

There Are Loyal Hearts

There are loyal hearts, there are spirits brave,
There are souls that are pure and true;
Then give to the world the best you have,
And the best shall come back to you.

Give love, and love to your heart will flow,
A strength in your utmost need;
Have faith, and a score of hearts will show
Their faith in your word and deed.

For life is the mirror of king and slave.
'Tis just what you are and do;
Then give to the world the best you have,
And the best will come back to you.

Madeline Bridge.

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.

Standard Oil Company

Indiana

MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 13, 1927

Number 2273

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.

Canadian subscription, \$4.04 per year,
payable invariably in advance.

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

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

WASTE ALL ALONG THE LINE.

At the bottom of the whole trouble in the soft coal situation lies the fact that there are too many mines and too many miners. The industry as it now exists could produce almost twice as much soft coal as the country can use. Most experts agree that one mine in every three now being worked should not have been opened. Miners are idle, on the average, one-third of the year. We cite as evidence of the inefficiency of Soviet Russia's industrial management the lack of machinery in Russian mines. Yet by the introduction of proper methods into our own mines we could produce enough coal for our present needs with only about a third of the miners who are now kept employed in a haphazard way.

Waste runs through every process of our handling of soft coal, from production to distribution and consumption. One-third of the coal is left in the ground in such condition that it can never be recovered. In distributing coal we often ship it over coal fields which are much nearer the consumer than the mine from which it came. By zoning coal so that it went to consumers from the nearest mine the Federal Fuel Administration saved 160,000,000 car miles during the war.

Freight costs are enormous. It is almost as expensive to haul a ton of coal from the mines in Southern Illinois to Chicago as to produce it. It costs more to deliver a ton of coal from the car in Chicago to the consumer's bin than it costs to dig it or to haul it from the mine to the city.

Added to the waste in production and distribution is the waste in consumption. In an investigation made for the Smithsonian Institution two engineers found that in every ton of soft coal there are 1,500 pounds of smokeless fuel similar in many respects to anthracite, besides 10,000 cubic feet of gas, twenty-two pounds of ammonium sul-

phate, two and a half gallons of benzol and nine gallons of tar. These by-products have a value three times that of the present retail price of a ton of soft coal; yet we burn them up.

Consolidation of the mines into a few large groups, with elimination of the nonpaying ones and with the introduction of up-to-date methods of mining, is favored by the operators, but no visible progress is being made in that direction. It would certainly be much preferable to the solution favored by the United Mine Workers, although opposed by President Lewis—nationalization of the mines; that is, their purchase by the Federal Government and their operation by a body composed of representatives of the miners' union, technicians and the public.

It is axiomatic that in the soft coal industry, as in every other, there must be a decent living for the men and a fair return for the management. Delay in bringing about this condition plays into the hands of those who clamor for governmental interference. It is high time that the soft coal industry cleaned house.

LISTER'S CENTENARY.

The hundredth anniversary of the birth of Joseph, afterward Baron, Lister was celebrated last week with the veneration due to the man who raised surgery from a fearful peril to an agency which is said to have saved more lives by the end of the nineteenth century than were lost in all the wars of the eighteenth. "Before antiseptic surgery," declared Sir William Osler, "bacteria was more deadly than bullets."

Lister was the son of a noted physician and his father-in-law was the eminent professor, James Syme, whose chair of clinical surgery at the University of Edinburgh Lister took. After his student days he began a study of the mortality resulting from surgical operations. At that time a large percentage of all kinds of wounds, whether surgical or accidental, was fatal. Basing his observations on Pasteur's announcement that putrefaction was due not to the gaseous parts of air but to the presence of germs, Lister made experiments which led him to the conclusion that festering of wounds could be stopped by keeping the germs out.

After various unsuccessful attempts to protect wounds Lister found that carbolic acid was effective. He proceeded to use dressings which had been soaked in this liquid, and he applied it also to his instruments and to the surface on which he was to operate. The prompt and striking reduction of the death rate in surgical cases so treated testified to the efficacy

of the antiseptic process. One result of Lister's revolutionary discovery is the extension of surgery into areas formerly inaccessible, such as the abdomen, the chest and the brain.

Before Lister one-fourth or more of those wounded in battle died. With the use of antiseptics wounds now are serious only in proportion to the direct injury they inflict. To-day everybody can apply first aid to a scratch or a cut with full confidence that, whatever else may happen, infection is preventable.

It is not easy to realize that the man who thus created modern surgery died only fifteen years ago.

MENUS FOR THE THRIFTY.

After American housewives have had a chance to study Fru Ester Meydell's plan for providing food for a family of four on \$25 a month they will be able to appreciate the surprise of their Norwegian sisters. When Fru Meydell announced her discovery the Norwegian women said it could not be done, but the fru replied by publishing the details of her plan.

The housewife who wishes to spend no more than \$25 a month on her family of four must begin by saving her bread crumbs, bones and potato peelings. With these she may produce three or four kinds of soup as she wishes. The other parts of the meals then become a mere matter of organized routine. For breakfasts and lunches Fru Meydell recommends menus that will produce a slender, ooyish figure in any woman, no matter how much she may be inclined to put on flesh. These meals consist of coffee, bread and butter, home-made preserves and cheese.

With two such meals no one can possibly fail to have an appetite for the big meal of the day, whether it is served at 6 in the evening, as in America, or at 1 o'clock in the afternoon, as in Norway. For this meal Fru Meydell suggests mock pork croquettes and milk pudding in addition to the regular allowance of bread and butter and home-made preserves. The croquettes are made from the side cut of a hog sprinkled with spices and the bread crumbs saved from various other meals. The pudding is made from milk, gelatine and vanilla sugar.

If one wishes for a more elaborate dinner, that is to say with a roast added, one has only to keep two rabbits in the kitchen. Fru Meydell produces statistics to show that rabbits are so prolific that the housewife will always be able to find her roast running around, easily captured and served for dinner. Besides any thrifty housewife can in this way provide herself with a fur coat for the winter.

NO SLACKENING IN BUYING.

With the opening of spring has come the usual revival of a number of seasonal operations giving employment to many persons. In the basic industries the increased activity has been quite marked, and much construction in divers directions is well under way. The outlook, also, as indicated by orders appears promising for some time ahead. There is plenty of money available for projects of merit and the rates remain reasonable. Collections in most lines have also been good. The primary markets, while not quite as active as they were a month or so ago, are still holding up well and, in some directions, are finding it hard to make deliveries as promptly as asked for. There is no slackening in the inclination to buy, as long as the articles are desirable and the prices are fair. This was strikingly shown in the auction sale of rugs and carpets which came to an end Friday with record-breaking results. Buyers had the satisfaction of knowing that they made their own prices in open competition, while the volume of goods disposed of showed that there is a market waiting for them. Retail trade in apparel has not been as brisk as was hoped for, a result largely due to inclement weather. Other sales, however, have tended to make up the deficiency. Much is expected during the present week, but it is already evident that quite a lot of buying which should occur before Easter will be after that holiday.

MERITORIOUS MEASURE.

A bill providing a fine of \$1,000 and six months in jail for persons or associations who interfere with non-union employees or employers is before the House of Representatives at Lansing. It was introduced by Representative Aate Dykstra, of Grand Rapids.

The effect of the bill would be to discourage the threatening tactics by labor unions.

"It shall be unlawful," the bill says, "for any person or association of persons to interfere by threats, coercion, intimidation or humiliation of any other person for the purpose of preventing such other person from entering the employ or remaining in the employ of any employer, or to interfere in such other person's determination of compensation or terms of employment or working conditions."

Work either thrills or kills. You choose.

Your rainbow-end pot of gold lies under your skull.

Inanimate things roll down hill. Be animated.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

As long ago as last August a man who gave his name as P. H. Paddeson made a trip through Michigan, taking orders for a business directory which purported to be published by the State of Michigan Directory Co., Grand Rapids. Payment in advance was exacted in all cases, but no books have ever been forthcoming. Diligent search has been made for both the man named and the company, but neither are anywhere in evidence. The whole thing is probably a fake.

The readiness with which lawyers who hold up their heads like men and assume to be guided by honest motives espouse the causes of notorious thieves, embezzlers and defaulters and defend them to the limit naturally suggests the enquiry as to the real difference between the original criminal and the lawyer who shields the criminal from the punishment which should be meted out to him for his misdeeds. Grand Rapids has had more than its share of defalcations and embezzlements of late years, yet no crook who looted his employer has been properly punished—not even prosecuted—owing to the intercession of lawyers of high standing who have shielded their clients from arrest. The Realm is unable to differentiate between the principal and his legal partner in cases of this kind.

A Pennsylvania woman recently wrote Necktie Tyler as follows:

Some little time ago I received your usual package of cheap, atrocious neckties, that I would not be found dead with or wear to a dogfight. I did not order these ties. They are at present reposing in the junk room in our attic, and there they will remain until you call for them or send an authorized representative for them. In case this is not convenient you may remit the nominal charge of \$1 for my time and trouble and I will mail you the ties.

Your printed Blind Man literature is very touching no doubt, but there is plenty of tangible evidence that you are a faker and a public nuisance, as well as trying to sell cheap and inferior goods at several times their value.

What money I have for charitable purposes I intend to give to causes that I personally know to be worthy and free from fake and graft.

That is that, Mr. Necktie Tyler.

E. G. Lewis is again denied use of the U. S. mails. Fraud orders were issued against him last week. He induced 10,000 dupes to send him \$100,000,000 for a dozen or more schemes in California. They are in bankruptcy, and he has been working his "sob" appeals on the victims to send more money to save what they have already lost. He got \$800,000 on this appeal before the mails were closed to him.

Twenty years ago Lewis had developed similar schemes at St. Louis. There he picked up \$12,000,000 from country people, and spent it liberally at St. Louis. The Government issued "fraud orders" against him, and some of his schemes there, and indicted him for fraudulent use of the mails. He

got bankers and business men and politicians to go on the stand and swear to his good reputation and character. He was not convicted, and the "fraud orders" were lifted. It was no crime to rob country people of \$12,000,000 and spend it in St. Louis.

Then the schemes were revived and multiplied. The Government was abused, Wall street was denounced. Lewis asked his victims to send him assignments of their investments in the bank which he had organized, and which was in the hands of a receiver. They sent him about \$4,000,000, and they never saw a cent of it again. He was indicted again, tried again, got testimony of his good reputation and character again, and escaped again through a jury that disagreed.

Twenty years ago high-class farm and literary papers were caught in his schemes and published full page advertisements for him. College professors, agricultural educators and schools, women's clubs and associations, and even the Chautauqua Circle lent themselves to his schemes, and by their encouragement of them, helped swindle the public. Alone Rural New-Yorker exposed him and fought him, and for a time forced him to return money to poor victims. Then he tried bluff and sued for several hundred thousand dollars damage in libel. He had resolutions passed in his clubs denouncing the paper, its publisher and its editors. He called them "kickers and knockers," "enemies of the people," and "bought up by Wall street and the Postoffice." He published volumes of abuse from his own pen and from his deluded victims. The Rural New-Yorker kept on telling the truth. Then his disillusioned victims went into the equity court before a judge who could not be fooled or swayed and the foul mess was cleared up. If Lewis took any of the \$12,000,000 to the Pacific Coast it was because the receiver could not find it.

The brazen impudence of the fellow was exhibited in his attempted bluff of the U. S. Government. He gained sympathy from his victims with his show of innocence and defiance.

When the Administration changed, Lewis, posing as an innocent victim of official persecution, induced the Congressional Committee on Postoffices and Postroads to investigate the Postal Department. Hon. W. C. Redfield, then in Congress, and later a bright and shining light in the Wilson Cabinet, championed Lewis, and refused to see any fraud in the chain of schemes that separated country people from \$12,000,000. The stench of the record, however, could not be confined to the jury room, and the case was dropped.

Lewis then went to California and by the same cunning and appeal to cupidity got \$100,000,000. Gullible victims create their own idols.

ASK FOR

KRAFT CHEESE

A variety for every taste

How You Cash In on "Uneeda Bakers" Products

Advertising makes them known.

Quality makes them liked.

Freshness makes them dependable.

Demand makes them sell.

Turnover makes big profits.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

REYNOLDS

- Slate-Clad -

SHINGLES

"BUILT FIRST TO LAST"

Sell

ZIPPER

the candy bar hit of the year

A.R. WALKER
CANDY CORP.

OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

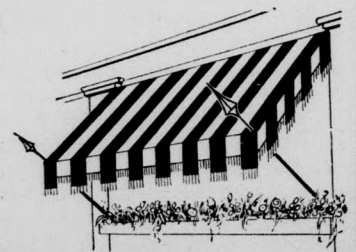
COYE AWNINGS

The Standard for
Forty-five years

TENTS, COVERS,
CAMP EQUIPMENT

Prices on request

CHAS. A. COYE, Inc.
Grand Rapids, Michigan



Verbeck Back on the Hotel Trail.

Grand Rapids, April 12—In Chicago, the other day, I discovered an old friend in the person of W. C. Keeley, well known in Michigan as general manager of the Morton Hotel, Grand Rapids, up to two years ago, and Nationally known as a successful operator of hotels in the Middle West. Mr. Keeley is manager of the Planters Hotel, Chicago, besides being interested in other enterprises. If there is anyone in the world I would like to see succeed it is this aggressive and agreeable gentleman, and I will be very much surprised if he does not make the Planters, which is "around the corner from everything," a mecca for Michiganders visiting in Chicago.

At Kalamazoo, I found Frank Ehrman putting the finishing touches on the addition to his Columbia Hotel, so as to be ready for its dedication on Sunday next. The addition, which contains fifty-eight rooms, with modern improvements and beautifully furnished, also increases his dining room capacity 100 per cent. in the shape of a large banquet hall, and several private dining rooms. Mr. Ehrman is one of the most successful operators in Michigan. Two years ago, when he told me he was adding fifty rooms to his plant of 100 rooms, I questioned the propriety of so doing, but he went ahead, constructed them, and within a few months discovered that he had builded too conservatively, as he was turning away commercial men four days out of every week. Now he has the largest hotel in Kalamazoo, 208 rooms, does a most wonderful catering business, and is on East street. Much power to him.

It was a disappointment to me when I reached Grand Rapids to find my friend Charley Taggart had resigned as manager of the Morton, for I held high hopes of his making a wonderful success of that institution, which had passed through so many financial vicissitudes. I wish him well, and trust he will speedily connect up with some position commensurate with his ability as a hotel manager.

The Tradesman gave A. A. Frost, his successor, a well deserved write-up when the change was made. I have known this gentleman for a long time and found him most likeable. I hope to have much to say in praise of his accomplishments in the future.

At the Morton, the Italian dining room will be supplanted by a first-class coffee shop; the palm room will be converted into a formal cafe, and many changes are being undergone in the kitchen, which will add to its facilities and convenience.

From the papers I learn that the Hotel Doherty, Clare, is being re-decorated and new furniture added. For the life of me I don't see why this is necessary, for the Dohertys have certainly been running a hotel 100 per cent. "chemically pure." Still if they must do this thing I don't see why I should interfere, for they certainly get a lot of joy out of doing things which their patrons appreciate.

Some time ago Mrs. S. Sampson purchased the Glendee Hotel, at Pentwater, and now she has opened it as a first-class commercial hostelry. Last Saturday, in accompanying the editor on his Out Around, I had occasion to call there and, familiar as I had been with the situation, the improvements fairly took my breath away. The entire establishment has been re-decorated from basement to garret, new furniture installed everywhere and four new bathrooms added. The dining room is a work of art, and I doubt if any hotel North of Grand Rapids has furnishings equal to those to be found there. The estimable landlady has been a successful restaurant operator in Chicago for many years, proposes to cater especially to traveling men, and will operate every day in the year. The program of operation which she outlined to me looks interesting and, if

carried out, will, no doubt, prove successful.

At Shelby, Claude Peifer had just opened a new coffee shop in his hotel, to be known as the Greyhound and operated for the principal purpose of taking care of the patrons of the bus line bearing that title. It was opened last Friday night with much eclat, all the principal officers of the Greyhound organization being present, with Harry Royal as toastmaster. It is certainly a gem in conception and ought to assist Claude in increasing his bankroll perceptibly.

That most genial of all hotel men, Henry Nelson, of Manistee's Chippewa, never batted an eyelash when I told him I had come to "sponge" off him. He is the same good natured, good looking individual, who asked me, some three years ago, to criticize his methods of operation. I told him then to go ahead as he was and he had the world beat. He hasn't been spoiled, keeps his hotel in immaculate condition, has had a very fine trade this winter and will, no doubt, beat all records this coming summer. Henry has arranged to entertain me on the installment plan, so I hope to see him again before long. Given an inch, Henry will surely take an ell when it comes to securing business.

The writer found half a hundred communications awaiting his arrival home from the West, expressing good wishes and containing some invitations, all of which will be duly acknowledged and accepted in due time. Thanks to everybody. Frank S. Verbeck.

Upper Peninsular Grocer Has Two Non-Financial Partners.

Laurium, April 9—Enclosed find check for \$3 to cover one year's subscription to the Tradesman. We feel it is our duty to pay same promptly, as this is our only direct obligation due you for one whole year's service, and you can expect a good many more yearly subscriptions, as we surely have very much to learn.

We have (clerks and myself always say we sounds better) three partners in our business—our banker, our Tradesman and ourself. Our banker and the Tradesman are our non-financial participating partners. They advise and indirectly work for us without any direct financial obligation from us. Our banker sees that we do not buy any securities which are not gilt edge, looks over our insurance policies, contracts, etc., and sees that there are no flaws in them, advises us truthfully at all times, serves us what we consider bad medicine at times but which later turns out to be O. K.; and the Tradesman is a kind of a know-all, see-all weekly that will surely serve the merchant who reads it 100 per cent. It aims to make us watch our step at all times. We can certainly give you credit for helping us turn over our stock in 1926 a little over twenty-eight times, with but very few "outs," and, believe me, we surely are eliminating the "outs" so that there will be no more "outs" if we can help it this year.

The wholesalers around here surely help the retailer keep down his stock, as they make daily deliveries. Therefore there are no excuses for big stocks or any cuts. If the retailers around here tried to help each other as much as the wholesalers try to help the retailers, this surely would be the life.

When an agent comes in the store and starts to talk deals and free goods, oh, boy! Whenever I hear an agent say "free" it just starts a cold chill running down my spine. Deals may be all right for some, but for me the less deals we buy the longer we will be in business. Charles Salotti.

When a man stops growing, his business does the same thing.

Nature appears to give the most children to folks who can't afford them.

What about your Children's Future?



What would happen to your children if you no longer were here? Have you thought of the struggle they would have if deprived of the educational and other advantages you now are planning to give them?

A way to assure their education and future welfare is to establish a Trust fund with this company. Under this plan a portion of your funds may be set aside to be used exclusively for the benefit of your children. We will invest the funds conservatively, pay income regularly, or devote it to such use as you may direct.

Such a Trust will assure the fulfillment of your plans for the future of your children.

THE MICHIGAN TRUST COMPANY

JOHN DUFFY, Chairman of Board NOYES L. AVERY, President

The first Trust Company in Michigan

[and they're]
all Borden's]



Every woman knows Borden's.

Millions of them have been using Borden's in some form—Borden's Condensed Milk, Borden's Evaporated Milk, and Borden's Malted Milk—for years.

And they are using more today than ever before because:

1. Four big advertising campaigns—now appearing in leading women's magazines, newspapers, billboards and car cards—are constantly telling women new and more

uses for Borden's, and every ad displays one of the name plates shown above.

2. They can buy Borden's anywhere, and one Borden product sells them the others.

In fact, the very name—Borden's—for any product means consumer acceptance, consumer satisfaction—increased repeat business for the trade.

The Borden Company, 350 Madison Avenue, New York City. Branches in Chicago and San Francisco.

MOVEMENTS OF MERCHANTS.

Copemish—G. S. Cole has engaged in the grocery business.

Marquette—J. W. Bennett & Son succeed Anderson & Bennett in the boot and shoe business.

Detroit—Louis Gottlieb, Michigan avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Marquette—Clayton P. Frei is closing out his stock of house furnishings at special sale and will retire from trade.

Detroit—Thomas H. Stephens, Inc., 455 West Jefferson avenue, has increased its capital stock from \$1,000,000 to \$1,250,000.

Detroit—The M. H. Hussey Lumber Co., 3472 Hart avenue, has increased its capital stock from \$300,000 to \$450,000.

Onkema—Mrs. Louis Haidt, recently of Manistee, has opened a confectionery store and ice cream parlor in the Schroeder building.

Detroit—Rowley & Smith, Inc., 2457 Woodward avenue, interior decorators, supplies, etc., has changed its name to Leo H. Rowley, Inc.

Highland Park—Our Sales & Service Co., 16500 Hamilton avenue, washing machines, has increased its capital stock from \$25,000 to \$100,000.

Saranac—A. B. Clark is closing out his stock of groceries and will continue his line of crockery, adding bazaar goods and allied lines of dry goods.

