give us excellent bus service to all parts of Cloverland.

Work on our new hotel is progressing rapidly. Masons are laying brick on the first story. With favorable weather Mr. Hunt, the contractor, hopes to have the hotel completed in the shortest time possible.

McGruther & Evans have purchased three yellow cabs from the Yellow Cab Co., of Chicago, and of the bus line owned by Partridge & Shunk and has been incorporated as the Yellow Cab and Baggage Transfer Co. The two men have also secured a lease on the garage at 204 Portage avenue, East, formerly occupied by the Garipey Transfer Co. The owners are both Soo men, with considerable experience in taxi operation, and will give a twenty-four hour service.

Paul G. Bruhn, the well-known young hardware merchant, who started in business for himself seven years ago after resigning his position with a Minneapolis hardware house as traveling salesman, starting in a modest way, has developed the business into one of the best hardware stores in the city, carrying a complete line of sporting goods, camp supplies, builders' material and household goods. Mr. Bruhn capitalizes his large show windows, which are always attractive. He is a hustler and worthy of the success achieved.

E. Berube & Son, the grocers, are decorating the interior of their store, using Beaver board for all of the walls. They will also install electric refrigeration in the cooler and put in a line of meats, cooked specialties and baked goods. When completed, they will have one of the best appointed stores on the West end of the city.

John Macki & Co., dealers in groceries and meats, has changed hands this week. The new proprietors are Thomas Ranta and Jacob Johnson, both residents of the Soo. Mr. Ranta has had several years' experience in the business with Mr. Macki. John Werve will remain with the new firm in charge of the meat market. This place has enjoyed a good patronage for several years, being located in a good neighborhood and has a reputation as a high-class place.

E. J. White, the well-known merchant at St. Ignace, was a business visitor here this week, taking back a truck load of merchandise.

Congress passed the eighteenth amendment and a lot of them are still passing it every day without the least sign of recognition.

The ferry plying between the two Soos started on regular schedule last Saturday, which will add to the activity of the two places. The river is about clear of ice, so that there will be no further interruption on that account.

The Boston store, which closed out its stock and fixtures last year, was reopened again last week by the same proprietor, M. Mezerow, who, after making an extended trip throughout Wisconsin and other places, decided that the old home town looked better to him than the other places. The location will be the same, also the same name, but it will be the New Boston store, being re-decorated, with new fixtures, all new stock and a well-earned reputation. Mr. Mezerow is one of the old timers. He came here thirty years ago from Ashland, Wis., to work for Bloomrosen Bros. He worked there thirteen years. He also worked for other concerns. In 1915 he opened the Boston store and built it up. In 1920 the Boston Dry Goods Co. was incorporated and Mr. Mezerow was placed in charge. He was in charge until the dissolution of the corporation early in 1926.

Leon J. Lyons has opened a grocery and confectionery store at 900 East Portage avenue in the store formerly occupied by Mrs. W. Cochrane. Mr. Lyons has been in the garage business

with the Palace garage at Cheboygan for several years, also in the taxi business at Detroit, and for a time before opening here was with the Soo Creamery Co. Mr. Lyons is a young man and will devote his entire time to the business, which is in a good location near the carbide plant and should make a success in his new venture.

William G. Tapert.

### Sugar Is Made From Sawdust.

Stockholm, March 20—New methods for obtaining oil from coal, sugar from sawdust and cellulose from straw are some of the interesting scientific discoveries revealed by lecturers at scientific meetings held in Stockholm.

At the opening here of the chemical coal and wood conference at the Royal academy of engineering science, a prominent German guest, Director General Fr. Bergius, created great interest by describing his new method for extracting crude and lubricating oils, benzene and asphalt from coal. Director Bergius, whose method is hailed here as being of the greatest importance for the future world industry, also said that it might soon be possible for countries without coal deposits but with ample resources of wood to obtain the oil they need by turning charcoal into liquid form.

Another speaker, Professor Haeglund from Aabo, announced his new method for obtaining sugar from sawdust by a special chemical process. The professor said that at his experimental factory in Geneva the amount of sugar obtained from the sawdust is 65 to 70 per cent. of the weight of the dust.

### Preserved Citrus Juice Placed in Vault For Test.

Frostproof, Fla., April 1—Seven cans of preserved citrus juice were placed in the vault of the Citizens' Bank here on March 15, one to be opened each month and tested by chemists, to prove the claim of L. A. Browne, of Tampa, that it will keep indefinitely. Mr. Browne spoke before a meeting of business men here recently on the establishment of a juice extracting factory here, and brought samples of his process with him. Other samples, he said, had been submitted to the U. S. Department of Agriculture and the State Department of Agriculture.