Lansing—The L. B. Rulison Co. has engaged in business at 7 Strand Arcade, carrying full lines radio, radio equipment, electrical appliances, etc.

Detroit—Cantor's, Inc., conducting shoe stores at 14131 East Jefferson avenue, 11406 East Jefferson avenue and at 2930 Gratiot avenue, has filed a petition in bankruptcy.

Detroit—The Overholt Lumber Co., 9001 Alpine street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$13,000 has been subscribed and \$8,190 paid in in cash.

Kalamazoo—The Miller Coal & Supply Co., 529 West Willard street, has been incorporated with an authorized capital stock of \$30,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—Hammerson's, Inc., 342 Michigan avenue, has been incorporated to deal in women's ready-to-wear apparel, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Auto Factory Supply, Inc., 605 East Milwaukee avenue, has been incorporated to deal in auto, factory and mill supplies, with an authorized capital stock of \$25,000, \$2,200 of which has been subscribed and paid in in cash.

Detroit—Meyers Specialty Co., 234 Buhl building, has been incorporated to deal in mechanical devices, etc., with an authorized capital stock of 2,500 shares at \$1 per share, all of which has been subscribed and \$2,500 paid in in cash.

Detroit—The West Central Garage, 3434 Third avenue, has been incorporated to conduct a garage and deal in auto supplies and accessories, with

an authorized capital stock of \$10,000, \$5,500 of which has been subscribed and paid in in cash.

Pullman—A. M. Bostater has taken possession of the meat market lately vacated by C. E. Miller & Sons, as they have discontinued business, the sons having signed a contract to play ball with a team now touring through Texas and Oklahoma.

Detroit—The Louis Posar Corporation, 1301 Farnsworth avenue, has been incorporated to deal in groceries, flour, feed and fruit, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Grand Rapids—Ben L. Isroff, Inc., 209 Monroe avenue, has been incorporated to deal in jewelry and kindred merchandise with an authorized capital stock of 25,000 shares at \$1 per share, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—The C. F. Battenfield Oil Co., Milford 5970-96, has been incorporated to deal in oil, soaps, etc., with an authorized capital stock of \$30,000 common and 4,500 shares at \$10 per share, of which amount \$15,000 and 4,500 shares has been subscribed, \$9,500 paid in in cash and \$45,000 in property.

Ann Arbor—William A. Schneider, 49 years old, prominent hardware merchant and business man, died suddenly in his hardware store April 14. Death was due to a sudden heart attack. Mr. Schneider, who was a native of Michigan, came to Ann Arbor as a boy and had been in the hardware business here nearly all his life.

Pullman—George Masters, manager of the Sunbeam store, has severed his contract with the Pullman Farm Bureau Co-operative store as its manager in place of Floyd L. Hayes, resigned. Mrs. Hugh Borland has assumed charge of the Sunbeam store, while Myron I. Lutz is clerk in the Co-operative in place of Mrs. F. L. Hayes.

Kalamazoo—Consolidation of the John D. Lyons Drug Co. and the George McDonald Drug Co., to be conducted under the latter name, has been effected. Three stores will be conducted, located at Main and Burdick streets, Portage street and Washington avenue and on South Burdick street, the latter store opening this week.

Detroit—The next trade promotion trip of the Wholesale Merchants' Bureau will be made on April 18, when the wholesalers will entertain the retail merchants of Howell and adjacent communities at dinner in the Howell High School. The trip will be made by motor bus, leaving the Board of Commerce at 2 p. m., and returning to Detroit shortly before midnight.

Manufacturing Matters.

Jackson—The Walcott Machine Co. has increased its capital stock from \$350,000 to \$500,000.

Detroit—The Holliss Pattern Works, 2114 East Woodbridge street, has changed its name to the Cadillac Pattern Works.

Detroit—Wine Bros. & Co., 2312 Woodward avenue, manufacturer of

paints, has increased its capital stock from \$90,000 to \$250,000.

Adrian—The Anchor Consolidated Concrete Machinery Corporation, has increased its capitalization from 50,000 shares no par value to \$950,000 and 200,000 shares no par value.

Coldwater—At the sale of the plant and equipment of the Hoosier Shoe Co., the highest bid, \$10,300, was refused by Paul Wing, referee in bankruptcy. The sale will be continued at a later date.

Sebewaing—The Sebewaing Products Co. has been incorporated to manufacture food products, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in cash.

Port Huron—The South Park Welding Works, 2624 Connor street, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$6,500 of which has been subscribed and paid in in property.

Belding—The Grand Rapids Vitreous Products Co. has been incorporated to manufacture and sell enameled, enamel products, etc., with an authorized capital stock of \$50,000, of which amount \$15,500 has been subscribed and \$8,500 paid in in cash.

Detroit—The W. J. McKee Machinery Co., 900 Union Trust building, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$10,000 has been subscribed and \$2,500 paid in in cash.

Grand Rapids—The Nichols Cement Co., 418 Straight avenue, woodturnings and furniture trimmings, has merged its business into a stock company under the same style, with an authorized capital stock of \$24,000 all of which has been subscribed and paid in in property.

Detroit—The Consolidated Manufacturers Corporation, has been incorporated with an authorized capital stock of 2,000 shares at \$10 per share, 2,000 shares at \$1 per share and 4,000 shares no par value, of which amount \$10,000 has been subscribed and paid in in property.

Detroit—The Gwisfalla Products Corporation, 20159 Lumkin street, has been incorporated to sell machinery, auto accessories, etc., with an authorized capital stock of \$50,000 common and 50,000 shares at \$1 per share, \$28,000 of which has been subscribed and paid in in property.

Detroit—The Pneu-No Chemical Co., 4602 Michigan avenue, has been incorporated to manufacture and sell at wholesale and retail, proprietary medicines, with an authorized capital stock of 5,000 shares at \$10 per share, of which amount 2,625 shares has been subscribed, \$1,000 paid in in cash and \$15,000 in property.

Detroit—The Iron Fireman Co., 505 Canfield avenue, has been incorporated to manufacture and sell heating plants, power devices, etc., with an authorized capital stock of \$150,000 preferred and 45,000 shares at \$1 per share, of which amount \$25,300 and 25,480 shares has been subscribed, \$48,700 paid in in cash and \$2,000 in property.

Iron Mountain—There has been another let-out of Ford employees in the Iron Mountain district. It is stated that a four-mile circle was drawn about the town of Iron Mountain, this prescribing the limits where the new order was applied, a rather unusual method that is being much criticised. At the Iron Mountain plant the only place not affected is the pattern shop, which is busy to capacity, this suggesting there is something new being prepared in the Ford car line, the patterns being produced lending this idea to those who are familiar with what is going on at that location. This is only a guess as to this feature, but there is no guesswork as to the discharge of employees, that being a stern reality.

Nourish the Roots.

A tree can be no better than its roots. Likewise—a business can be no better than its roots—the men who come in contact with the buying public and draw from it the sales upon which your success depends.

Nourish the roots of your business. Cultivate and educate the men behind your counters so that your business may develop in service to your community and in profit to you.

Doubtful Ethics.

Little Abie asked his father the meaning of "Business Ethics."

"Well," said his father, "I will explain: The other day a customer came into the store and bought a pair of \$6 shoes. He handed me a ten-dollar bill and I started for the cash register. On the way over I noticed that there were two ten-dollar bills stuck together. Here's where the 'business ethics' comes in—should I tell my partner?"

Offhand, almost anybody would say that suicide among boys and girls has been showing a rapid increase. This fact indicates the danger of judging from mere impression. Telltale figures prove the very opposite of an increase. There was an increase after the war, when the number jumped from the 477 of 1919 to 709 in 1920, 858 in 1921 and 900 in 1922. But the next year there was a drop of 50 per cent., and this decline continued, until last year it reached the low level of 339. Even if such suicides should go on for the rest of the present year at the rate they have manifested for the first two months, they would still number only about a third of those for 1926. But they will probably not keep up this pace. Among adults the number rises sharply late in January and reaches its peak in May, then declines rapidly and remains low for the rest of the year. These figures, made public by the Metropolitan Life Insurance Co., are quoted in a survey by the magazine called Children which lays stress upon the observation of Dr. Thomas D. Wood that suicides have taken place among students rather than among working boys and girls. How common has been the contemplation of suicide by persons under twenty is revealed by the diaries and journals of any period one chooses to read.

Essential Features of the Grocery Staples.

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

Tea—The market, so far as primary markets are concerned, has had a very firm week. This applies particularly to India, Congous, China greens and so forth. The market for all these at primary points is strong. This feeling is reflected to some extent in markets of this country. There has not, however, been a very active demand for tea during the week nor have prices materially changed.

Coffee—The market, meaning particularly Rio and Santos, has shown a further downward trend during the past week, although this has been more decidedly with Santos than with Rio. Rio coffee is relatively much steadier than Santos. All the above applies to Brazil coffee, green and in a large way. Brazilian holders are pushing coffee for sale, especially Santos. It is undoubtedly a buyer's market. Mild coffees show no change for the week. The general demand for coffee is poor. The jobbing market for roasted coffee is about unchanged.

Canned Fruits—Of compelling interest in the market for California canned fruits was the reduction during the week by the California Packing Corporation in standard yellow cling peaches from \$1.75 to \$1.50 and the corresponding reductions announced in the same item by all independents. The trade took hold of canned cherries and pears in a more formidable way. The schedule of peach prices has been open to shading right along. Hawaiian pineapple has been selling well. An advance approximating 10c has taken place in the standard 2 1/8 pineapple, which are firmly placed at \$2.25. Other fluctuations included a somewhat lower range of prices for grape fruit, as well as blackberries and blueberries.

Canned Vegetables—Warmer weather has produced larger enquiries in the general run of vegetables with bargain hunters very much in evidence. Of feature interest in vegetables was the announcement by the California Packing Corporation as well as other packers of opening prices on California asparagus providing for an average lower range of prices, although one or two items in the new schedule were quoted above the opening prices of a year ago. Middle West canners were still liquidating warehouse holdings of tomatoes and in the course of this process prices weakened slightly. Brokers say that with buyers as bare of supplies as they are at present, any effort on the part of buyers to cover could easily bring an advance of 10 or 15c.

Dried Fruits—With the primary market in California feeling the impulse of a gradually broadening movement in dried fruits and with definite developments promising in the prune situation for the near future it was regarded as likely that a considerable improvement might soon show itself in all branches of the dried fruit market. Oregon prunes led in interest last week, as reports from the Coast were that stocks in a good many sizes were

being cleaned up and that the total remaining holdings in all descriptions did not exceed some 6,000,000 pounds. The enquiry for apricots it is expected will develop along broader lines in the near future. The stocks of apricots on the Pacific Coast are evidently in such small compass that prices can vary easily, according to the attitude of the various sellers. Thompson raisins have shown up firm of late. The Sun-Maid Raisin Association notes increasing demands for its seedless Nectar raisins, with grocers everywhere ordering them faster than they have ever ordered them before.

Canned Fish—Shrimp attracted more attention than any of the other canned fish products with offers at \$1.35, although it was a question as to whether this was old or new pack. New pack goods for prompt shipment in medium sizes sold at \$1.45 factory, despite offers at \$1.35. The pack of California sardines is substantially short and no more fine fish will be available. All of the 5-6s have been taken up and more 4-5s are to be had until next February. Jobbing sales of pink salmon have been made on spot at \$1.42 1/2. The remaining stock of pink may not carry the trade through until the next pack which will not be in cans until June. No definite action in the matter of starting the publicity campaign for Maine sardines is expected to be taken until the end of this month.

Beans and Peas—The trade in all dried beans is nearly lifeless. Everything is weak and in favor of the buyer. Prices are soft and the market is generally demoralized. The same applies to dried peas.

Cheese—The demand for cheese has been moderate during the week with prices steady.

Salt Fish—Mackerel market continues almost bare of everything except a small amount of Canadian mackerel. The fact is that there are hardly enough mackerel about to make a market.

Syrup and Molasses—A fair business for good grocery grades of molasses is done every day, at steady prices. Sugar syrup is moving right along at unchanged prices. Compound syrup is in fair demand, at unchanged prices.

Reviews 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—6 1/2 @ 7c per lb.

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

Butter—Late last week the butter market was soft and declined about 2c per pound. Later, however, the situation turned suddenly and on account of firm outside advices got back all it had lost, but later lost it again. At the present, the market is weak, with receipts of fine fresh creamery not clearing up every day. Jobbers hold fresh packed at 50, prints at 49c. They pay 24c for packing stock. Government reports show 14,357,000 pounds less in storage April 1 than one year ago.

Cabbage—\$3 per 100 lbs. for old; \$4 per crate for new.

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

Cauliflower—\$3 per doz.

Celery—Calif. Jumbo, 75@90c;

Rough Florida, 4 to 6 doz., \$3.75.

Cocoanuts—\$1 per doz.

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

Egg Plant—\$3.50 per doz.

Eggs—The market has been rather firm during the past week, with the receipts no greater than the everyday demand could take care of. The market has remained steady during the week, without change in price. Local jobbers pay 22c for strictly fresh. Government reports show 1,100,000 dozen more eggs in storage April 1 than one year ago.

Garlic—35c per string for Italian.

Grape Fruit—\$3.75@4.75 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. -- \$4.50

Hot house leaf, per lb. ----- 18@20c

New Potatoes—Florida, \$10.50 per bbl. for No. 1, \$9 for No. 2 and \$6 for No. 3.

Onion Sets—White, per bu., \$3.50; yellow, \$3.

Onions—Home grown, \$4@4.25 per 100 lb. sack; Spanish, \$3.75 per crate; new Texas, \$3.50 per crate for yellow and \$4 for white.

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

80 ----- \$5.00

100 ----- 5.00

126 ----- 5.25

150 ----- 5.25

150 ----- 5.50

176 ----- 5.75

200 ----- 5.75

216 ----- 5.75

252 ----- 5.75

288 ----- 5.25

344 ----- 4.75

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 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—75c per doz. bunches for hot house.

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

Strawberries—Klondykes from La. command \$4.75 per crate of 24 pts.

Sweet Potatoes—\$1.75 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

Hotel Men Find Cashing Checks Dangerous.

Hotel men are beginning to study the accommodation of cashing checks in the light of a growing nuisance of considerable seriousness. The Copley Plaza Hotel, at Boston, Mass., last year handled 44,576 checks having a face value of \$2,487,667. Only about 17,000 of them were taken in payment of bills of guests.

The remaining 27,644 were cashed as an accommodation to guests and others. Of these, 180 checks were dishonored by the banks on which they were drawn for various reasons.

Of the 180 dishonored 163 were finally paid, leaving 17 forever dead.

"Knicker Linens Selling.

Not only are importers of linens doing an excellent business in dress fabrics, but they are also selling freely checked and plain linens for men's knickerbockers. In addition to this they are also enjoying an active demand for linen suitings of all kinds. In the household goods end of the business there is also increasing activity. Canny buyers have come to realize that stocks of desirable merchandise abroad are practically nil, and that, with good prices higher there as a result of advanced costs and flax and of linen yarns, the only wise thing to do is cover their needs before these advances are inevitably reflected in prices in this market.

No question—not even the Chinese war—is agitating the British so much as whether women shall be allowed to vote at the same age as men. At present the franchise for women is limited to those of thirty or over. A considerable majority of the voters seems to be in favor of lowering this age limit, but this majority is divided as to whether the age should be twenty-five or twenty-one. If the age is made twenty-one it will enfranchise some 5,000,000 women, "putting the men voters in the minority except in some of the mining constituencies." This means a great deal to British men. Fear is expressed that Great Britain will become like the United States, "a country where laws are passed to please women," and the Volstead law is held up as the most horrible example of this sort of legislation. This sort of argument will surprise Americans who have lived for any length of time in Great Britain, for women there have never shown the same antagonism to drink that has characterized American women. Both the Liberal and the Labor parties have long favored equal age for men and women voters, but the decision now rests with the Conservatives. The chances are that settlement of the question will be postponed until the next session of Parliament.

Constantly fall out with others and you'll be let out.

MEN OF MARK.

Guy C. Lillie, Vice-President The Michigan Trust Co.

Guy C. Lillie was born on a farm in Wright township, Ottawa county, Jan. 31, 1878. His antecedents were Yankee on his father's side and Pennsylvania Dutch on his mother's side. As he grew into boyhood he attended the country school near his home, supplementing the education thus obtained by a four year attendance at the Coopersville high school, from which he graduated on the literary course June 21, 1895. The next four years he taught rural schools in the vicinity of Coopersville. In 1899 he entered the law department of the Michigan University, from which he graduated in June, 1902. He accomplished this undertaking solely by depending on his resources, selling newspapers on the streets, delivering newspapers to regular subscribers and pursuing other useful and gainful occupations. He was so successful in these undertakings that he always came home for his vacations with money in his pocket.

After completing his legal education, so far as college goes, he entered the office of Butterfield & Keeney as law clerk. He remained in this position three years. In January, 1906, he entered the employ of the Michigan Trust Co. as probate clerk.

Aug. 6, 1917, he was appointed Trust Officer.

Jan. 10, 1921, he was elected Assistant Secretary.

Aug. 4, 1924, he was elected Secretary.

March 23, 1927, he was elected Vice-President.

It goes without saying that he must have proved himself worthy to receive such recognition at the hands of a conservative and discriminating corporation.

Mr. Lillie was married Thanksgiving day, 1906, to Miss Mary Randall, of Lamont. They have two children—a son 19 years old who is attending the law department of the Michigan University, and a daughter 8 years old who attends the Congress street school. The family reside in their own home at 311 Calkins avenue winters. Their summers are spent at Lamont. Mr. Lillie owns three fine homes at that promising suburb of Grand Rapids.

Mr. Lillie was initiated in York Lodge, F. & A. M., thirteen years ago. He was raised to the 32 degree two years ago.

Mr. Lillie frankly states that his only hobby is to assist in the development and beautification of Lamont as a place of residence for the tired denizens of Grand Rapids who seek the peace and quiet of village life during the summer season.

Mr. Lillie attributes his success to hard work. He is a man who believes in the old-fashioned essentials of honesty and common sense. He has exhibited those qualities to a marked extent during the twenty-one years he has been associated with his present connection. He has a sharp disdain

for inefficiency and waste, for muddling and muddle-headedness.

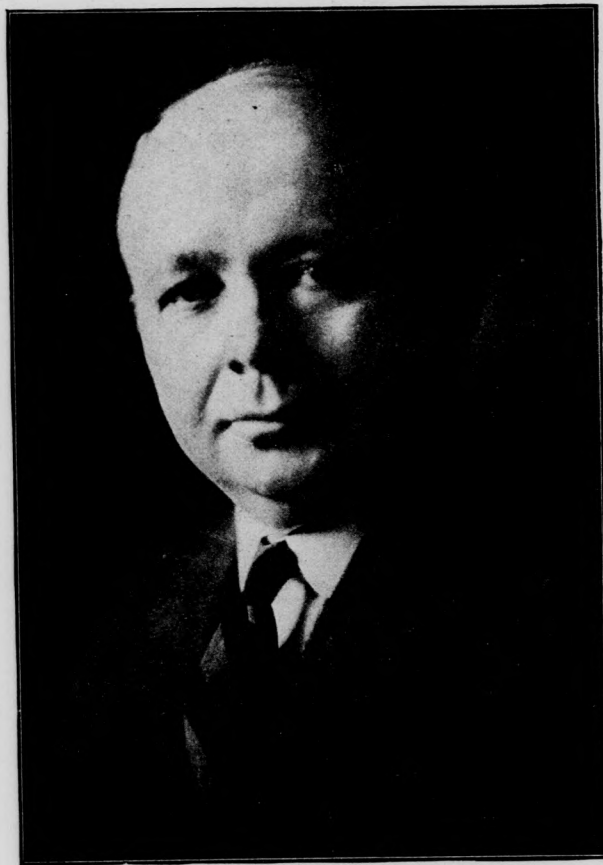
Mr. Lillie is a good citizen in the virile, affirmative sense of that term—a man of sincerity, strength, intelligence and courage.

Takes Issue With the Governor of Florida.

Sebring, Florida, April 9—Hon. John W. Martin, Governor of Florida, on April 6, delivered his second biennial address to a joint session of the Senate and House of Representatives of the State, in which he said: "No commonwealth in the Union has ever experienced such rapid growth and such an era of prosperity as has Florida."

That all controversy with Governor Martin and the representatives of the

from other states and countries; and I will set up this claim without fear of successful contradiction, that as a result of the natural reverses, following one of the wildest and craziest real estate speculations which ever visited any section of the United States up to this time, which temporarily lopped off a part of the winter resident and tourist trade, nearly the whole state of Florida's business and labor interests have been under a partial eclipse the past winter, and the restoration of the winter resident and tourist trade to normal, the coming winter is all that will save a large part of Florida's institutions from a total eclipse. The colonization of a few hundred people on little sand farms and the sale of vacant lots may, in a way, contribute



Guy C. Lillie.

Florida press may at this time be avoided, I will not deny it. Neither will I deny the most extravagant claims of the wild-cat speculators in vacant lots and little farms who develop cities without houses or even build sky scrapers in the woods. Yea, more, I will agree with them that it can be fully substantiated that millions of dollars' worth of Florida products are shipped out of the State annually. Not anywhere near enough, however, to bring in sufficient money to sustain the institutions of the State in a reasonably prosperous condition. Nor will they for a generation to come. All other resources of Florida are but paltry when compared with the amount of wealth brought into the State annually by winter residents and tourists

in some quarters to a slow progress of a small community, but on the whole cannot be considered as adding anything to the immediate resources of the State. Florida has got to have cash down from the present generation. And the only way to get it in sufficiently large quantities is from the winter resident and tourist. The sale of vacant lots and small farms is all right for the transportation companies and land speculators, but it contributes little to the support of permanent and reliable Florida institutions. The most of the vacant lands are owned outside of the State and consequently the most of the purchase money goes out of the State.

In support of my contention as to the source of Florida's income in suf-

ficient amount necessary to the prosperity of the State, I will quote Florida authority. In a recent issue of one of the State's leading dailies, Hon. Herbert Hoover, it is alleged made the public statement that "between seven and eight millions of winter residents and tourists visited Florida annually in normal times," that these visitors spent an average of \$300 each was added to the statement by local experts. This would mean that between two and three billions of dollars came into the State annually from this source—an amount, compared with which the total resources from other ways pales into insignificance. I take great satisfaction in quoting this from what is considered the highest Florida authority.

The reliable people of Florida should immediately get busy in the work of reclaiming the State, by relegating the promoters of all colonization schemes and wild-cat lot developments to the realm of rascality, that the winter visitor may not be robbed of the money he brings to the State, to be expended for his comfort in the patronage of legitimate institutions. Those with sufficient means will naturally build winter homes and become in other ways reliable, permanent investors along the lines governed by common sense.

It is up to the government of Florida, backed by her substantial people, to protect her winter visitors from the exploitations of inter-state crooks. As soon as the confidence of these visitors is regained, Florida will again become a prosperous State through the influx of winter residents and tourists, and the money they will bring for the support of the legitimate enterprises of Florida.

H. Y. Potts.

When a convict about to be released from the San Quentin Penitentiary in California complained that he couldn't go straight because his face was too well known the surgeon in charge attempted to help him by lifting his face. It wasn't much of a job. The cauliflower ear of the convict was shaved down to normal proportions and the excess flesh was turned into a new and shapely nose. Not much, but enough to change the man so that his fellow convicts were unable to recognize him. Twenty-two other prisoners immediately clamored for new faces, and the surgeon has agreed to perform the operations. But there are two sides to lifting the faces of convicts. The process at once destroys the value of our criminal records, which the police throughout the country take such pains to collect. A much-sought criminal whose photograph has been sent far and wide in the hope of intercepting him has only to visit a plastic surgeon to enable him to start on a new career of crime. A fourth offender can easily become a first offender because of his new face. For the protection of society we may yet need a new law: surgeons must not lift or beautify the faces of third or fourth offenders.

Become tired very often and you'll find yourself retired.

CONVENTION

Retail Grocers and Meat Dealers

APRIL 26 - 27 - 28

Headquarters

DURANT HOTEL - FLINT

Splendid Practical Program Snappy
Business, Best Entertainment Ever.

If you are a member you WILL be
there. If not a member you SHOULD
be there.

ALL ARE WELCOME

Annual Dues, \$2.50.

Registration, \$1.00.

Local Secretaries are urged to hand
in their per capita.

See Complete Program in the next
week's Tradesman.

The rates in the Flint hotels are as
follows:

Durant Hotel—\$2.50 per day up
Dresden Hotel—\$2.00 per day up
Jefferson Hotel—\$1.50 per day up
Bryant Hotel—\$1.50 per day up
Flint Hotel — \$1.25 per day up

By all means reserve your rooms
early as there will be another conven-
tion in Flint on those dates and hotel
rooms will go at a premium.

NOTE—If you did not receive a
souvenir program, drop a line to the
undersigned.

PAUL GEZON

Secretary Retail Grocers and Merchants Association

BRITISH TO END DOLE.

Great Britain is about to reform its system of insurance against unemployment, with the aim of eliminating the dole.

Originally the system was intended to take care of the 4 per cent. of the population which labor statistics before the war showed was the number usually out of work throughout the year. The scheme as planned was in keeping with other forms of insurance and was carefully worked out on an actuarial basis. It provided benefits for the unemployed during a period of fifteen weeks in each year, and at the time was acclaimed as solving a serious labor problem in that country.

But the real test of the system came after the war. Unemployment ran up from 4 to 16 per cent. and there were obliging politicians always ready to change rates and conditions to meet the constantly growing industrial distress. Politically it was easy to pass a law extending the benefits from fifteen weeks to cover the entire year, but the system then automatically changed from an insurance against unemployment to an out-and-out dole. It became more and more difficult to provide for those out of work. The government was unable to abandon the scheme, and resorted to borrowing money from the exchequer to meet the increasing demands, or, as the British themselves expressed it, they "supported themselves by taking in their own washing."

The Blanesburgh Committee, which for more than a year has been trying to find a way out of the trouble, now recommends the restoration of the insurance scheme on an actuarial basis, limiting the benefits to thirteen weeks in the half year and paying no more without first submitting the claim to a special review by the authorities.

In thus limiting the amount of the payments the committee hopes to benefit the youth of the country. The amount received from the state will no longer be a "dole" on which they may live the year round without looking for work. One of the most pernicious features of the present system results from the rule which provides that benefits shall be paid to those who cannot find "suitable employment." The term "suitable employment" is widely interpreted by those who don't want to work. The committee proposes that if a man out of work is unable to find "suitable employment in a stated time" he shall take any work he can get.

RELIGION OR POLITICS?

It is high time that attention was called to the propaganda in several so-called "religious" periodicals printed and widely distributed in our midst. Their numerous radical editorials and special articles give them not merely a pink but a red hue. Their names are subterfuges because their contents are for the most part strongly political and not religious.

Recently one of them came out in a violent attack on President Coolidge concerning dry enforcement in the District of Columbia. Nor was this article, strictly speaking, a dry article

or written in behalf of dryness, but rather to embarrass the President. He was asked for "some burning word, some passionate avowal" of his stand in the matter. Senatorial and House radicals, including wets, praised the editorial.

While these editors and their editorials proclaim a noisy love for peace, some doubts will gather in readers' minds of their sincerity, inasmuch as with almost the same breath they praise radical organizations and disorderly or irresponsible governments. Their stand on international matters, such as Hayti, Nicaragua, Mexico, Russia and China, clearly places them in the class of anti-American propagandists. They call objectors to the recent attacks on the character of George Washington "professional patriots."

These so-called "religious journals" have warm praise for Soviet Russia, for fake peace societies, for "youth movements" and so on. Certain law-makers and politicians have their warm support. Ministers ought to be ashamed to allow such periodicals to enter their houses, as their sponsors are, many of them, well known as radicals, if not worse, all bent on a deliberate move to "bore into" our churches and church organizations, including the young people's associations, with the sole idea of hurting our country's prestige, its institutions and its history. Christian people had better scan a little more closely the sort of literature they are receiving under the guise of "Christianity."

COTTON AND FABRIC PRICES.

Nothing of real consequence affecting either last year's crop of cotton or that of this year came to light during the past week. A report on boll weevil conditions related wholly to a very small section of the growing districts and was rather inconclusive even as to that. The weather conditions later on in the season will have much to do with determining the amount of infestation. Just now nobody is very apprehensive on the subject. Neither is there much concern expressed as to restriction of the acreage. The fact of the matter is that the planters have discovered that a large crop is not an unmixed evil. Fluctuations in the price of cotton continued within a narrow range during the past week. In the goods market the main feature is still the delivery of fabrics on old orders. Prices of gray goods softened somewhat, especially for constructions to be delivered in two months or so. Finished fabrics are holding their own and calls are frequent for quick deliveries of printed and colored varieties. This condition results from the large consumer demand already in evidence or which has given signs of being so in the near future. The finer cloths and the many highly styled rayon mixtures are in especial request. In underwear the demand for light weights has improved, but goods for next fall are little called for. Bathing suits are beginning to show signs of activity as the warm weather season approaches.

TOO MANY IN THE BUSINESS.

Back of all the complaints in the garment trades, one thing seems to stand out as the cause of most of them. This is the fact that there are too many concerns in the business. It takes a year of exceptional prosperity to provide enough trade to go around, and such years have not occurred recently. New manufacturing establishments keep springing up and they are frequently started by persons who make hope take the place of capital. Sometimes they succeed because of the skill of the promoters in sensing styles quickly and in producing economically. More often they fail because of a lack of selling ability. Always they are a disturbing factor to those already in the field because of the kind of competition they offer. They will take chances which established concerns cannot afford to do because a failure means little to them in the way of a loss of capital, and they can always fall back again in the ranks of workers for others. Recent methods of buying are a help to them. They cater to the large number of buyers who are on the lookout for bargains, regardless of quality. The irresponsible manufacturers, having no standards to maintain, are always prepared to turn out goods which simulate those made by the more reputable houses but are of cheaper workmanship and material. Their main competition is with the makers of popular priced garments, who comprise the bulk of the industry. They cannot affect those who turn out the highest grades and whose labels mean something.

WATCH DOG OF TREASURY.

Auditor-General Oramel B. Fuller again demonstrates that he is the watchdog of the State treasury by giving notice to the legislators that, even though they pass the Palmer bill to pay themselves \$5 a day during the session for expenses, in addition to their constitutional salary, which is \$800 for the two-year term, they will not receive the extra compensation unless the Supreme Court orders him to pay it. No money can be drawn from the State treasury unless the voucher is counter-signed by the Auditor General. He says the bill is a subterfuge to evade the Constitution, fixing legislators' compensation at a flat \$800 for the period for which they are elected. Also, he mentions, it is plainly manifest that the dominant sentiment of the State is opposed to paying legislators more than \$800. Several times when a proposal was submitted to raise the compensation to \$1,200 it was rejected by a decisive vote, the last time in November, 1926, when the vote was 189,739 for a raise to \$1,200, to 279,241 against.

WOOLS AND WOOLENS.

For the time being the wool situation exhibits no new features. At the auction in Sydney, New South Wales, which closed last week, the prices were about on a par with those recently prevailing. It is a curious circumstance that, at practically all of the late auction sales of wool, the principal bid-

ders were from the Continent and from Japan. They were responsible for any increases in price which were obtained. In Great Britain, spinners of woolen yarns and weavers of cloth are a little bit doubtful about being able to raise the price of their products to correspond with the slight increase in the cost of the raw material. In this country foreign wools have been available at less cost than abroad and this has led to some re-exports. The new clip is beginning to come in and there is no likelihood of any scarcity. Buying continues on a rather restricted scale, although the domestic mills are beginning to show an increase of orders for fall goods. Manufacturing clothiers have their salesmen on the road with heavyweight lines and are beginning to hear from them. There is still some disposition to delay on the part of retailers who are waiting to clear their shelves of spring attire. Women's wear fabrics for the fall season are being sampled, but the bulk of the business in them will not be forthcoming for a month or two.

That a Government so wealthy and so influential in world affairs as ours should house its representatives abroad so poorly as it does has long been recognized as an incongruous condition. It hampers our Diplomatic Corps, in which the first necessary qualifications for an appointee is that he shall be able to spend many times his official income in order to live on the same plane as his official neighbors. It is gratifying to know that the Foreign Service Buildings Commission, created by recent legislation, is in session at Washington, with such men as Secretary Kellogg and Secretary Hoover in attendance, considering a plan for improving the quarters and living conditions of our representatives abroad. The commission, which is headed by Representative Porter of Pennsylvania, has taken the sensible view that the unhealthful spots on the globe where our envoys are forced to live, such as Central and South America and the Far East, shall receive first attention.

That honest citizen and popular playwright, William Shakespeare, accustomed to the humble accessories of the Globe Theater of over three hundred years ago, would have failed, for all his boundless imagination, to foresee the erection of a \$750,000 Shakespeare Memorial Theater at Stratford-on-Avon, concomitant with a school of the drama, a festival company, a museum and a library. But if the plans of the leading citizens of the English-speaking countries mature properly, this year the aim of raising a total of \$2,500,000 will be realized and a new temple to his fame arise. The quota for the United States has been set at \$1,000,000, and committees in twenty-one cities have been formed to collect subscriptions. Although Shakespeare needs no material monuments to perpetuate his memory, the enterprise will be worth while if it spurs the public to read and see his works more rather than merely parrot his name.

CHAIN STORE MENACE.

It Is Not Feared By Those Who Know.

There comes a time in the life of every man when he has to look things squarely in the face, take an inventory of himself and his surroundings and chart his career along a different course than he has been pursuing. Such a crisis now confronts every independent grocer in America because of the apparent menace presented by the chain store.

I have always maintained that 50 per cent. of the men who stand behind the grocery counters of this country have no business to be there; that they are not properly qualified to handle food products, either by education, experience, cleanliness or business judgment. This percentage of grocers comprises almost wholly the ephemeral class who embark in business without any just conception of the duties devolving upon them and soon disappear from the scene through a receivership or the bankruptcy court, having accomplished nothing to their credit and leaving only a trail of indebtedness, broken promises, blasted hopes, soured dispositions and disappointed creditors. This experience is being repeated constantly in every locality so long as wholesale houses persist in starting men in trade because they happen to have a few hundred dollars on hand. No enquiry is ever made as to their previous experience or knowledge of the business—the only thing the jobber requires is a substantial cash payment on his opening order. He instructs the salesman who calls on the new merchant to keep close watch of things and any time the dealer under suspicion gets behind with his payments to permit some other jobber who is not so wary to take over the account, while the original jobber pulls out in time to avoid the loss which necessarily ensues.

No sooner does the new merchant get fairly started than he begins to set up a howl about the competition of the chain stores. He declares they are selling goods less than he can buy them and undertakes to retain the customers he has acquired by meeting the cut prices put out by the chains. He apparently does not realize that it is the policy of the chains to cut prices only on brands which all dealers can purchase—regular factory brands which the chains can frequently purchase on the same basis the jobber pays, because they buy in jobbing quantities and thus secure an initial advantage. The rule of most of the chain managements is to permit cuts on 30 per cent. of the goods handled, while the private brands put out by the chain management, which comprises 70 per cent. of the total sales, must be moved at a handsome profit, established by the house, and never deviated from under any circumstances. If the new merchant possesses brains enough to study the situation and pattern after the chain store methods, he can beat his competitor in the race, but, in the absence of brains, what does he do instead:

1. He is "too busy to read" a trade

paper which would set him aright and educate him to meet and face the condition which confronts him.

2. He permits his store to become untidy and filthy and he usually goes around in a dirty sweater, puffing away at a cigar or pipe which he does not lay aside while waiting on customers.

3. He whines and growls about the machinations of the chain stores, thus impressing his customers with the idea that he cannot meet their competition.

4. He makes injudicious credits, which render it impossible for him to discount his bills, which, in turn, impairs his credit and deprives him of the baits and cut prices he would otherwise be able to secure from his jobbing friends. Wholesale dealers never offer a cut price or a special inducement to a poor pay merchant—they do not have to do so to retain his trade.

Here you have the situation in a nutshell.

The old, experienced merchant who takes a trade paper and profits by it; who discounts his bills and takes advantage of every favorable turn in the market; who keeps himself and his store clean and wholesome; who greets every customer with a smile and is firm enough to say "No" when asked to grant unjustified credit—he is not bothering himself about the encroachments of the chain store, because he knows he can withstand any ordinary shock and come out victorious. He has lived through the threatening menace of the Patrons of Husbandry and the Patrons of Industry; he has seen mills and factories open commissaries and close them; he has smiled at threats of the labor unions that he must handle the products of union slaves or be put out of business. He realizes that he has a legitimate function to perform as an important link in the chain of distribution between the producer and consumer, so he reads his Tradesman, heeds its advice and buys a bond at frequent intervals to furnish him an income when his days of intense activity are succeeded by a period of rest and retrospection.

Of course, not all new grocers meet the fate above described. A considerable number of the accessions to the ranks are men who have had experience as clerks and who enter upon their new relations fully conversant with the details of the business. Such men are quite likely to succeed if they carry into their new relations the fundamental principles which enable them to achieve a foothold which leads to ultimate success. The royal road to fortune in the grocery business is not paved with gold or good intentions. It leads through devious paths and forces the seeker after wealth and position to do many unpleasant things. If he has the stamina to meet, face and surmount the difficulties which confront him, he is pretty sure to reach the pinnacle of his ambition—that of a successful grocer, a title which brings credit and prosperity to himself and the commendation of the community in which he lives.

E. A. Stowe.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Although our local weather prognosticator insisted that Saturday and Sunday would be marked by rain or snow, we headed for Manistee Saturday and experienced beautiful blue sky weather going and coming.

At Rothbury I had the pleasure of adding two new names to our list—A. W. Morris, who recently succeeded Everard Seaver, and Orrin Payne, who succeeded Earl Shirtum. I recalled Mr. Morris as a twenty year patron of the Tradesman at Sherwood, where he succeeded W. R. Mandigo. Mr. Morris was a brother of Rev. S. T. Morris, who was an honored member of the Congregational clergy of Grand Rapids for many years.

At Pentwater I had the pleasure of adding three new names to our list—Robert O'Brien, Fred C. Myers, Jr., and Mrs. Sophia Sampson. I distinctly recall Mr. O'Brien as a clerk in the old Sands & Marwell store for many years. He was a worthy associate of the late Charley Moodey and Orson Wickham, both of whom reflected great credit on the retail business of Pentwater forty years ago.

I reached Manistee in time for dinner at the Hotel Chippewa, where every guest receives a Nelsonian welcome from the versatile landlord. I had to submit to the usual ordeal and follow Mr. Nelson through his kitchen, cold storage department and storehouse, after which I felt like sitting down and eating another dinner. I happen to know of some hotels which would not dare to do as Mr. Nelson did to me, because the landlords realize that one trip through the kitchens would place an effectual embargo on a guest ever entering the dining room again.

I never visit Manistee that I do not call on Harry J. Aaron, the long-time clothier and perennial good fellow. I like Mr. Aaron because he always tells me the truth, without whitewash or varnish. He says that all of Manistee's industries are working full handed and that retail trade is as good as could be expected, considering the number of croakers and stock salesmen there are abroad in the land. As an optimist, Harry Aaron stands at the head of the class. If Manistee had a hundred men of the type and temperament of her leading clothing merchant, she would be a city of 50,000 people and well headed for the 100,000 class.

I doubt if any man was ever more sincerely mourned in Manistee than R. G. Peters, who passed to his reward about two weeks ago. With all his wonderful activity and energy, he had many glaring faults. He was not always a good judge of men and was frequently victimized by unworthy employes and associates in whom he placed implicit confidence. Some things he did not do very well, while others he did wonderfully well. He possessed a remarkable combination of strength and weakness, but his heart beat true and he meant well in all the relations of life. He never willingly

did a mean thing and never intentionally betrayed a friend or business associate. I asked Mr. Aaron to give me the name of some one who could prepare an appreciation of the life work and accomplishments of Mr. Peters and he immediately suggested the name of William Vincent. I have acted on the suggestion and requested Mr. Vincent to embody his viewpoint in an article for the benefit of the readers of the Tradesman.

On my return home Sunday I paid brief calls on two much esteemed friends—Father Dark at Scottville and Harry M. Royal at Shelby. I have known Father Dark since he was a small child and I am glad to learn that he numbers as his friends every man, woman and child in his parish, as well as in the adjoining parishes he serves as spiritual director. He is worthy of the confidence and admiration of every person who knows him, no matter what religious belief he may cherish.

Harry Royal manages to discharge his manifold duties as editor, fruit canner, Democratic politician and all round good fellow to the satisfaction of himself and his associates. Of course, a Democratic leader in Oceana county is something of a misfit, but he is not so radical in his democratic beliefs as to make him a nuisance, as is frequently the case with individuals on both sides of the political fence. Harry keeps his poise and the people like him because he is faithful, capable and energetic.

Mr. Royal told me the peach crop of Oceana was seriously injured by the two or three days of below zero weather experienced in January, but the cherry outlook is good up to this time. The critical period in cherries, however, has not yet been reached.

We had a very pleasant companion on our trip to Manistee in the person of Frank S. Verbeck, who returned last week from a winter trip to California and Honolulu. Mr. Verbeck called on the landlords (while I interviewed the merchants) and was (nearly) everywhere greeted with genuine pleasure en route. E. A. Stowe.

An analysis of the claims for damages received by an accident insurance company during the past year presents some curious contrasts. According to its tables, the strenuous game of football appears to be much safer than the games which are less vigorously contested. Here are the figures showing the number of persons injured at play and the games they are playing: Basketball, 634; golf, 421; swimming, 376; tennis and squash, 340; gymnasium exercises, 319; football, 139. Five more persons were seriously injured getting in and out of bathtubs and beds than were hurt at football games. Nearly 1,400 persons suffered in falls resulting from uneven ground and 666 by slipping on icy pavements.