### He Was Specific.

One neighbor—Your dog howled all night.

Another ditto—That's a sign of death. Whose, I wonder?

"Your dog's, if he howls again tonight."

Since the woman suffrage amendment was written into the Constitution chivalry has seemed to be waning, especially where throngs gather—on transit lines, at parades or where anything extraordinary may be taking place. That great army of the sterner sex that had been seeking an excuse to throw chivalry to the winds appears to have won its battle, as the seats in crowded cars are now occupied disproportionately by men who seem to be engrossed in the newspaper accounts of the latest developments of a murder case. A decade ago the opposite would have been true. Many suggestions have been made for correcting this situation, but nothing has been done. Equal suffrage has been offered as an excuse for the loss of chivalry; it is said also that many women prefer to emulate the opposite sex in standing as well as in mannish attire and boyish bobs. Whatever the cause, the effect is plain. Here is a pretty problem for sociologists.



## Your Customers Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

# K C Baking Powder

*Same Price  
for over **35** years*

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

**Millions of Pounds Used by the  
Government**

## WHITE HOUSE COFFEE

National Distribution for Over  
40 Years

When you sell White House Coffee, you profit from a reputation that has grown through nearly half a century. Yet the acid test is the serving of White House Coffee in your own home. Try this test. Compare the aroma, the rich coffee taste, with any other brand of coffee. After drinking White House Coffee, yourself, you will push it all the harder among your trade.

**The Flavor Is Roasted In!**



**DWINELL-WRIGHT COMPANY**  
Michigan Distributors—LEE & CADY

Boston - Chicago  
Portsmouth, Va.

## WITHOUT A PEER

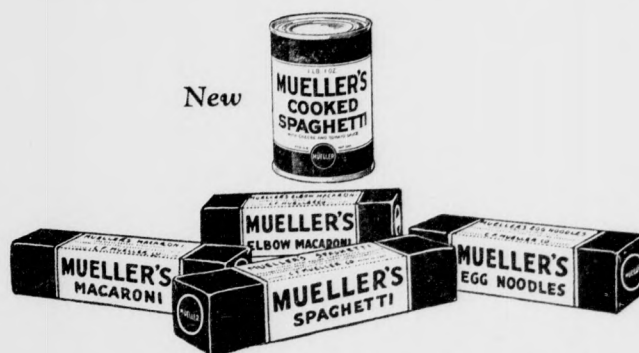
Mueller's Spaghetti

Mueller's Egg Noodles

Mueller's Elbow Macaroni

Mueller's Cooked Spaghetti

*As a change from potatoes*



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

A FRIENDLY COMPANY

OVER FIFTY YEARS OF

# INSURANCE SERVICE

Established April 7, 1876, the Central Manufacturers Mutual Insurance Company has for over fifty years rendered a real insurance service to a constantly increasing number of policy-holders by providing sound protection, by prompt payment of honest losses, and by lowering the cost of insurance. It is today the largest and strongest mutual company in the United States engaging in a general fire insurance business. Measured by any standard of solvency, the company is thoroughly sound. Its policies are absolutely safe. By its cash dividends, it returns a

## *Saving of 30 per-cent*

in insurance costs to its policy-holders. Policies, written on the annual and the three-year term basis, can be secured only through the accredited representatives of the company. The Central plan of business provides for relatively low commissions and makes no allowance for brokerage fees. It guarantees low-cost, absolutely sound insurance to those whose property can qualify as first-class physical risks.

*We will gladly give further information about the history and principles of the company, the quality of protection and the substantial savings offered under its policies.*

*The* **Central Manufacturers**  
**Mutual Insurance Company**  
*of* **Van Wert, Ohio.**

FIRE AND AUTOMOBILE INSURANCE FOR SELECT RISKS

*from*

### FINANCIAL STATEMENT

*January 1, 1927*

—

Insurance in Force  
**\$267,078,219.00**

Cash Assets  
**\$3,194,142.55**

Net Surplus  
**\$1,552,912.80**

Losses Paid in 1926  
**\$969,988.34**

Dividends Paid in 1926  
**\$686,943.91**

"An old line, legal reserve,  
dividend paying mutual  
fire company."