Safe Advice.

Bill—Do you think this medicine will do me good?

Hank—Yes, if you follow directions: "Keep bottle tightly corked."

Keep your muscles in trim, especially the ones that produce smiles.

SHOE MARKET

To Increase Consumption of Men's Wear.

At the convention of the National Association of Retail Clothiers and Furnishers in St. Louis last week, an elaborate three years' program calling for expenditure of approximately \$500,000 annually for the purpose of increasing consumption of men's and boys' apparel, received the enthusiastic support of the assembled representatives of the men's wear industries.

In view of the fact that the men's shoe industry has under consideration a somewhat similar plan to increase consumption of men's footwear, the conclusions of the Apparel Industry Committee representing the clothiers and furnishers, which has formulated the proposed three years' program for these trades after devoting more than a year to study and analysis of the situation, are of direct and immediate interest to manufacturers and retailers of men's shoes.

The situation which exists in the men's apparel trades is, broadly speaking, similar to that which confronts the men's shoe business. Men are spending a relatively smaller proportion of their incomes for clothing and furnishings, just as they are buying fewer shoes than formerly.

To meet this situation, the clothiers and furnishers have mapped out two lines of attack, first, education of the consumer, and, second, co-operative service for retailers and their organizations. In connection with the education of the consumer, the committee gave consideration to the possibilities of increasing consumption through a co-operative campaign of national advertising but decided against this proposition, at least for the present.

"National advertising campaigns, similar to those employed by the florists or the paint and varnish industry, are not necessarily fundamental," the committee reported, "in view of the peculiar requirements of the men's and boys' apparel industry. . . . Our industry is, and has been for many years, an advertising industry of large proportions. It spends approximately \$70,000,000 per year for advertising. The industries that are at present engaged in special national campaigns are not advertising industries. Another important point is in the fact that the consumer seems 'fed up' on national advertising campaigns. There have been, perhaps, too many such plans in the last few years." The report continues:

Education of the consumer is fundamental. It is the basic point, the chief object of consideration. Obviously if the consumer dollar is to-day diverted to the buying of pleasurable commodities, it becomes necessary to our industry to educate the consumer to want to be correctly dressed with as much fervor as he wants his car or radio. A national advertising campaign will not accomplish this result. The educational process which should be employed for the teaching of the consumer, must, of course, be one which will educate the consumer without his being aware of the fact that he is being educated.

Co-operative service with the retailer is an important consideration. Re-

tailers have given evidence of their welcome to a plan that contemplates co-operation with them to stimulate and arouse the consumer to appreciation of appearance. A plan of co-operative service would contemplate co-operation with the advertising display and selling activities of the retail stores throughout the country.

Getting down to brass tacks, the report details a list of fifty proposed activities whose purpose is to educate the consumer to a greater clothes consciousness and twenty ways of co-operating with the retail merchant in increasing his volume of business. The nature of these plans is indicated by the concluding paragraph of the committee's report:

The plan as outlined includes the employment of practically every known means of communication for the education of the consumer. It includes radios, motion pictures, music, the press, the mail, distribution of leaflets and booklets, lectures and addresses; illustrations, style shows, contests, stunts and the co-operation of other industries. It is based on practices that have been tried and proven. It is built on a substantial foundation. Its principle is that there is a thrill, power and influence in a good appearance. It can educate the consumer. It can and will increase the consumption of men's and boys' apparel.

If the proposed campaign is carried out according to the above plans, the men's shoe industry cannot fail to benefit, incidentally, through the increased pride in appearance which should be the natural consequence. In considering their publicity plans, the men's shoe manufacturers might well take this fact into consideration and, if possible, co-operate with the apparel industries to the end that the greatest possible benefit may result all along the line.—Shoe Retailer.

Make Your Windows Sell More Shoes.

Most retailers readily admit that window displays are among the most productive means of sales building, but few shoe stores sell as many shoes through their windows as they might.

Effective displays require time and patience and a certain amount of study of the principles of the art, but time thus spent yields substantial returns. The small store, which employs no display man, should, as a rule, assign the job to one member of the sales force, picking the man whose conscientious attitude and instinctive good taste will prompt him to take a real interest.

Often the services of a display man who looks after a number of small stores can be engaged at a reasonable figure.

Spring and summer offer unlimited opportunity for effective window displays, featuring summerweight shoes, white footwear, sport shoes and other attractive merchandise. It is also a time when special attention should be given to the windows for the reason that the public, as a rule, is more given to window shopping when the weather is mild and pleasant.

Reptile Effects Still Strong.

Reptile leather effects continue to dominate in handbags. The vogue for this type is so strong that manufacturers have had much success with many new variations that have been brought out during recent weeks. The

pouch style is in most favor, but there is also a good deal of interest in under-arm bags. The color selections of buyers cover a wide range and include blond, tan, parchment, a sprinkling of reds and greens and pastel shades such as rose, Nile and orchid.

Firmer Prices For Sports Coats.

The revival of the demand for sports coats has created a firm market situation in this merchandise. Stocks on hand are not large and this has brought about higher prices on the better-grade garments. It was thought by most manufacturers that the seasonal demand for these coats had ended, but the indications are that additional production will be made available for at least a few weeks to come.

Did you ever find yourself with an unkempt shoe, a broken shoe lace, a rough insole in your shoe, and no way to remedy same? Your customers have likewise found themselves in the same predicament.

Now the lesson is—be a service to your customer, keep your findings stock up to standard.

Our stock is always complete. We are awaiting your orders.

BEN KRAUSE CO.
20 Ionia Avenue
GRAND RAPIDS, MICH.



BY ALL MEANS
STOCK SIZES
in the

NEW **BERTSCH**
OXFORD
for Young Men!

This handsome tan Oxford is practically selling on sight to the fellows who want class!

WRITE

Herold-Bertsch
Shoe Company

GRAND RAPIDS,
MICHIGAN

Manufacturers of
Quality Shoes
Since 1892

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business



for

Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

Flivver Surrender Foreshadows Handwriting on the Wall.

Naturally there is rejoicing in retail grocery circles over the humiliating surrender of Henry Ford with his commissary stores at Detroit, in the face of an organized movement to boycott his "tin Lizzies" by the grocers of the country. But it is a lesson whose value lies deeper than the mere superficial indications.

The campaign conducted by the grocers in Detroit and in every other city where Ford cars are sold has practically put the flivver out of business and it will never be able to regain an ascendancy in the field, owing to the indignation and resentment the Ford menace has created in the minds of fair minded men everywhere. Mr. Ford's whole commissary investment is inconsequential compared with his other interests and he could well afford to pitch it overboard, but the grocers will do well not to imagine that their apparent victory strikes at the roots of the real Ford problem.

The issue for which the Ford shops stood as the temporary sign and front was really the same issue toward which the chain stores are drifting—how safe or unsafe it may be for "big capital" with its natural competitive advantages to enter the service of supplying the American public with food.

"Big capital" can undoubtedly accomplish economies in food distribution, but the neighborhood grocer is essentially a creature of small units if he is to attain the highest ends of service. Whether the public prefers that kind of service or the mere reduction of cost and expense is very much debatable.

If there was ever any menace in monopoly—and the anti-trust doctrine would seem to establish that there is—it is more menacing in the food supply than anywhere else. If monopoly meant a keener attention to the needs and convenience of the public, that would be one thing, but experience has not thus far shown that it does. Chain stores may have created an outward appearance of selling at low prices, but careful analysis shows that it is only seeming—that in the long run the average food bill of the family runs about the same in a chain store as in an old-line grocery.

On the other hand, big systems have become tyrannical toward the men from whom they buy, and have quite commonly exacted preferences which were hard to deny on the part of the seller, but have undermined the very essentials of fair competition among grocers. Manufacturers have quite as commonly suffered from such big buying units as have their retail competitors, and concentration into such hands is distinctly not healthy, while every new preference they secure only entrenches them further. This is the point—perhaps the only point—which makes chain stores dangerous.

There is a limit to bigness. The public applauds to a point and then reacts. When the chain or the Ford system "gets hoggish," public sentiment is likely to rebel. With all the tirade against "profiteering" and the h. c. l

the grocer is not really unpopular and the public at large is his friend. At least they want him to get a fair chance.

The Ford plan was startling and sufficiently weak in its popular phases to be wide open to an arising public resentment. That, probably, far more than the proposed flivver boycott, was the voice to which Mr. Ford responded. And some of the big chains will do well to heed the lesson and adopt less tyrannical methods of buying and selling.

Another Failure.

Russia's gigantic and catastrophic experience in Communism has allowed another spectacular failure in the application of Socialist doctrines to pass almost unnoticed. I refer to the experiment which the labor government of Queensland, Australia, has conducted for the past ten years.

Without revolutions, with that calm and methodic spirit which is characteristic of the Anglo-Saxons, the labor party of that wealthy autonomous territory rose to power and dedicated itself to the realization of Socialist doctrines by means of a gradual extension of the powers of the state to the field of industry and production. The government of Queensland thus came to organize vast state farms, state cattle stations and slaughter houses, state mills and bakeries, state factories, state timber yards and brick works, state fisheries, state establishments for the production of canned goods and a quantity of other enterprises. Now this same government confesses the ruin of its own initiatives.

Not one of these initiatives has paid for itself. The money of the government has been devoured. Taxation has increased to a point that has resulted in universal confiscation of all real estate. Workers are paid twice as much as they possibly earn, but the extra money brings no advantage to the worker, because everything he has to buy can be obtained only by paying three times what it is worth. Every one is forced to join a union—even judges and clergymen—or be thrown in jail indefinitely. Now everything has reached a condition of universal chaos, as must necessarily be the case in the three steps of unionism, communism and anarchy.

Ed. Howe.

Hodenpyl Hardy Securities Corporation

A personal advisory service freely offered to large and small investors alike
Securities carefully selected to suit your individual needs.

231 So. La Salle Street
Chicago

New York Grand Rapids

MICHIGAN BELL TELEPHONE CO.

Long Distance is a Necessity
to Motor Wheel Corporation

MOTOR WHEEL CORPORATION

MOTOR VEHICLE WHEELS COMPLETE
PRESSED STEEL PRODUCTS—VEHICLE WOODSTOCK

LANSING, MICHIGAN

December 4, 1926.

Mr. F. A. Eastwood, Manager,
Michigan Bell Telephone Company,
Lansing, Michigan.

My dear Mr. Eastwood:

In our business the use of the long distance telephone is not merely a convenience nor an assistance to our Sales, Engineering, Manufacturing and Purchasing Departments, but is an absolute necessity.

The question is not "Shall we continue to use the long distance telephone?" but, rather, "How could we do business, under the present high pressure system, without the long distance telephone?"

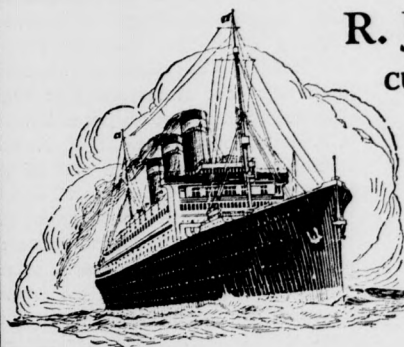
When business is on the increase, more long distance calls result. When business shows a decrease, more long distance calls are necessary.

Very truly yours,
MOTOR WHEEL CORPORATION,

W. L. Carter
Secretary.

CCC:B

When business is on the increase,
more Long Distance calls result.
When business shows a decrease, more
Long Distance calls are necessary.



R. J. FERNEY CO.

CUSTOM HOUSE BROKERS

IMPORTERS' AND
EXPORTERS' AGENTS
CUSTOMS ADVISORS
MARINE INSURANCE
WORLD WIDE
CONNECTIONS
FOREIGN TRADE
SERVICE

434 Kelsey Bldg.
Dial 8-2616

AUDITS-SYSTEMS-TAX SERVICE

LAWRENCE SCUDDER & CO.
ACCOUNTANTS AND AUDITORS

924-927 GRAND RAPIDS NAT'L BANK BUILDING, GRAND RAPIDS, MICH.
313 PECK BUILDING, KALAMAZOO, MICHIGAN
452 W. WESTERN AVE., MUSKEGON, MICH.
New York - Chicago - St. Louis - Washington - Philadelphia - Boston

FINANCIAL

Paper Industry Developing on Sound and Permanent Basis.

The paper industry as it is now being developed in the United States, Canada and Newfoundland is on a sound and permanent basis, according to an extensive study of the business just completed by the Bankers Trust Company of New York. This statement is qualified only by the proviso that adequate forest fire protection is provided to conserve the raw material supplies.

Among the influences which are working toward prosperity and equilibrium in the industry, the review states, are the comparative independence of foreign competition, in the small number of interests operating in it and in the effective control which Governmental authorities can exercise over its expansion.

"The newsprint industry," said the booklet containing the findings of the bank, "continued in 1926 the impressive expansion which has characterized it in recent years, in fact, to an increased degree. New mills were constructed in Eastern Canada, and existing mills in Eastern Canada, Newfoundland and British Columbia were enlarged. The current year will see such construction carried on to an even greater extent and will witness, as last year did not, the conversion of some of the mills in the Northeastern States, unable longer to compete with the low cost of producers of Canada, to the manufacture of other classes of paper."

Along with the entire paper industry, the study developed, the manufacture of newsprint may be said to be passing through a definite stage in its evolution. Newsprint manufacture is being transferred Northward and to the Pacific Coast, and the manufacture of wrapping paper Southward and to the Coast, while newsprint and wrapping mills alike in Northeastern States are being converted to book or specialty paper.

The Bankers Trust scouts the idea that the forests of Central and South America will ever supply any material part of the lumber for paper. It says concerning such possibilities:

"Experiments have been made in the utilization of chemical pulps derived from the faster-growing woods of the South and the tropics in the manufacture of newsprint, but nothing of practical importance has resulted. Logging costs in the tropics are too high to compete with the Northern forests. Tropical forests are composed of such a wide variety of trees, for many of which there is no demand for pulp or lumber, that the large-scale operations which can be carried on in the uniform forests of the North are impracticable."

Ralph Hendershot.

[Copyrighted, 1927.]

Moderation of Price Decline Is Favorable Sign.

That the general level of commodity prices still is falling gently is the plain indication of R. G. Dun & Co. compilations for April 1. Only a fractional recession occurred during March, ac-

cording to the new index numbers just published, but a variety of groups contributed to the decline. Nine of the thirteen groups carried in the list last ground last month. They were breadstuffs, live stock, provisions and groceries, textiles, metals, coal and coke, oils, naval stores and building materials. Two groups, fruits and chemicals, remained unchanged. Only two of the lot, hides and leather and miscellaneous products, advanced in price.

So long as the trend in commodity values still is downward it will be considered fortunate that the decline is gentle. Notwithstanding a persistent recession in commodity prices for about eighteen months the country has enjoyed its most prosperous period in history. The movement in commodities has not contributed to increase profits but despite falling prices corporate profits have set new high records. They have done so through substantial and effective offsets in the form of greater efficiency, lower production costs and the heavier turnover of goods. Rarely, if ever before, has a country enjoyed prosperity over a long period in the face of falling commodity prices.

Beyond a certain limit, no doubt, it will be impossible for this country to grind out larger and larger profits if business continues to work against the handicap of falling prices. After all, economies in operation and reduced costs of transportation cannot reach beyond a certain point. At the moment it appears likely that the downward movement in commodities, if it continues, will not be dangerously rapid. Enough recession has occurred since a year ago or two years ago to make some prophets believe that a gently falling price level may give way in time to a gently rising price level. From the Dun records it is not possible to tell what the future may hold but the evidence is clear that the rate of decline has become smaller and smaller.

The significant feature in the movement of commodity prices of late lies not in the moderate decline but in the increased stability. Prices continue to drop in value but so gentle is the drop that the advantages of increased stability offset the disadvantages of the decline. What is true of this country is also true of the world at large. The fall in commodity prices here is a reflection of a decline in all leading countries and just as the rate of recession has become slower and slower here it has become less pronounced the world over. In the case of this country the 1927 fluctuations in staple prices will depend as much upon the farmer as upon any other group: or, put in another way, upon the agricultural production this year.

Paul Willard Garrett.

[Copyrighted, 1927.]

Flivver Statement Discloses Tremendous Shrinkage.

A drop in inventories to \$88,074,000 in 1926 from \$124,445,000 the year before, or about 18 per cent., was the feature of the Ford Motor Co.'s annual statement published yesterday that aroused most interest in Wall street. Precisely what Henry Ford is going to

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

801-811 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

Depend on this Bank

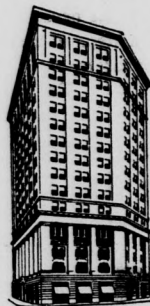
In all financial matters you will find us ever ready and anxious to assist you. We feel that this bank exists because of the service it renders. We believe that rendering intelligent, hearty and generous co-operation is our duty. You can depend on us to serve you to the utmost.

May we serve you, too

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building

do next long has been one of the burning questions for which the financial district has sought an answer in vain. That increased competition in the motor industry has reached a point at which the pioneer motor maker will make a surprising move soon is the general expectation. A variety of possible moves has been considered in the opinion of the authorities but perhaps the one that commands most credence is the persistent rumor that a new model is in the making.

The decline in inventories to the lowest position since 1923 was seized upon by some as confirmation of the view that preparations are under way for a new move. Real estate was written up to \$143,293,000 from \$132,107,000 the year before. At the new high figure the properties undoubtedly are still heavily undervalued but the entry on the books has doubled since 1921. The cash position was improved, the 1926 statement showing \$413,709,000 as against \$377,105,000 for the year before. Altogether the assets now are carried at \$784,208,000 as compared with \$742,913,000 for 1925, representing a continuation of the steady yearly increase that the annual statements long have shown. The total assets as recently as 1921 were entered as \$345,140,000.

On the liability side of the balance sheet Henry Ford made several interesting changes. The capital stock remains at the figure long carried, \$17,264,500, but there was a decline in reserve and an increase in the profit and loss surplus. Reserves in the new balance sheet are carried at \$18,866,000 as against \$26,503,000 for 1925, whereas the profit and loss surplus rose to \$697,637,000 from \$622,366,000 in the year before. Except for the decline in inventories the position of the balance sheet shown by the Ford Motor Co. was in many respects better than had been anticipated.

Although the Ford Motor Co. stock is not listed on the New York Stock exchange the movements of Henry Ford are watched closely by those who follow the market's performance. Some leading prophets have wondered what the effect on the market as a whole might have had the Ford stock been among those actively traded in during recent months. No reliable check can be made on the daily operations of the Detroit manufacturer but reports have it that production has fallen heavily since the peak of last year. Since Henry Ford has no thought apparently of putting his stock on the big board the matter must remain a mystery. Paul Willard Garrett.

[Copyrighted, 1927.]

Factors Making For Good Trade Still in Ascendancy.

In its monthly survey of business conditions edited by George E. Roberts, the National City Bank of New York says to-day that the slow but steady improvement since the turn of the year "has been genuine and that industry and trade are still moving forward, not backward." Late in 1926 there was indication that the forward movement had progressed too rapidly. The consequent recession in industrial

activity provoked the conclusion in some quarters that a real and perhaps permanent downturn had come. Apparently the month of March has strengthened the opinion of the National City Bank authorities, expressed two months ago and repeated now, that the factors making for good business are still in the ascendancy.

Industrial production still remains below that for a year ago, but it is easily possible to lay too much stress on a comparison with a period in which business was extraordinarily active. Perhaps the more significant point is that the general output of production has turned upward nicely since the first of the year. As the bank says, however, "some caution in expanding production is a healthy sign, as there is nothing to suggest the likelihood that manufacturing will experience any serious letdown. Distribution is going on in large volume, and as low stocks are the order of the day, new goods must be made up to replace those going into consumption."

It is only natural that the conservative economist for the National City Bank should hesitate to prognosticate that business in 1927 will top that for last year. The opinion that it will fail to establish a new record for the current period is based on the belief that neither the building nor automobile industries, which, after all, are two of the most important key branches, will enjoy so good a year as in 1926. Mr. Roberts obviously is still convinced, however, that if 1927 fails to equal the 1926 pace its margin of loss will be small. In its expectation of a good year, even though not so good as 1926, the National City Bank authority expresses a view widely held.

That falling commodity prices the world over and increased competition in this country have been especially hard on the small fellow long has been plain. As the bank points out, the large organizations operating on a quantity basis can introduce large scale economies and have gone ahead much faster. The bulletin says "the trend of the times is more and more in the direction of doing business in larger units, as shown not only by the higher failure record among small concerns but also by the tendency toward mergers and consolidations which has received impetus from the ease with which funds can be obtained to carry through these undertakings. It is by these processes that the excess capacity existing in numerous lines of industry works out its own cure."

Paul Willard Garrett.

[Copyrighted, 1927.]

Getting Sleepy.

Mrs. Downing—Why are you bathing your head in cold water?

Her Husband—To keep awake. I've called the doctor for my insomnia and I'll feel like a fool if I'm asleep when he gets here.

Very Appropriate.

Customer: I hear Jones has selected six bankers to act as pallbearers.

Richards: Well, they've carried him for years; they might just as well finish the job.

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

\$250,000 Edinburg, Texas 6% Hospital Bonds, direct obligation, Dated: January 1st, 1927. Due: January 1st, 1937-67. Denomination \$1,000. Interest January and July 1st at New York City.

FINANCIAL STATEMENT

Real value of all taxable property	\$6,000,000
Assessed valuation for taxation, 1926	3,238,650
Assessed valuation for taxation, 1927 (approx.)	4,500,000
Total Bonded Debt (inc. these bonds)	630,000
Water Works and Electric Light Bonds	\$60,000
Sinking Fund	57,740
Net Debt	512,260

Population (City Census) March, 1925 5186
Population (Present Official Est.) 7500
Opinion, Chapman, Cutler & Parker, Chicago, Ill.

Price to net 5.40%

If interested, please write or wire any of the offices below:

VANDERSALL & COMPANY

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

THE OLD NATIONAL BANK

Large enough to provide the careful, adequate financial service demanded by the giant enterprises of our growing city—but not too large to provide friendly, helpful counsel to the smallest depositor.

A Bank for Everybody

MONROE AT PEARL

NO BRANCHES

TOO MANY WHOLESALERS.

How the I. G. A. Propose To Solve the Problem.

More and more each day I am being forced to the conclusion that serious developments are brewing and that radical changes are impending in food and other retail distribution.

I have just concluded a most comprehensive study and survey of the wholesale and retail grocery situation and some very startling facts have been brought to light. For instance, on listing all wholesale handlers of grocery items, it was found that there are over 6,000 such concerns.

Now, carefully laying out the country into natural economic zones and providing in each zone a wholesale grocer with a designated territory which such wholesaler can serve very efficiently and most economically—and considering transportation, delivery, sales and other vital problems—it was discovered that only 778 distributing points are required to completely, efficiently and economically serve the entire country.

Some cities, of course, will require more than one wholesale grocery establishment, and, allotting to such cities as many wholesale houses as are necessary to serve properly, the maximum number of wholesale houses needed to completely serve the Nation is 914.

Pushing aside for the moment the competitive angle (which, of course, cannot be entirely disregarded) the big question is, "How can over 6,000 concerns operate profitably when only 914 are actually needed?" Allowing for basic competition requirements (two wholesale houses in each distributing zone), a maximum total of 1,828 is the very limit.

What does the future hold for the other four to five thousand?

The intense struggle for sales has created a situation, so far as cost of doing business is concerned, that is slowly but surely driving these concerns out of a sound competitive position.

Retailers of all kinds have been splitting up their purchases between so many different wholesale and specialty houses that no single wholesale house is securing enough business to enable it to operate efficiently.

This situation is not confined to the grocery business. The big chains—5 and 10 cent—department stores, shoes, millinery, drugs, etc., are so invading the retail field that the individual retail store of every kind is in immediate danger. Witness the big wholesale dry goods houses that have "passed out of the picture" in the past two years. Watch what will happen to other big wholesale business—hardware, millinery, shoes, drugs, etc.

The serious feature in this situation is the almost criminal apathy on the part of wholesale concerns who sit supinely by and do absolutely nothing to protect their retail outlets on which they must depend for their very future existence.

Wholesalers of groceries, dry goods, hardware, millinery, drugs, shoes, etc.,

stand convicted to-day of short sightedness, lack of vision, lack of initiative and have woefully lacked strong leadership. Upon their shoulders will rest the odium of retail failures.

Unless the wholesaler wakes up and immediately puts on a program which will place strong, well organized merchandising plans and advertising behind the retailer, he should not complain if the retailers take such a program in hand themselves.

It was only very natural that, with such conditions constantly developing for the past twenty-five years, new ideas in distribution should develop a new type of distribution.

The chain store plus the beginning of decentralization on the part of the big mail order houses is the first step in this impossible situation.

The fundamental weakness in the chain type of distribution lies in the fact that it destroys individual opportunity and ultimately will destroy the commercial life of every community.

The retail business, by its very nature, is essentially a local business. Reduce the opportunity of the young man, who saves in order to have a business of his own to mere clerkships, and the local community will face its most serious problems in history. With the opportunity to invest his savings and enterprise in a business of his own denied to the young man, communities will become depopulated and all local enterprise will suffer.

Further, the commercial life blood of every community is the profit made in the community itself. Take this profit out of the community and hand it to large organizations located in big centers and the main avenue of community growth is gone.

I firmly believe that soon this whole problem will find its way into the political arena. Our Congressmen and Senators jealously and zealously watching and guarding the interests of their constituencies will soon see that the chain system is directly aiming at the destruction of the very commercial life of the districts they represent.

Bankers whose interests are indissolubly linked with community prosperity are already awake to the serious menace. The system aims at limiting the usefulness of the local bank, if not at its actual destruction.

No thinking person denies the tremendous value to the country at large because of the development of mass production and mass wholesale distribution. Our commercial supremacy to-day is largely based on the rapid strides in this direction; but when the retail field is invaded and the profit made locally is skimmed off and sent outside the community, then a dangerous element is introduced which eventually will bring about a serious reaction.

The organization of the Independent Grocers' Alliance is the first big step which offers the independent retailer surcease from his troubles. Careful observation will reveal that the better retail merchants are the ones taking immediate active interest.

Many wholesalers and retailers say

that the chains will never seriously affect rural communities. Here again bobs up that smug complacency which lulls to sleep. Has it not been clearly demonstrated that consumers for miles around a city with chain stores will pass up the local store and drive fifty miles or even more to trade at stores which "know how to cater" successfully to the housewife's desires? The general stores in even the smallest village will suffer greater injury than those in larger cities.

When a city becomes known as a

good chain grocery town, other chains, department stores, shoes, millinery, butchers, drugs, etc., are attracted and soon the entire retail trade is bottled up. Retailers of all kinds whose families patronize the chain grocer are deliberately preparing the way for chain competition in their own line.

Will the awakening come too late?

Behind the Independent Grocers' Alliance will be hundreds of wholesalers and eventually thousands of retailers.

The "I. G. A." plan provides for a

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.

GREEN & MORRISON—Michigan State Agents

Given as an Honor— Received as a Burden

THE MAN WHO IS APPOINTED EXECUTOR of a friend's estate accepts the position as an honor, but when the will is probated and the executor is called upon to act, the position is received as a burden.

It could not be otherwise for so numerous are the tasks demanded of an executor, so great is the time required for conferences, so many are the details commanding attention, that the executor's own business must be neglected.

Do not thrust such a burden on a friend. Delegate this important work to an institution organized to handle it efficiently. Name this institution executor under your will.

GRAND RAPIDS TRUST COMPANY

Telephone 4391

definite, practical tieup between wholesaler and retailer. A centrally organized plan is necessary, because expert and experienced organizing ability is vital. Abortive plans poorly executed will react seriously and discredit any such movement.

All "I. G. A." stores are painted inside and out. A sign strongly featuring the retailer's name, with "I. G. A." insignia prominently displayed to act as an advertising hook-up, is erected.

The inside of the store is rearranged, shelves are lowered so that orders can be filled promptly. Old counters, bushel baskets for vegetables and fruit are done away with. A double deck fruit and vegetables display stand is installed in one of the windows, thus immediately putting such items on attractive display. Old boxes, filthy ice boxes, etc., are thrown out and the entire store made instantly accessible and attractive.

A price tag is displayed on every item thus at once inspiring confidence on the part of the housewife and making possible important savings in clerical help. A store so equipped can operate with 40 per cent. less clerical help, and—best of all—the housewife likes it, she likes to help herself on occasion when clerks are busy. She likes to trade in a store that exudes activity and attractiveness.

Then follows a real, thoroughly organized advertising campaign. Window posters, splendidly gotten up, window displays so illustrated and with directions for installation that every retailer can have the most up-to-date and effective window displays.

Window placards artistically designed and prepared in colors focus attention immediately.

Electric light companies in every city are co-operating to the fullest extent in laying out effective and economical lighting systems. Stores so arranged and equipped are ready for business—no more attractive stores will be found anywhere.

The retailers in small communities can have stores equally attractive and equally efficient with any in the larger towns and they will justify the patronage of local consumers.

Store News, a well gotten up four page bulletin containing menus, recipes, household hints and featuring seasonable items of many kinds, is issued regularly in sufficient quantities so that each retailer will have enough to blanket his immediate territory.

Monthly bulletins bringing to the retailer up-to-the-minute ideas in store arrangement, store up-keep, selling plans, credit and collection plans are issued regularly to keep the retailer posted.

The movement has already reached such proportions that the Independent (I. G. A.) Grocergram is published and issued at regular intervals. Here the retailer is given news of the spread of "I. G. A." movement, and interesting as well as helpful testimonials from retailers all over the field are presented.

Remodeling and clearance sales are splendidly organized and the retailer

almost immediately helped in disposing of all excess merchandise. Great numbers have had such big results from these sales that they are for the first time in years out of debt—have money in the bank and are discounting their bills.

A new life, new hope, new ambition has awakened within these merchants. They now see some real hope ahead. One only needs to talk to "I. G. A." merchants to be impressed with the marvelous change in morale.

All this is supplemented with strong newspaper advertising. Only when the retailer functions properly—prices goods right and presents an attractive store—will newspaper advertising get the fullest results.

Full-page advertisements when sales are on and large space at least once a week is used. The "I. G. A." insignia ties up the advertising with the stores. We are strong for real, well prepared newspaper advertising and in every district it will be carried on extensively.

Now, backing such a program with what will undoubtedly be the greatest food buying power in the world, the retailer can meet and defeat any legitimate competition.

With retailers concentrating their buying, the wholesale house will operate at a greatly reduced overhead and can offer "I. G. A." members real values. Every one knows that the high cost of doing business in both wholesale and retail establishments is proving a serious obstacle to getting business.

The retailer equipped to get larger volume will eventually cut his cost of doing business squarely in two. The wholesaler with larger volume—with less sales resistance—will so reduce his expense percentage that he will be in position to genuinely co-operate with the retailer.

The independent grocer, general store, dry goods store, milliner, shoe store, drug store, hardware store, clothing store—backed with organized merchandising and advertising—supplemented by that greatest of assets individuality can easily maintain his position against any chain system.

With retailers so functioning, communities can sincerely and earnestly bid for local patronage.

Keep locally earned profits at home if the community is to grow and prosper. Take it away and its life blood is gone.

On a basis of merit, economy, service the independent retailer will justify his continued existence. Everywhere, the housewife openly declares, "On anywhere near an even break, I will buy exclusively from my local merchant, who is my real friend."

At the headquarters of the Independent Grocers' Alliance, in Chicago, one can get an idea of the tremendous progress that is being made.

Let the wholesale grocer—wholesale hardware dealer—wholesale drug—wholesalers in every line, wake up and sensibly stop the inroads into all retail lines. It can be done if there are enough courageous and far-sighted leaders.

James F. Grimes.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, SECRETARY-TREASURER

Affiliated with THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the
MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$33,389,609.28

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

AROUND CAPE OF GOOD HOPE

Seventh Lap of a 22,000 Mile Ocean Trip.

Kimberly, South Africa, Feb. 24—The first sight from the sea at Cape Town is the much talked of Table Mountain, a mountain with a great flat top looking to be about a couple of miles square and on which clouds are almost always to be seen. The harbor, Table Bay, is a semicircle, about five miles in from the ocean and five miles across. The city and suburbs extend all around it. They have fine docks and one fine municipal pier for restaurant dancing and enjoyment.

Mountains surround the town. Devil's Peak, Lion's Head and Signal Hill, all hills or mountains which have drives up and around them, give you views of the ocean and the city with the villages between with peach orchards, grape vineyards and other small fruits, with numerous old Dutch farm houses along the valley. The mountains are covered with trees. One day we were taken on a drive through their 1100 acre National botanical garden at Kirstenbosch. Another 160 mile drive was to the Cape of Good Hope. Some of our passengers say they think it is a more beautiful drive than the Amalfi Drive in Italy. It is certainly fine, with sea and mountain views. Then an all day drive to Stellenbosch, a college town, and a drive to the bathing beaches. Our five day stay was a continuous delight.

The city itself, with a population of 200,000, has good streets and fine stores. It is an English speaking city. The Union of South Africa consists of Cape Colony, National Orange Free State and the Transvaal. It has two capitals. The legislative capital is at Cape Town, with its parliament buildings at Pretoria, the seat of government. These colonies were united in 1910. Legislative power rests with a Senate of forty members with a \$2,500 property qualification, eight appointed and thirty-two elected. A house of 135, all elected by vote, must be British subjects of European descent. The parties are divided into Nationalists, South African and labor. The Union of South Africa is a member of the League of Nations. The railroads of these states, 11,500 miles, are government owned and operated.

Cape Town was also the home of Cecil Rhodes and his estate, Groote Schuur, covering many square miles, was presented by him to the city and contains the zoo. On its mountain slope stands the classical monument, Rhodes Memorial, and Walts statue, "Physical Energy," erected by the nation. As a background to the Memorial towers there is Table Mountain and Devil's Peak and on the other hand the vast outlook over Table Bay bordered in the distance by the Hottentots Mountains.

Cape Town seaside resorts read like a record of the towns along the New Jersey coast. They are commencing at Muizenberg, St. James, Kalk Bay, Fish Hook, Sea Point, Clifton-on-the-sea and Camp's Bay, all with their big hotels and bathing beaches.

This nation has the same questions to face we have with the Philippines native vote. They have taken the ground that as the whites are outnumbered ten to one the natives cannot and shall not vote.

This is not a prohibition letter, but knowing that the great army of Tradesman readers are neither bootleggers nor cocktail guzzlers, I was interested in a church publication here containing the following: "The new liquor law proposes uniform hours for the sale of liquor, which brings the clubs under the same rule as bar rooms," etc., and ends up, "While this is an improvement we deplore the retention of the tot system (whatever that may mean), even in modified form and the authority given the government to open beershops for natives.

We continue to protest against any proposal to extend the use of intoxicants." So while we in America have the idea that Britain and its colonies are a hard drinking lot, we find there is a large body of them who believe in sobriety. England gets her idea that with us prohibition is a failure, because most of her news comes from the Atlantic seaport and they never hear of the vast army of people who think that rum is a curse and prohibition a business and moral success.

In our drive to Stellenbosch we stopped at the State experiment farm. They had a fine display of Jersey and Holstein cattle and fruit. In talking with one of the students, whose people live on a wheat farm, he said the farm land around the Cape Town lacked fertilizing because it was a fruit country and kept few cattle and to bring in fertilizer from the cattle countries further North was too expensive. His father's farm was an old one and they put in wheat one year, oats the next and the next year let lie fallow, plowed it up the next and sowed to wheat again. So their land is idle half the time. They cannot raise grass or alfalfa successfully, so they have no root crop to replenish the soil. He said their farm and the other older farms around Cape Town were worth about \$12 per acre and that they raised nine to twelve bushels of wheat to the acre and were getting now \$1.60 per bushel. I asked if his people were making anything farming and said, "Oh, yes, a little, for farm labor is cheap." This State, although the greatest wheat growing State of the Federation, does not raise enough for its own consumption.

We were shown through some fine old Dutch farm homes dating back to 1600. They opened their grounds and homes to show the tourists the old-time construction and how they make wine. Some of them are making wine on a large scale with large pressing rooms and fermenting and ripening tanks. Every place we stopped they were extremely pleasant and hospitable.

Our Masonic members were entertained by the Travelers Lodge here and saw their degree team work. They have four jurisdictions here—Dutch, English, Scotch and Irish.

Their museum is a fine one, containing many mounted animals now extinct.

The cruise gave a Washington birthday party and invited Cape Town guests. About a hundred accepted and the young girls and boys were hard to distinguish between a gathering of the same kind at home. The girls were as good looking and tastefully dressed as our home girls and the boat spread themselves on refreshments. I do not remember ever seeing, even at home, such a bountiful and varied layout.

They say we have experienced most every kind of weather expected at this season of the year. Saturday afternoon on our arrival the wind blew and we had a regular sand storm from some of the unpaved streets, although most of their streets are well paved. Sunday was comfortable. Monday was hot, 100 in the shade. Tuesday was cool enough for a light wrap in riding and there was very little wind. The nights are cool, but the weather here, like at home is very variable. People here say they like the climate.

It seems to me every letter I have written I tell about harbor lights, but as the harbor in all cities is the big artery and as it is invariably in a semicircle, there is always a boulevard around it and of course this is electric lighted and as you sit on the boat deck in the evening it is beautiful and so impressive you are affected by it. Like the dance tune, every little harbor has a beauty all its own.

I attended a session of their Lower House of Parliament. The Upper House or Senate has adjourned for two weeks for the House to get bills ready for their consideration, having finished up with all their own Senate

work. The House is so arranged that the seats of the opposition party are on the left in straight rows, the party in power on the right side, facing the opposition, two at a desk, looking like school seats. Although African or the Boer language is the official national language, members of both sides spoke in Dutch or English, the one they were most familiar with. The clerk in reading apparently talked Dutch in reply to a Dutch member's question and English to an English member's enquiry. Just as in our Senate at home the members seemed to pay little attention when another member was speaking and went on talking to one another and making so much noise that from our gallery we could not hear what the member was talking about.

The stores are good and prices are very reasonable. At a first-class tailor's they asked \$40, our money, for their best suits made to measure. At another tailor shop a good looking suit was made to order for \$20. In the windows of a good store men's best felt hats are \$7. Men's shirts, socks and ties were just about our own home prices.

I went into a fruit store. They asked 12 cents per pound for fine blackberries; 24 cents per dozen for best pears; 4 cents per pound for best grapes; 24 cents per dozen for fine big peaches; dried peaches, 20 cents per pound; dried apricots, 16 cents per pound; prunes, 8 to 10 cents; candied fruits of all kinds 50 cents per pound; almonds 24 cents per pound; English walnuts and Brazil nuts, 30 cents per pound.

In the railroad station a notice stated that the railroads were starting a bus line to one of the suburbs, showing that they, like our roads at home, are trying to hold their business.

C. C. Follmer.

America Stands in Awe of the Voting Woman.

Grandville, April 12—Great is the human gullet.

Gold mines and oil gushers have contributed largely to the divertment of the human family, but it remains for the lowly lager beer to cut the widest swath of all and lay our Canadian neighbor open to the greatest tourist rush since the discovery of America.

Very little less than four millions of visitors from the American side of the Detroit river is counted on to add to the shekels of the beer and drink sellers of Windsor and other Canadian towns.

It is figured by the Canadians that the American is always thirsty, and when we come to remember that whisky and beer have been taboo for a long time in the United States it may be supposed that the accumulated thirst must be little short of monumental at the present time.

Free beer will be a luxury. Possibly some of our smaller towns may become depopulated for the time in order that their citizens may make up for lost time under the Volstead law.

It is almost laughable to note the great preparations being made for the occasion, the opening taking place May 15. The scramble across the river ferries is expected to swamp the carriers. The scramble will be something like that akin to a rush of starved swine to the swill trough at the sound of trickling feed from the farmer's pail.

What a commentary on the nobility of man. Intellect, culture, refinement of character does not count against the drawing character of lager beer.

The Canadians are counting on the most profitable season ever known, and they are doubtless right in their estimate, since the human animal has greater capacity for gorging than any other known species.

Several large hotels are being planned, the cost mounting into the millions, while Canada in general is sure to make the coming season one grand holiday scramble for the dollar.

Meantime the Yankee politicians will continue to discuss Volsteadism and plan whether it will be advisable to fetch the prohibition question into the next National campaign. The friends of wet Al Smith have dared to suggest a drawing of the lines along liquor courses.

The more astute leaders, however, know better than to make prohibition a party question. There could be but one outcome to such a campaign. If the male portion of the inhabitants were alone to be considered the wet advocates might hope for success, but with the great American womanhood figuring in the balloting, no party will dare to fly in the face of certain defeat by making liquor the deciding factor.

Our Canadian neighbors, however, have conceived of a plan by which they can enrich themselves at the expense of thirsty Yankees, and they are about to carry the project into execution. The Detroit river isn't wide enough to hold back the avalanche of human freight that will sweep across, into Windsor and adjacent towns, at the opening of the beer kegs of the government May 15.

Doubtless this exodus from Yankee land will prove a bonanza for many foreigners and its success or failure will be pointed to by advocates of a modification of the Volstead act, as well as those who stand squarely by the Constitution in the matter.

"Man being reasonable must get drunk."

Thus argued the late Lord Byron, and he has had many followers, both in Europe and America, since his day. It almost seems as though the majority of the eminent British and Scotch poets were addicted to the use of intoxicants. The most of America's men of poetry were temperate, however, and it has been fully demonstrated that strong drink, even beer, is in no way necessary for the upbuilding of high intellectual manhood.

No doubt a large entourage of Americans will concentrate along Michigan's Eastern river boundary about the middle of May, the cause for which cannot be construed into placing a feather in the American cap.

As for political prohibition, that has gone as far as we may expect it to go in this country of ours. Long before now the politicians—those who seek high honors at the hands of a free electorate—have come to a full understanding of the fact that the factor with whom they have to deal is not the old time man voter, but his better half, the keeper of the home, she who knows the value of temperance and will stand firm at the ballot box to keep what she won with the enactment of the Volstead law.

It may seem a trifle audacious for weak woman to dictate the moral policy of the Nation, yet that fact is most gratifying to a large share of the best citizenship in the country.

Politically the old and gone open saloon is as dead as Julius Caesar. Less than a score of years ago, before the advent of women suffrage, no one suspected such an outcome possible. However, the American people have made wonderful advances along political lines in the past generation, and to even suggest a return to even light wines and beer excites a smile of contempt.

Canada may try the experiment of government beer if she chooses. The United States has taken an irrevocable step which cinches the fate of the saloon for all time. Nothing would please the advocates of strict temperance better than a referendum on this much discussed liquor question.

Shall we have that referendum? It is not likely. Those who support the wet argument have a wholesome fear of the little American maid and woman with a ballot in her hand. It is safer to fight shy of that little woman.

Old Timer.

Organized Grocers Oppose Truckers on Municipal Markets.

Grand Rapids, April 11—I note your article in the Michigan Tradesman of March 30 pertaining to the city municipal markets; also Mr. Sperry's reply, published April 6, which, if I may be permitted to criticize, was very undiplomatic for a servant of the citizens and taxpayers of our city, whose business it is to serve all the people of Grand Rapids.

The various organizations which met in the city manager's office under the direction of Lee M. Bierce, Secretary of the Association of Commerce, was so conducted as to afford the city commissioners an opportunity to correct the municipal markets and avoid publicity that might be detrimental to same were all the facts known to the consuming public; but it was very evident the committees were confronted with an anti-retailers' attitude, which, apparently, has been adopted by the city commission due to the influence of certain city employees.

It is generally conceded by all concerned that it is a proper municipal function to provide market places where producers and consumers can trade with each other at the lowest possible cost and for the purpose of enabling the consumer to purchase farm products which are perfectly fresh.

In providing a market of this nature, the producers are brought to our city, and, in turn, patronize our retail stores, which warrants the so-called selfish motive of our Director of Public Service, but incidentally serves to the advantage of our city as a whole and is a part in the system of taxation on personal and real estate property.

When such markets are thrown open to non-producers, the fundamental theory of the markets is violated and it is impossible for the consumer to save any money or buy fresher merchandise. Therefore, it is only natural that any group of citizens, merchants or otherwise giving this matter consideration should be opposed to the use of the municipal markets by non-producers. Mr. Bierce demonstrated to the commissioners on just one item not grown in Michigan, which happened to be lemons shipped into Grand Rapids in carload lots and purchased by wholesale produce dealers. Retailers, in turn, buy case lots from the wholesalers and sell by the dozen or unit thereof to the consumer.

A huckster would be obliged to pay as much for the lemons from the wholesaler as the retail merchant. In selling this product on the municipal market, he would be obliged to get at least as much as the retailer, and probably more, his sales being so limited that the selling expense is prohibitive unless the product is sold at a long profit, and Mr. Bierce personally knows that on a certain day in 1926, hucksters on the municipal market asked 40 cents per dozen, when lemons were retailing in the stores at a popular price of 29c per dozen.

Similar illustrations could be cited in connection with the sale of Southern strawberries and grapes trucked in from Southern Michigan. It is a known fact by those who have observed and studied the situation that the public is not saving any money; in fact, losing money by buying such commodities on the municipal markets.

Another reason why those who have studied the operation of the local markets are opposed to their use by non-producers is the fact that the law of supply and demand (a natural law) is tampered with. Artificial surpluses are created by trucking farm produce from long distances, sometimes several hundred miles, and then artificial shortages are created by local producers and truckers staying off the market on account of artificially depressed prices. This creates a very unsettled price situation, which is detrimental

to all concerned, but especially to the consumers.

Practically all American cities conduct municipal markets and all of them have felt their way, in order to determine the very best basis upon which to operate. It is safe to state that a very large majority of municipal markets are barred to the non-producer, the authorities realizing that the best interests of the consumer are protected by such restriction. This has been proven by correspondence with other communities.

The retail grocers of Grand Rapids and the farmers in this vicinity have for years been dissatisfied with the manner in which the markets of Grand Rapids are being operated. This dissatisfaction is shared by the wholesale produce merchants of this community (at least all of the larger and more responsible ones), by the Kent County Farm Bureau, the Grand Rapids Growers Association and others.

It is interesting but peculiar, to note that at a recent hearing before the administrative committee of the city commission, the only parties approving the present method was the truckers. To a large extent these truckers are not citizens of Grand Rapids and not taxpayers in this community. They are in immediate competition with the wholesale produce merchants who are taxpayers and are citizens of Grand Rapids.

If the public at large was being benefitted by the presence of the truckers on the wholesale markets and the hucksters on the retail market, the city authorities would be justified in supporting the present situation, but owing to the fact that the public is not benefitted and the city is entering into an agreement with, to a large extent, non-taxpayers to divert business from Grand Rapids wholesalers and retailers, taxpayers and legitimate merchants, the action on the part of the city commission is mysterious and entirely unsatisfactory.

If it is the wish of the city government that the public be acquainted with all the true facts and then the opinion of the public ascertained, this can be easily accomplished and, to my mind, should be the next activity on the part of those who are interested in a proper regulation of the local markets.

Herman Hanson,
Sec'y Retail Grocers and Meat Dealers Ass'n.

The officials of the United States Health Service are to be congratulated on their decision to spend one afternoon of their coming biennial session in discussing the question of deaths from poison alcohol. Reports from health boards throughout the country, as well as the statistics of life insurance companies, indicate that deaths from this cause are steadily growing in number. If this is true the matter will have to be considered in a legislative way sooner or later, and it is well to have the matter threshed out in advance by scientists rather than to wait for wet and dry politicians to take the matter up. We already know how and why these representatives of the two sides of the question of prohibition will color their remarks. What is needed is the exact truth. It is more a question of public health than of prohibition, and when it is taken up officially it must be dealt with on that basis.

Battle Creek—H. W. Noos succeeds F. W. Thompson in the grocery business sat 157 Hubbard street.

Strive to become the kind of pal that doesn't pall.

GENUINE OGLE MILLERS CREEK

ONLY 3.00% ASH

NO SOOT 14,980 B.T.U. MORE HEAT

ALSO

BLUE RIBBON POCAHONTAS

HIGHEST QUALITY SMOKELESS

VERY LOW IN ASH

WRITE US FOR PRICES

OGLE COAL COMPANY

1000-1004 SCHMIDT BLDG.

CINCINNATI, OHIO

Insure Your Automobile

12th Season of Success

State Wide Organization Rates Reasonable

Largest number of automobiles insured of
any company in Michigan

Assets have increased each year as follows:

Dec. 31, 1922	\$266,499.45
Dec. 31, 1923	375,945.95
Dec. 31, 1924	565,225.96
Dec. 31, 1925	704,152.41
Dec. 31, 1926	840,845.24

There is an agent in your city or county or you may write

THE CITIZEN'S MUTUAL AUTOMOBILE INSURANCE COMPANY

HOWELL, 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

DRY GOODS

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

Status of the Trading Stamp Bill.

Lansing, April 12—House Bill No. 274, File No. 247 introduced by Representative Ate Dykstra, of Grand Rapids, is still in the hands of the Judiciary Committee of the House of Representatives. The members of the Committee on Judiciary are as follows:

Frank P. Darin, River Rouge.
B. G. Cameron, Charlotte.
R. B. McDonald, Laurium.
George C. Watson, Capac.
Otis Huff, Marcellus.
M. F. Callahan, Detroit.
Vernon W. Main, Battle Creek.
Charles F. Haight, Lansing.
R. W. McLain, Quincy.

While all members of the Legislature receive their mail at Lansing, we believe that it would be a good plan if you will write to the member from your county and send the same to his home address. We believe that in this way the matter will get quicker attention, as practically all the members whose homes are in the Lower Peninsula of Michigan spend the weekends at home.

If you write to them late in the week send your communication to Lansing. Here is an opportunity for the merchants of the State to have something to say regarding a measure that will be a benefit to not only the merchants, but to the people generally.

This bill is patterned after the Wisconsin law and we have information from the Attorney General of that State that the Wisconsin law has been passed upon favorably by their courts. Along with this information we have the opinion of a very able attorney residing in Battle Creek, and we quote in full the opinion of this attorney:

"I have examined the copy of House bill No. 274 entitled, 'A bill to regulate the use of trading stamps or similar devices and to provide a penalty for violation thereof.'

"Similar statutes in a number of states have been found effective.

"In answer to your question concerning the operation of the proposed statute upon existing trading stamp contracts, it is a general rule, which has been recognized by the Supreme Court of Michigan, that 'where the act contracted for is rendered unlawful by the enactment of a statute before the expiration of the time for performance, the obligation is thereby discharged.'

Hooper vs. Mueller, 158 Michigan 595, 59.

Cordes vs. Miller, 39 Michigan 581.

"The decisions of practically all jurisdictions are to the effect that where a contract, legal in its inception, becomes illegal by subsequent statutory enactment, the contract is wholly terminated as soon as the statute takes effect, even though the time specified for its performance has not yet fully expired, and no action can be maintained by either party for failure to perform the obligations of the contract after the illegality has attached.

6R. C. L. 1000

"Reliance upon these principles should proceed with caution.

(a) Where the illegality declared by the statute is applicable to a severable portion of the contract the remainder of the contract may be enforced.

(b) The fact that a contract becomes illegal through legislation prohibiting its performance does not excuse non-payment for goods or other things of value received under the contract before such legislation.

"Where the trading stamp contracts are so drawn that the essential ele-

ment involved is the delivery of trading stamps to the merchant, and where all other parts of the contract revolve about this feature, it is my opinion that such contracts will be unenforceable after the proposed bill becomes a law.

"The liability of the merchant to pay for stamps, services or goods delivered prior to the effective date of the law will remain in force."

For your further information we are giving the names and home addresses of the Judiciary Committee of the Senate. When the bill passes the House and reaches the Senate, these are the gentlemen who will doubtless have consideration of it:

George M. Condon, 601 Transportation Bldg., Detroit.

Seymour H. Person, Lansing.

Joseph Bahorski, 1447 E. Hancock avenue, Detroit.

Seth Q. Pulver, Owosso.

Cass J. Jankowski, 4851 Chene street, Detroit.

Albert J. Engel, Lake City.

Herbert J. Rushton, Escanaba.

Jason E. Hammond,

Mgr. Mich. Retail Dry Goods Ass'n.

Novel Material For Interlining.

A new material which, it is said, will solve the coatmakers' problem of securing a warm yet non-bulky interlining for women's cloth coats. The material is made of paper through a patented process. In appearance it resembles a fine chamois skin. It has neither warp nor woof and is as tough as leather. Its outstanding feature is that it is extremely warm and at the same time weighs little and is not bulky. It was used by the maker in one garment and served to reduce its bust measure by 3 inches and was also used for sleeves and around the shoulders where other interlinings could not be used. The fabric is soft and pliable and is said to launder perfectly. It is equally strong wet or dry and the edges will not curl. Its action under the pressing iron is said to be good, as it will not stretch in any direction. Coat manufacturers who were shown samples of the material were impressed with its possibilities.

Blending Garment Seasons.

Stocks of coats and suits or dresses are not large, according to most reports. For a period so close to Easter the general condition of the ready-to-wear industry with respect to either piece goods or finished merchandise is credited with being the "cleanest" in years. Primarily, this situation reflects one aspect of an adjustment that will be carried on for some years yet, according to one known manufacturer. This adjustment is taking two forms, making up merchandise close to the time of actual demand and the gradual elimination of sharp seasonal divisions. The time is coming, said this executive yesterday, when garments will be styled and sold practically on a monthly basis rather than the traditional seasonal one. Incidentally, one leading dress house has been operating successfully on this plan for the past year.

Bathing Suit Sales Improving.

Reports from concerns which sell bathing suits direct to the retail trade are to the effect that although the 1927 demand is getting in late, it has improved noticeably in the last week or

ten days. Retailers are said to be buying carefully, however, having in mind the lateness of the season last year and the cold weather that prevailed through a good part of the Summer. Novelties are largely sought in the merchandise that is selling, although in the more conservative types, and wool and worsted goods striped effects are highly favored. A popular line of women's suits, for instance, shows graduated stripe flap skirts with solid-color bodies, the stripes ranging in width from about 1½ to 3 inches. Such combinations are seen in these goods as pearl gray and scarlet, Kelly green and navy, china blue and buff, navy and royal blues. They wholesale at \$42 a dozen.

Women's Cotton Undergarments.

The imminence of the May underwear sales is creating a good deal of interest in women's cotton undergarments, according to reports received from manufacturers represented in the United Underwear League of America. Colored voiles in pastel shades are the favored materials. Styles include those favored in the silk lines—step-ins, chemises and nightgowns with lace and ribbon trimming. These items are all designed for late spring and early summer presentation in retail stores. The material washes well, and the manner in which it is developed makes it suitable for "style" garments. Pink, orchid, blue and green are the shades most frequently seen.

Men's Sweaters Selling Slowly.

Although reports from the women's

end of the sweater trade are indicative of buying activity, the reverse is true at the moment with most of the men's styles. The novelty lines of men's goods are the most active, with a brisk business being done in the better grade "crickets" in the pastel shades. Some of the makers of men's fancies were said yesterday to be sold ahead for three or four weeks. The staple lines are not doing so well as the mills would like to see them. Jobbers' salesmen are on the road sounding out the retail trade and, until the results of their trips are known, there is not likely to be much activity in this end of the market. That plenty of jobber buying will be done before the season is out, however, is about the only "bright spot" in the present situation for the mills.

Toy Sales Picking Up.

Efforts of toy manufacturers and wholesalers to increase sales of their products to retailers by emphasizing the probability of a broad consumer demand for toys in conjunction with Children's Day already seem to be successful. This event is set for Saturday, June 18, and plans are on foot to make it a kind of National birthday for children of all ages. That retailers appear to have fallen in with the idea is shown by the recent improvement in the call for practically all kinds of playthings, and this gain is expected to grow as the day in question approaches. Present prospects in the toy trade generally are for an excellent business throughout 1927.



The history of retail selling proves that pleasing the younger generation insures a store's future success.

Take "Happylad" shirts as an example of real trade building. Not only is the boy delighted, but the entire family is pleased with them.

"Happylad" labels in boys shirts mean smart styles, snappy patterns, full cut sizes, superior workmanship. And they retail at popular prices.

We will be pleased to submit samples or have a representative call.

A. KROLIK & CO., Inc.

Exclusive Michigan Distributor

DETROIT, MICHIGAN

Dress Linens Very Active.

So active has been the call for colored dress linens this season that they have become extremely scarce. Jobbers and large retailers are buying them very freely and, while the cutters-up are also taking them well, they are inclined to hold off somewhat on the ground that prices are too high. It was said yesterday, however, to be impossible to get any fair quality of 36 inch fast-color linen at less than 35 cents a yard, and from that figure prices range up to about 62½ cents. A wide variety of goods is wanted, and they are being shipped out by importers as fast as received. In some cases the lines are sold up to the middle of next month, which is exactly the reverse of last Spring. The call for white dress linen is very strong, so much so that it is said to be outselling colors about two yards to one. Oyster white is also wanted, as are pink, old rose, orchid, apricot, peach, and other fast shades. Staple blues are "good," too.

Novelty Belts Are Favored.

Sales of women's novelty belts are very good at present. Well up among the favored items are braided strands of leather and ombre effects achieved by blending several shades of the same color. The combination of white and black, which is seen so much in the new season's dresses, is creating a demand for belts to match. Some of the newest ones show a pattern of white kit, in cut-out effects imitating lace designs, set over black kid. All kinds of kids and leathers are in demand, including the popular baby hornback. Pastel shades in plain models are also among the wanted items. Widths remain about the same, ranging from three-fourths of an inch to two inches. The uncertainty about the place of the waistline in Spring garment styles is resulting in a demand from certain quarters for belts short enough for the natural waistline. Other stores call for belts designed for the so-called lowered line.

Fur Scarfs Moving Better.

The rapid approach of the end of Lent has resulted in a noticeable picking up in the demand for fur scarfs from retail buyers, who are apparently anticipating a good consumer call for them during this week and next for wear with new Easter outfits. The call for silver fox continues heaviest in the more costly pieces, while the demand for the more popular-priced types is headed by pointed fox. Fine natural blue and white fox scarfs are also selling well in the better goods, and there is an improved call for extra prime red fox. Dyed fox scarfs are sought in a wide range of colors, among them platinum, blue, ashes of roses, etc. Prospects of an excellent season continue bright.

Trends in Home Decorations.

Lamps for sales purposes are being bought by retailers, with popular-priced ones for bridge having the greater call, according to makers of this merchandise. The manufacturers are now preparing their new lines for Fall, which will be opened in July. While for sales purposes the bridge

lamp is in most request, because of the greater cheapness of base and shade, the junior lamp outsells the bridge type in many sections in the course of the season, it was added. Table lamps are said to be meeting with a stronger demand each year. Occasional pieces of furniture, such as metal and marble tables, table ends and coffee and smoking stands are likewise in growing favor. Novelty metal designs in combination with silks, marble or glass are being used very extensively for living rooms, inasmuch as they serve to relieve and set off the woodwork and furniture.

Ginghams Still Moving Well.

Although the attention of many jobbing buyers of cotton goods is centered on the approaching opening of fall lines of ginghams and kindred fabrics, which will probably take place about the middle of this month, other lines of colored goods are not being overlooked. Wholesalers have apparently come to the conclusion that the recent slight ups and downs of cotton are no reason for holding off any of their business, and the result is that orders in yesterday's mails were heavier than those of a week ago. Buying of gingham goes on steadily, and, while most of it is for delivery this side of June 1, orders are being taken by some houses for shipment as far ahead as September. This business is being accepted on the basis of current prices, with any necessary adjustments to precede confirmation.

Seamless Stockings Sought.

One of the features of current trade in hosiery is the good business that is being done with wholesalers in certain parts of the country, especially the South, in women's seamless, pointed-heel goods in both silk and silk and fiber. The flesh and tan color ranges top the call for these goods with the \$1 "retailers" wanted most. Medium-weight full-fashioned hose are moving better, and are reported especially active in the "numbers" to retail at \$1.50. A better demand is also reported for fiber-to-welt hose to retail at half a dollar. Another feature is the recent demand that has come up in several sections for fifty-cent mercerized lisle hose. One of the big manufacturers is putting 260 needle goods of this kind on the market to retail at that price, against the 240 needle lisles formerly produced.

Sweater Has Covered Fastening.

A lumberjack sweater for girls of from 8 to 16 years has a front fastening which is described as having several new features. The fastening is of the double slot type, already familiar, but so arranged that the metal does not show or touch the inner garments. The prongs are flat and will not cut or scratch the skin, tear fine dresses, etc. The ring for opening is covered with yarn, and a short strap is attached underneath one side of the collar at the neck. The sweaters are available in popular color combinations and have purled bottoms, cuffs and pockets with flaps. Wholesale prices are from \$42 to \$48 per dozen.

Slip Demand Is Active.

Costume slips have had an extensive sale this Spring, the business showing a substantial gain over last year, according to wholesalers. Those of crepe de chine or the new rayon cloths with metallic luster are selling best at the moment. The demand for radium merchandise is fairly active, but is not in as great volume as the types mentioned. Slips for sports wear under blouses or sweater ensembles will shortly be placed on the market. These are made of heavy crepes and will have small knife-pleated effect at the side or box pleating.

Allows Thirty Days For Examination.

A new rule, as far as the jobbers are concerned, has been put into effect by the American Woolen Company. This allows a period of thirty days only for examination of women's wear fabrics purchased by the woolen jobbers. This regulation has applied to manufacturers' purchases for some time. Its effect, according to opinions expressed yesterday, will be that jobbers will take in their purchases near to the seasonal date or the time in which they will have to call for the fabrics. It is expected it will tend to curb speculation and returns.

Flannels Receiving Attention.

Flannels are in much favor as sports fabrics for the summer season. Both plain and novelty cloths are receiving attention, with stripings in the latter class being used in conjunction with the plain weaves. The goods are being used for coats, jackets, jumper dresses, straightline dresses and skirts. At present the trend is toward soft blues, pale yellow and pink. Greens, however, have been gaining in interest, while for semi-sports garments gray is much liked, together with a clear tan which differs from the more formal beige.

New Compose Handbags.

New pouch and flat handbags are just being placed on the market that feature compose effects in the popular reptile leathers. Three shadings are shown in related colors. This is achieved by the superimposing of two scalloped strips near the top of the bag, while the frame is designed to match the scallops. Eight color groupings are available, but the maker said yesterday that particular interest is being shown in the bag featuring heliotrope, lavender and purple in compose. The merchandise is priced at \$72 per dozen and up, wholesale.

Bordered Towels Are Favored.

Current wholesale buying of cotton towels is running very strongly toward colored border effects in Turkish goods although a normal trade is also passing in the staple all-white lines. Blue, pink, gold, heliotrope and green are the favored colors in the bordered goods. Most of the call is for the larger sizes, notably the 22 by 44 inch, 23 by 46 inch and 24 by 48 inch. The great bulk of the goods now being purchased is for delivery this side of July 1.

Keep going—but first make sure you going in the right direction.



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

Have You Ever Wished

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

That's Us

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

On Top of That

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

THE CLASS-MUTUALS AGENCY

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

305-06 Murray Bldg.
GRAND RAPIDS, MICH.

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Oria Bailey, Lansing.
Vice-Pres.—Hans Johnson, Muskegon.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

Independent Grocer Who Figured Too Much Profit.

Written for the Tradesman.

The trader's instinct is the most valuable faculty a merchant can have. Men with that instinct have made money—lots of it—in the absence of scientific knowledge of their business or any other constituent of success. But, like every other faculty, this does not stand alone, nor will it take the place of business knowledge or sound practice. Here's a story:

A young grocer who conducts a neighborhood store and has built a fine business in a few years had a new customer come to him. She went around the store with him, giving a nice order. Coming to a certain locally popular soap chips, she asked the price of that and, seeing a popular fluid beside it, asked the price of that also. The chips were 40c, the fluid 20c.

Well, she couldn't pay those prices. She had been buying at a chain unit where she came from for 38c and 16c. She cancelled the order—by that time "about ten dollars worth," said the grocer—and flounced out. Telling me the story, the grocer remarked: "Now I could not sell that fluid for 16c on my cost."

Well, no service grocer needs to sell on chain, non-service prices. I have always insisted on that. But no grocer can expect to get more than a correct percentage over chain prices. He can get paid for his additional service, plus a profit on that service; but he must stop there if he expects to retain trade. So, with a view to finding exactly the price this man could sell for properly, I asked him his cost.

His cost was \$1.62½ per dozen. It was a staple. As such it can be sold easily by any grocer on a 20 per cent. margin—and this grocer said so. And yet if you figure 20c each, \$2.40 per dozen sale against a cost of \$1.62½ you will find a margin of over 32.7 per cent. Using the well-known rule for computing margins on \$1.62½ of cost, you will find that 17c will give full 20 per cent.

Realizing that his new customer probably would have paid 17c or even 18c with hardly a protest where she quit cold in face of 20c, this man regretted the mishap and then explained that he was able to work all over his store, but he hated to sit at a desk and figure. He did hate office work, to be exact.

I sized him up: An upstanding, vigorous young man; keenly alert; a natural trader by instinct; a worker congenitally; with a history of remarkable success evinced by tangible property all round him—yet making such an error in judgment and pricing. Plainly, here is a man who has remarkable business talents, but who is functioning only part capacity because of his reluctance to sit right down and know precisely what margins he gets out of his pricings.

Believe me, there is nothing to it.

The grocer who does not use his head-piece hereafter is apt to have slim pickings in many lines.

A grocer asked me recently whether "some advertising might not be done by retail grocers to offset the chains?" I confess, I get a bit testy when such a question is put to me. My answer is: "No, you will get nowhere advertising with any such notion in mind. Save your money. If you want to advertise to build your own business, go to it. That will be the right slant and if you are awake and persistent, you will profit by such effort; but to advertise to nullify the efforts of anybody else is to be defeated before you begin to fight."

One service grocer prints a circular wherein he lists his services. I condense the set-up to save space:

"We deliver free with your grocery order (and will even purchase for you) fish, drugs, magazines, hardware, chicken feed, bakery goods, dry goods and other parcels. We give credit. We make change. We call the transfer man. We obtain money orders. We notify the clothes cleaner. We notify the garbage man. We sign library cards. We loan our telephone. We tell people where you live. We park the baby's go cart. We cash checks. We call the taxi. We loan you bus fare. We sell stamps. We call the doctor. We notify the laundryman. We call the policeman. We identify you. We loan our city directory. We notify the milkman. We order fuel for you."

"We tell the paper man if your paper fails to come. We notify the telephone company if your telephone is out of order. We endeavor to secure any article not in stock. We direct you where to obtain any information desired. We re-wrap your packages securely for mailing. We give messages, money or parcels left in our care to your children or friends. We make adjustments cheerfully. We correct errors promptly. Beyond all this we carry in stock for your convenience a full line of Blank's Famous Foods."

Not a word or hint is there that anybody is hurting this merchant. He is not saying that anybody else does not do just as well. He does tell his trade some of the things he does. That kind of stuff will help build business, and it is the right idea behind any advertising or other trade-promoting effort.

"There hain't no opportunities in retail groceries any more" complains the "Can't Man." But the young grocer whose story opens this article began a neighborhood service business four years ago with a capital of about thirty cents. To-day he owns his new, modern corner store building, clear; owns his home; owns one or two other houses; has a good line of life insurance; and has \$4,000 lying in his bank. Not so bad for a "played out line" like groceries.

A young man started a few years ago with \$4 capital. He piled up \$14,000 by several years of work so hard that it may well be called toil. During the past four or five years he has turned that into—well, let us be mod-

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.

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

MEAT DEALER

est, and call it \$400,000. He owns his business. He owes nobody. He is a chain store merchant who built his organization single handed from that \$4.-start. He operates in San Francisco. His chain is known as Great Western Grocery Co. His name is Harry Wissman. Talk about no chances. Paul Findlay.

Large Cities and Meat Retailing.

It is figured that when a retail meat dealer supplies the needs of one thousand consumers he has a pretty good chance for success. The average number of consumers per store in Chicago and New York is 429 and 462 respectively, according to estimates as published in "Methods and Practices of Retailing Meats," by W. C. Davis, of the United States Department of Agriculture. The difference between the number of consumers that guarantee a fair chance for success and the average for our two largest cities is quite appreciable and when we consider the rental value of space in the large cities we may well wonder how many retailers are able to live at all. In figures released by the Chamber of Commerce of Dallas, Texas, it is shown that from over 1,100 to over 1,700 consumers patronize retail meat stores in the states of Texas, Arkansas, Oklahoma and Louisiana. Perhaps it would be better to say that the population is as given in relation to number of stores selling meats. In many sections of the states mentioned livestock is killed on farms and so consumers do not depend so much upon the retail markets as in congested cities. Regardless of this, however, less than five hundred logical consumers per retail meat store does not spell prosperity for the average retailer of meats. Like other business endeavors, some retailers succeed very well and do far more than their pro rata share of meat distribution. This does not alter the general condition, for what one does above the average must come from the stores that do less than an average amount of business. The meat retailing business is conceded to be an overcrowded one in the large cities and we wonder how anyone could develop courage enough to start a business when percentages for successes are so unfavorable. We may suppose that retailers take the same chance when they open a shop that some humorists claim they take when they get married. They expect to be the exception and win out where others fail. As a matter of fact, many do, but the failures recorded in the retail meat business are numerous enough at times to be appalling. Capacity business is the means most depended upon for success, and special prices are used to accomplish results. As a result, dwellers in large cities are able to buy meats at prices comparable with any in the country, quality and service considered.

How Long Can Meat Be Held?

We were asked to-day how long meat could be held without spoiling, and the question was intended to bring

out a practical answer, taking into consideration present methods of handling meats. In 1916, Ralph Hoagland, W. C. Powick, and C. N. McBryde, all of the Bureau of Animal Industry, U. S. Department of Agriculture, concluded after extensive research that meat could be held in cold storage at temperature above freezing for as long as 77 days, but it was not thought possible to hold it in many packing-house coolers longer than 55 days. We are glad that the latter conclusion was reached and if meat is to be held for even 55 days conditions must be above what is found in most coolers where meat is held unfrozen. In theoretical temperatures of 20 degrees Fahrenheit, meat will mold in two or three weeks, partly because the air of the cooler is apt to be somewhat moist and partly because temperatures are seldom held uniform for long periods. At such a temperature the interior sections of a heavy beef carcass or the pieces of meat in the center of packages would not receive the full benefit of the cold air for some time and unless previous cooling had been very effective the meat in the center would be in danger of being injured. Coolers especially adapted to holding meats unfrozen and when vigorously attended as to even refrigeration may be expected to hold meat in a good state for periods of three or four weeks, although some trimming is apt to be necessary to remove dry mold. Under unusual and especially favorable conditions the period of holding may be extended, but this hardly applies to usual operations. Retailers seldom have coolers that are adaptable to holding meat very long, unless in special compartments where the temperature is below freezing. Some retail coolers are better than others, and those operated by means of mechanical refrigeration and dry as a consequence are by far the best. Ordinary retail coolers must be opened frequently and the admission of air and moisture hurts the keeping possibilities of the meats. Such things as livers and other offal have to be watched carefully. Pork will spoil quicker than beef or lamb, and veal will not hold up as well as beef either. Three or four days to a week is long enough to hold meat in any ordinary retail cooler unless cured, smoked or cooked.

Hides, Pelts and Furs.

Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
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	2.60

Pelts.

Lambs	50@75
Shearlings	10@25

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

Greenville—Fred A. Richmond has engaged in the grocery business on North Lafayette street, The Worden Grocer Co., of Grand Rapids, furnishing the stock.

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY
25-29 Campau Street
GRAND RAPIDS, MICHIGAN

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

WORDEN GROCER COMPANY The Prompt Shippers

Don't hesitate to recommend

QUAKER SALAD DRESSING

Wonderful Spread for the Kiddies Bread

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

It makes friends for the dealer

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.

Getting the Trade of the Amateur Gardener.

Written for the Tradesman.

The keynote of the hardware dealer's appeal to the housewife is, or should be, "Complete equipment makes household work easy."

In the same way the hardware dealer, in his efforts to get the trade of the backyard gardener, should adopt a similar slogan, "Proper equipment makes the garden productive."

Before he attempts to cater intelligently to this trade, the hardware dealer will find it worth while to study conditions as they exist in most communities in North America. With greater leisure and greater wealth there has been, in recent years, a growing tendency toward the improvement of homes and the surrounding little patches of lawn and garden. Numerous Horticultural Societies have aroused a keener interest in flowers, for their own sake and as a contribution to the ideal of the City Beautiful. Grounds are better kept, even in the poorer sections of our cities.

The wealthier people hire this work. But among those who look after it themselves, whose individual sweat drips over the turned-up clods, there are few indeed who have an expert knowledge of gardening or who have anything like adequate equipment to get results.

The wealthy individual who hires his work done often has a full supply of tools. Sometimes the man he hires supplies the tools. But the individual who does his own work rarely has much more than a spade, a rake, a hoe and perhaps a watering can.

Hence, there is a big field awaiting the hardware dealer in which he can develop considerable trade. Unless the hardware dealer does his utmost to put across the doctrine of "adequate equipment," the great majority of backyard gardens will prove failures for lack of proper cultivation.

I have heard of one city man who dug up his little plot of ground with the spade, planted seeds in rows scratched with the same implement, and then left the crop to take care of itself. Naturally, that garden was a failure. "There's nothing in gardening," said the man.

Yet another man, on a back-yard plot less than forty feet square, raised in one season more than enough produce to pay a \$100 tax bill. Of course he used the stuff himself, but it reduced the ordinary table expenses by that amount.

That man, however, did not attempt to do it all with a spade. He had a fairly complete outfit of garden tools, studied his subject pretty thoroughly, started some plants indoors so that they could be transplanted early in time to produce vegetables while prices were still high; and where vegetables matured early, he invariably secured a

second crop of some sort from the same soil.

In successful gardening, adequate equipment is very important. The hardware dealer has that equipment in stock. He can sell more of it, and sell it more easily, if he drives home to the prospective gardener the practical importance of being fully equipped for his work. First, that cultivation is the keynote of successful gardening. Second, that successful cultivation is possible only with proper tools.

In every community there are many people with whom gardening is a hobby. These people plant gardens every year as regularly as the frost comes out of the ground.

One hardware dealer some years ago, when the "Greater Production" campaigns were in progress, made use of this fact. He went early in the spring to one of the local newspaper editors.

"See here," he said, "why not start a home gardening campaign? Make it local. I'll give you a list of men right here in town who supply their own tables from their own back yards, year in and year out. Get each of these men to tell of his experiences and methods, and run the series in your paper the last half of April and the first week of May. I will please the people, interest the public, and do no harm to the grocers' sales of imported stuff, since the home-grown stuff comes on far later."

The newspaper took up the idea. The local gardeners—people known to everybody—fell in with it. The stuff was not theory, but practical experience. The hardware dealer used space on the home gardening page to advertise garden tools and equipment. It was a week or two before his competitors woke up to what was happening.

It is not difficult to sell tools to enthusiastic gardeners. Many new enthusiasts, however, do not realize the wide variety of garden tools available. It is for the hardware dealer to tell these people, through window displays, newspaper advertising and direct-by-mail advertising, just what he has to offer.

Many people who do not garden entertain a deep and settled conviction that back-yard gardening is a losing game; that when the cost of the tools and of the seed is counted and set off against the value of the production, there is usually a debit balance.

This is undoubtedly true of the careless and inefficient gardener. But it is not true of the man who goes about the work intelligently. The idea that back-yard gardening does not pay has been fostered by the numerous jokes appearing in the "funny columns."

But the gardener who goes about the problem intelligently and systematically, who studies the possibilities, who knows when to plant and what to plant or is willing to learn, who buys just the tools he needs, will in almost every instance make money out of his garden plot; and will secure, thrown in for good measure, a great deal of needed and healthful open-air exercise.

These points are worth remembering. For, while the hardware dealer will

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

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

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.



Decorations losing freshness
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.
Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich.

secure a certain amount of garden tool trade by merely advertising garden tools as such, he will secure a great deal more if he advertises with a view to converting the host of non-gardeners into spare-time tillers of the soil.

Here is a talk that can be used in your advertising, or for a show-card in your window display:

What Home Gardening Will Do For You

It will save you money.

It will give you fresh vegetables of all kinds in season.

It will give you a stock of winter vegetables.

It will furnish healthful and not too heavy out-door exercise.

It will help clear your mind after a hard day's work.

Plant a Garden

These are just a few of the advantages of the home garden to be driven home in your advertising. Against such a background of solid argument show your goods and talk them up. A prospect is far more interested in garden tools if you have first interested him in gardening, and sold him on the gardening idea.

Just a word of warning. Don't knock your own game. Don't knock, even for the sake of being funny.

An amateur gardener bought a few seed packets from a hardware dealer and commented, jocularly:

"There's fifty cents all shot to pieces. And I suppose I'll harvest about two cents' worth of lettuce and a cents' worth of wormy radishes."

"It is rather a joke, isn't it?" agreed the complaisant hardware dealer.

Suppose, instead, the dealer had said:

"It's that way with some people, but I don't think you'll find it works out like that. You know John Brown, on West street? That man puts in a garden every year. He's got a little plot, but all season through he has fresh vegetables for his table, and plenty more to give away; and generally he stores something for the winter. Not an awful lot, perhaps, but it helps. And there's the outdoor exercise in the bargain."

Any customer would be considerably perked up by hearing of the success in backyard gardening of someone he knew. And if the hardware dealer went further and discussed the mysteries of fertilizers and cultivation, he would realize that backyard gardening was, not a sorry jest, but a serious proposition in which intelligent effort produced dividends.

So don't discourage your garden tool prospects by suggesting even in jest that their effort is futile. Rather, cite human experiences and proven facts to show that it's worth while.

In putting on a garden tool display, give prominence to the less familiar lines. Show a full assortment—wheel barrows, garden trowels, weeders, planters, hoes, spades, rakes, spading forks, shovels, garden lines, reels, pruning shears, hedge shears, turf edgers, canvas and leather gloves, long pruning hooks, lawn rakes, extension ladders, garden hose and hose reels, and spraying devices. A sugges-

tion of spring should be added wherever possible—artificial leaves and flowers, boxes of plants, squares of green turf, loose earth with lines and stakes to indicate rows. The seed packets lend color to such a display.

Simultaneously with his window display, the hardware dealer's newspaper advertising should deal with home gardening—stressing the sure results of good work and the importance of good equipment.

In selling garden tools, do not accept the idea that every purchaser is after the cheapest article he can find. Show both the best and the cheapest, and urge quality wherever possible.

Thus, one customer hesitated between a 35 cent rake and another at 85 cents. The dealer said:

"This is just like the capital expenditure in fitting out a factory. The manufacturer could put up a ramshackle building very cheap. It would last a year or two. He builds substantially because it pays in the long run. The price of an article depends on the service it gives you. Is it cheaper to buy a 35 cent rake that will last you a couple of years, or to pay 85 cents for a rake that is good for ten years? This cheap rake is the very best you can get at the price; but the high-priced rake will give you the best value you can get and many times the service."

The customer in this instance did not respond at once. He bought the cheap rake. A year later he came back, refused a similar cheap rake, and insisted on having the good one.

That was a case of a cheap buyer converted by hard experience into a quality buyer. But in many instances the cheap buyer will be converted the first time by the salesman's argument; and in any event, the salesman is protecting the store against a "come back."

Even where back-yard gardening is not taken up, the dealer will find a good market for horticultural and lawn supplies. Many people keeping their grounds attractive. Public interest in flowers is increasing. A growing army of rose fanciers in themselves afford a large market for a certain line of tools, sprayers, insecticides and fertilizers.

The hardware dealer should aim to cater to all such activities. A good help in so doing is a carefully classified mailing list of (a) back-yard gardeners, (b) horticulturists, (c) fruit growers, (d) specialists, such as rose fanciers. In addition to your window display and newspaper advertising, send out to this list carefully prepared circular letters, designed to appeal to each class of recipients.

The more you study the various gardening activities, the more you know of problems and equipment, the better your position to cater intelligently to this trade. It is an asset to any store to be known as the headquarters for any particular line, where the customer can secure, not merely the exact goods he needs, but intelligent advice.

Victor Lauriston.

The exclusive right to look down on others is monopolized by the aviator.



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

DELBERT F. HELMER
337-39 Summer Ave., N. W.
GRAND RAPIDS, MICH.

"Grocers' Records that Talk"

Write for our FREE BOOK

BIXBY OFFICE SUPPLY CO.
Grand Rapids, Michigan

INSURED BONDS

paying
6%

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.

INDUSTRIAL COMPANY

ASSOCIATED WITH
INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281



SIDNEY ELEVATORS

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.

Sidney Elevator Mfg. Co., Sidney, Ohio

I. VAN WESTENBRUGGE

Grand Rapids - Muskegon

Distributor

Nucoa

The Food of the Future
CHEESE of All Kinds
ALPHA BUTTER
SAR-A-LEE

BEST FOODS Mayonaisse Shortening

HONEY—Horse Radish
OTHER SPECIALTIES

Quality-Service-Cooperation



5 lb.,

1 lb.,

½ lb.,

¼ lb.,

Pkgs.

HARRY MEYER

Distributor

816-20 Logan St.
Grand Rapids, Michigan

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

COMMERCIAL TRAVELER

Delayed Letter From Our Honolulu Visitor.

Hilo, Hawaii Island, Feb. 15—Coconut Island marks the entrance to the Bay of Hilo, the only harbor on this island, the largest of the Hawaiian group. Here is the only subdued volcano in captivity—Kilauea.

From the veranda of the Volcano House, one may see, rising from the crater of Kilauea, clouds of smoke, steam and sulphur fumes. In the intervening space are barren fields of lava rock, several miles of dead, burned out cinder, absolutely arid, utterly desolate.

In former times one went by horse over the trail leading to the crater, but now a motor car leads one to the brink in a few minutes. It is a weird, almost uncanny, experience to travel over the gnarled and knotted surface of lava rock. Cracked and broken, twisted into inconceivable shapes, this dead mass continues for miles. Over this scene of desolation a motor road has been constructed, and one may now park his car within a few feet of the brink.

Leaving Honolulu on the S. S. Haleakala on Tuesday afternoon, we pass the Island of Maui and reach Hilo, our destination, at 7 a. m., 200 miles distant.

After breakfast on the ship, at 8 o'clock we boarded a special observation car train which is drawn up at the dock, and departed for a scenic trip along the sea coast through picturesque sugar plantations, across deep gorges and most wonderful waterfalls and return to Hilo for luncheon at a very comfortable hotel.

After lunch, you start for Rainbow Falls, which, next to the volcano, is one of the chief attractions of the Island, which while of no great magnitude, presents to the observer the ever present rainbow, caused by a perihelion of the mist and sunshine. You pass through a wonderful aggregation composed of verdure—the celebrated fern forest—and many other scenic effects of the Hawaiian National Park, and finally land at Volcano House about 3 p. m.

After checking in at the hotel, you proceed at once to the crater via auto, get a daylight view of same, and at dinner time return to the hotel for a very satisfying meal.

I had always supposed that Pele was a mountain, but a close-up reveals the fact that Pele is the Hawaiian goddess of mountains, who, with her six sisters and a brother, supposedly came from Kahiki (Samoa) in ancient times. These deities lived first at Oahu (Honolulu); then they moved onward to Molokai; and finally "lit" on the Island of Hawaii. The cone-like craters of the volcano were their houses, and when these craters roared and flamed the goddesses were dancing. The Hawaiians occasionally threw the bodies of relatives into a crater in order that they might join the company of the deities and afterward befriend the family—a finality in the disposition of relatives who are "wished" upon you, which carries with it an appeal to reason. Whenever there was an eruption the people would pick Ohele berries and toss them into the crater as an offering to Pele. They also sacrificed pigs, for pork was supposedly a favorite dish of the gods.

At present writing Kilauea is smoldering. There is little of the pyrotechnic to interest one, but it is still the great attraction of the Islands, and one with a gift of imagination can see great possibilities.

Mauna Loa (great mountain) is by far the largest volcano in the world. From a base measuring at sea level about seventy-five miles from North to South and fifty miles from East to West, it rises gradually to a height of 13,675 feet. But Mauna Loa, which is crowned on top by the crater Mokua-

weo (try and spell this backward, and when you have done this "try and get" a correct pronunciation), but it has been inactive for years, so that for real hilarity the natives, and, incidentally, the cash customers, have to fall back on its understudy, Kilauea, for excitement, and this element is not oozing out to any great degree. Now wherever a section of the mountain side caves in, the populace put out the cat, wind the clock, and prepare for a cabaret performance of the highest order. 1899 was the date of its last performance, which is still the talk of the town.

But Kilauea, which only rises to a height of 4,000 feet above sea level, still "acts up" at intervals, and evidences of what it has done are at hand and interesting.

At present the lava has entirely disappeared, and while there is a rumbling sound like a stone crusher, and a cloud of dust accompanying it, we must use the guide's own words as to what it would be if the stoker were not asleep at the switch:

"When in eruption it is a gorgeous sight, and at night the steam and smoke are lit up until the heavens are as bright as day. The long, snake-like flow of lava below becomes intense in its glow. The crater seems to realize that it could make a better showing at night and the fountains of fire are more active, while the great boulders, some of them weighing more than a ton, are thrown into the air at more frequent intervals. It is a revel of fire, the very incarnation of the Hawaiian idea of the goddess Pele."

Kilauea's crater is eight miles in circumference, but its active zone is only about 3,000 feet across, and is accessible by a well marked trail, with a depth of several hundred feet, varying according to the extent of the eruption. At present, as before stated, the lava flow has entirely ceased, and only for the constant rumbling and occasional avalanche of rocks, disappearing into the depths, one might call it peaceful.

But Hawaii has other mountains, and while they are not accessible to transient visitors, they are very much in evidence and awesome. For instance, there is Mauna Kea—called White Mountain from the perennial snow upon its summit. It is taller than Mauna Loa, being 13,823 feet, the greatest of any in the Pacific Ocean. It lies to the Northeast of its sister, and still further along is Mauna Hualalai, 8,269 feet in height. Its last eruption was 125 years ago, and while I was in no particular hurry I decided that \$9 a day at the Volcano House, might prove too devastating to warrant me in waiting for the next reel.

There are forty volcanic peaks in the Hawaiian Islands. On the island of Maui is Mauna Halekale, which, rising to a height of over 10,000 feet, has at its summit an extinct pit crater which is the largest in the world. This crater is seven and one-half miles long, two and one-half miles wide and covers an area of nineteen square miles. Its greatest depth is 2,720 feet.

This is about all I can say about volcanoes, except that by watching your step and without the aid of a scout you can find various (?) bazaars where relics are to be had, presumably not made in Germany, for transmission to your friends in the States, at twenty-five cents per pound, plus insurance.

The principal products of the Island of Hawaii are sugar, rice and coffee, as well as bananas, which are to be had "every" day. Pineapples are also a highly commercial product.

In addition to these industries considerable attention is paid to stock raising, sheep and cattle predominating, the most of which live stock is shipped to Honolulu on barges built for this express purpose. Then they are slaughtered and distribution, purely local, is made. One large ranch is said to contain 500,000 acres.

Hilo, is the second largest city in the



In Detroit
It is the Tuller
For Value
Facing Grand Circus Park,
the heart of Detroit. 800
pleasant rooms, \$2.50 and up.
Ward B. James, Manager.
DETROIT, MICH.
HOTEL
TULLER

HOTEL
CHIPPEWA
HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
60 Roms with Bath \$2.50 and \$3

MORTON
HOTEL
Grand Rapids' Newest
Hotel
400 Rooms -:- 400 Baths
RATES
\$1.50, \$2, \$2.50 and up per day.

"A MAN IS KNOWN BY THE
COMPANY HE KEEPS"
That is why LEADERS of Business
and Society make their headquarters at the
PANTLIND
HOTEL
"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop



Warm Friend Tavern Holland, Mich.

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

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

HOTEL OLDS
LANSING
300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
Under the Direction of the Continental-Leland Corp.
GEORGE L. CROCKER,
Manager.

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

CUSHMAN HOTEL
PETOSKEY, MICHIGAN
The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

Columbia Hotel
KALAMAZOO
Good Place To Tie To

Four Flags Hotel
NILES, MICH.
80 Rooms—50 Baths
30 Rooms with Private Toilets
C. L. HOLDEN, Mgr.

Occidental Hotel
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

CODY HOTEL
GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

HOTEL KERNS
LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.
E. S. RICHARDSON, Proprietor

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

Territory of Hawaii. It is the principal port of the largest island and has a population of approximately 15,000. It is beautifully situated on a deep bay, which is the largest harbor in the entire chain. It has many fine buildings and residence properties. It is said to be the wettest town in the Islands. There is a saying to the effect that "it is always raining at Hilo, but as Mark Twain put it: 'What if the rain sifts down?' The umbrella (Banyan) tree is at hand and the india-rubber tree stands at our very door." Sometimes in Hilo it rains on one side of the street, while the sun is shining brightly on the other.

There is much more to be said of the Island Hawaii, but this may be found in the ordinary reference books. I could spend a week or two there and find something sensational to disclose every day, but I want to leave something for those who may follow me.

One of the most attractive of the islands is Maui, about twenty-six miles Northwest of Hawaii. It is formed by two mountains, connected by an isthmus. The peaks of its mountains and the valleys intervening are noted for the beauty of their tropical scenery. It is the second largest of the group, produces large crops of sugar-cane and pineapples, and is known as the "valley" island. It has its own sugar mills and pineapple canneries, and with proper fertilization produces five tons of raw sugar to the acre. There is one peculiarity to be noted here and that is it requires from fourteen to sixteen months to mature a crop of sugar cane, and I think about the same time for pineapples. It produces a brand of coffee known as the Kona, which has an international reputation. Also a superior brand of Guava jelly.

Our next point of debarkation is Kahoolawe, which though unimportant in size, is still to be reckoned with in the commercial world. While its mountains are rugged and have very little verdure, the valleys in between afford fine pasture for numerous large flocks of sheep.

This condition also applies to Lanai, seven miles further on. It also has a mountain range and produces a great deal of mutton.

Molokai is our last point of visitation. This island is about forty miles long and has an average width of seven miles. On the Kalawao peninsula is the leper colony, spoken of elsewhere. It is separated from the main land by a rock wall 2,000 feet in height. This spot is never spoken of without a warm glow of admiration for that noble martyr, Father Damien, a Belgian priest, who, in 1873, voluntarily joined the colony of lepers to help them and then later contracted the disease and died. Robert Louis Stevenson wrote a glowing tribute to Father Damien, in which he called him "the man who shut with his own hands the door of his own sepulcher." Molokai, like all the other links of the chain is productive and growing in importance.

There is a tri-weekly boat service between all the Islands, and while the boats are not large, they are perfectly safe and the service is most excellent.

Our return to Oahu (Honolulu) was without incident of note except that I formed the acquaintance of two or three individuals who were variously interested in the pineapple industry, and who supplied me with much first-hand information which I have already conveyed to Tradesman readers.

Also I learned much of the human side of Hawaii affairs, which I have reason to believe might be of much interest to my "back home" acquaintances.

It is just possible that one per cent. of civilization may know something of the inner or more personal affairs of the Hawaiians—not more.

On this human side Hawaii is a fascinating inter-racial experiment station where under the American flag, with white leadership and Christian

background, on the foundation of a brown-skinned Polynesian population, there is being built up a community combining representatives of the leading races of the Pacific area—Chinese, Japanese, Korean, Filipino and American, with a sprinkling of Porto Rican, Russian, German, Spanish, Portuguese and Norwegians. If this sociological experiment succeeds, it will throw rays of light over both sides of the Pacific, and have much to do with the settlement of racial problems which now confront us, and still greater ones reserved for the future.

Here in Honolulu it is possible that every sixth person you meet is a Caucasian, and yet they all intermingle, not only in a commercial and industrial way, but in social affairs as well, in the church, theater and other public places. They were in evidence the other evening at the opening of the Royal Hawaiian Hotel, where angels would fear to tread.

On the streets you will see bevy of bright young girls and boys, each individual therein being of a different race. There are few negroes here—only two or three families, and they are segregated—but you will see South Sea Islanders who seemingly possess their traits and yet are not isolated.

In their early life the Hawaiians were pagans, but in addition to their forms of worship there was a widespread system of sorcery, incantation and mental healing carried on by so-called "medicine men." Human sacrifices were common, but they were never, so far as known, cannibals. There was a certain class of mind healers who had a cheerful custom of praying people to death.

The family tie was a very light one and polygamy was much practiced. Also the moral code was not seriously respected. In fact, the first appearances of the missionaries a century ago found them practically "down and out."

But with much that was degrading and barbarous, the ancient Hawaiians had much that was noble. They were great fishermen and sailors, and always industrious.

I believe in my account of the voyage across from Los Angeles to Honolulu, I mentioned the fact that my stateroom mate was a Mr. Waterhouse, but at that time I did not know that he was so prominent in the affairs of the Islands. The fact is that he is the Hon. William Waterhouse, of the distinguished family who have been prominent in the affairs of the Islands for upwards of two hundred years. My meeting with this interesting individual was a most fortunate one, in that I found him not only a fund of information on all Hawaiian affairs, but he brought me in touch with other men of affairs here. Not only have I had unusual opportunities of meeting them in their private offices and homes, but in public functions where I have had an opportunity of telling them about the virtues of the Wolverine State. Every day since my arrival have I had autos at my service, have visited every nook and byway on the Island of Oahu and been favored by invitations to participate in worth while social affairs.

Dictators of fashion will be astounded when they know that the natives here complain that styles of clothing introduced from the States and foreign countries have proven detrimental to health, which accounts for the prevalence of the Holoku. It is still shown in the fashion plates of the aborigines, and is in reality a simple gown, the only garment which hangs from the shoulders, has a yoke, but no belt, and flows in ample folds to the feet. It often has a train and is made in many different materials and colors. The "flapper," however, now predominates, and as we all know, wears even less.

It is interesting to hear the various angles on the life and career of Kalakaua, the last king of Hawaii. He was

elected and not a hereditary monarch, and while he has been canonized there seems to be little doubt but what he was at most times a "naughty boy" and more or less a dreamer. It was Kalakaua's personal conduct, which had much to do with the final dissolution of the monarchy. It was the business element of Honolulu who instigated the revolution, carried it on almost without bloodshed, and brought about present very satisfactory conditions.

Wages paid labor in the Islands are largely based on those paid in the States. The laboring class, however, is almost exclusively confined to Japanese and a sprinkling of Filipinos. They exhibit a high degree of efficiency, but they are not without their labor organizations, and while strikes are infrequent, if one is projected, it speedily becomes fast and furious, but with an absolute absence of disorder.

Mr. Waterhouse told me of a strike staged by the Japanese labor federation in the spring of 1890. The movement was most cleverly organized. Only on one island did the laborers strike. On the others they kept working and out of their wages paid strike benefits to support the strikers. Thus the sugar planters were forced practically to finance a strike against themselves. The Japanese laborers undoubtedly had some real grievances and deserved a better wage and improved living conditions. But they went about things in such a nationalistic fashion, even reporting non-striking to their home-town officials in Japan. At one time it looked as though American control of the Islands depended on the outcome of the strike. But it was finally settled and there is to-day a much more satisfactory relation existing between employer and employee.

The Japanese, however, in civil affairs, are by no means a unit. They have two parties—progressives who favor Americanization and reactionaries who oppose it. This enters into the educational program to a great degree. Some Japanese are very strong for retaining the kindergarten grades as a part of their language schools, while others recognize the fact that kindergarten work should be in English. But for all this clashing, the result is that the Nuanu kindergarten in Honolulu, built and financed in every way by Japanese, is administered on standard American lines, on a free basis. Language schools are in evidence, but the march of time will speedily amalgamate them with the public school system. Seventy-five per cent. of the public school attendants are of oriental extraction. It is worthy of notice that the two daily Japanese newspapers are printed partially in English.

Such of the aliens who have become naturalized, and many of American adoption through birth, possess a strong and abiding love for our country, as evidenced by this little incident told me the other day:

A friend asked his chauffeur: "Joe, you aren't pure Hawaiian, are you?" "Oh, no," he replied, "My father was part-German and part-Portuguese and my mother was part-Hawaiian and part-Chinese." "Well, Joe, what does that make you?" "Me Oh, I all American."

A teacher told me the other day that fifty per cent. of her pupils were Japanese. I told her she ought to be proud of the position she occupied; that she was virtually building a bridge between Japan and America.

Apropos of the volcanoes and Pele, the goddess of volcanoes, I heard Professor Adams tell one which incorporates tradition in a very interesting form. It certainly interested me after having viewed the volcanoes.

Kapiolani, daughter of the great chief, Keawe-Mauhili, of Hilo, was one of the noblest characters of her time.

Though at one time intemperate and dissolute, Kapiolani became an example to her countrywomen of virtue

and refinement and excelled them all in the readiness with which she adopted civilized habits and sentiments.

In December, 1824, she determined to break the spell of the belief in Pele, the dread goddess. In spite of the opposition of her friends, she made a journey of 150 miles on foot to visit the great crater of Kilauea, in order to defy the wrath of Pele, and to prove that no such being existed. On her way she met the priestess of Pele, who predicted her death if she carried out her proposed plan of defiance. She spent the night in a hut near the edge of the crater, and the next morning descended five hundred feet inside the crater, to what is known as the "black ledge."

There in full view of the grand and terrific action of the inner crater, she ate the berries consecrated to Pele, and threw stones in the burning lake, saying: "Jehova is my God. He kindled those fires. I fear not Pele; but if I trust in Jehova, and he preserve me when breaking her Tabus (laws), then you may all serve him."

Kapiolani's name is a token of high esteem. The principal park in Honolulu bears it, and you will hear frequent allusions to the "greatest act of moral courage ever known."

Another story I heard was to the effect that Capt. Cook was killed by his own crew in a mutiny caused by the appearance of mosquitos. I can well believe it. Frank S. Verbeck.

Battle Creek—Creditors of Armour & Co. have sold the breakfast cereal plants, Maple-Flakes, Inc., and Armour Oats to the Ralston Purina Co. of St. Louis. The plants, located at Battle Creek and Milwaukee are valued at \$2,000,000. The Ralston company has plants at St. Louis, Buffalo, Kansas City, Minneapolis, Fort Worth, Nashville, East St. Louis and Woodstock, Canada. The Armour company will continue its grain dealing business with no change.

Detroit—M. J. Peterson & Co., 304 Hoffman building, has been incorporated to deal in brick, lumber, etc., and to operate a saw mill, with an authorized capital stock of \$100,000 preferred and 125,000 shares at \$1 per share, of which amount 50,000 shares has been subscribed and \$5,000 paid in in cash.

Monroe—A. Wagner & Bro., 31 East Front street, are celebrating their 69th business anniversary, by conducting a special sale of their jewelry, silverware, etc., stock during the entire month of April. The store was opened at its present location in 1858 by A. Wagner.



HOTEL BROWNING

150 Fireproof Rooms

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

DRUGS

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

What Price Modern Stores?

Several druggists recently engaged in conversation found their talk drifting to the importance of putting their best foot forward in the matter of store appearance.

"I appreciate the importance of all this," said one, a druggist from a small town, "And I have a real problem along this line in a new drug store that has recently opened, with all new fixtures and a peppy proprietor that promises more than average competition.

"From a purely financial angle I would say that I am not able to remodel my store, but from a business angle I am aware of the fact that I am going to have to.

"I can compete with this man without fear on merchandise alone, but the town folk won't let me do it. Since the new store has opened I am daily made aware of the fact that they value store appearance. So you see I have a problem indeed!"

"There you have it!" Spoke up the advocate of modern stores. "Customers, even of years standing, are often ready to go to the newer store, the store that has 'style' and there seems nothing to do but fall in line or drop out. And it's hitting us men who have been in the business ten to fifteen years in the pocket book, and hitting us hard to fall in line."

A third man of the group now joined in the conversation. "I'd like to go on record as saying that new, or apparently new, fixtures, need not flatten the store purse quite so flat if a fellow is willing to do a lot of planning, plus some work, to modernize his store. And I am prepared to prove it. All those interested jump in my car and let's take a run out to my place."

The number taking advantage of the offer indicated that the problem was one that many druggists are interested in, for half a dozen men, from as many towns, made the trip to see the remodeled store.

"This," said the host, on arriving, "Is what I have to offer to back up my statement. True, you cannot appreciate to the full just what I have done, but perhaps you can picture what the store was when I tell you that it was of the vintage of 1910, and that the business has rocked along just as I had started out until about a year ago a competitor opened fire across the street.

"It did not take me long to get wise to the fact that my store wasn't what it used to be. The folks seemed to be tired of eating sodas off my ancient tables, where every scratch in the varnish greeted them like an old friend. They preferred the gleaming marble top tables across the way, unless my eyes were deceiving me. Neither could the merchandise off my ancient shelves compare with the same stuff when

taken off a length of plate glass across the street. Folks that I wouldn't have thought it of were being lured by the glitter of that store, and by the way its proprietor had of greeting them like they were long lost rich uncles.

"But it takes a fight to put me down, and I decided that if shine and glitter was what they wanted I would give them shine and glitter. But when I priced new fixtures I was simply flabbergasted, to use a good old-fashioned word.

"Looking about the store that night I took stock of what I had. All the fixtures were good substantial mahogany. But the varnish was checked, and the gimcracks that 1910 style demanded were decidedly out of place in these straight line days.

"Next morning I hung out a sign, 'Closed for remodeling!' and with the aid of a painter, and all the hired help we got busy. Varnish was removed as fast as willing hands and varnish remover could remove it. And as it came off a new coat went on, and when that was dry it was waxed until it gleamed.

"Display cases and wall cases were attacked. In the former I had plate glass shelves fitted. But I used the old wood shelving, covered with an attractive shelf paper, in the wall cases. And I'll venture to say that not one in ten of my customers stop to think that the paper covers the wooden shelves that they had tired of.

"The serving tables presented a problem, as did the fountain. But when the former had been revarnished, and plate glass fitted over the top they had all the charm of marble. And when the fountain had had a fancy, heavy looking top, and a lot of dust catching decorations removed, and put on its new dress of varnish and wax, it was nothing to be ashamed of.

"The floor, unfortunately not tiled, was covered with a tile design, linoleum, and the black and white squares were very effective after the floor was waxed and ready to put in use.

"I also got a supply of white jackets for the soda boy, and druggists, coats for myself. And in off moments we practiced smiling and extending the glad hand so that when re-opening day rolled around we had our smile down pat, and were ready to enquire after the kids, or mom and dad, the garden, the chickens, the car, the world's series or golf, as the exigencies of the case demanded.

"Adding up what I spent I found that the entire investment was under two hundred dollars. And adding up profits since that time I find that it was mighty well invested, for I am providing the fellow across the way with a brand of competition he had not counted on!" Mary L. Tennery.

Label Varnishes.

Sandarac	3 oz.
Mastic	3/4 oz.
Venice Turpentine	150 grs.
Alcohol	16 oz.

Macerate with repeated stirring until solution is effected, and then filter.

The paper labels are first sized with diluted mucilage, then dried, and then

coated with this varnish. If the labels have been written with water-soluble inks or color, they are first coated with 2 coats of collodion, and then varnished.

The varnished labels of stock vessels often suffer damage from the spilling of the contents and the dripping after much pouring.

Formalin gelatin is capable of withstanding the baneful influence of ether, benzine, water, spirit of wine, oil, and most substances. The following methods of applying the preservative is recommended: Having thoroughly cleaned the surface of the vessel, paste the label on and allow it to dry well. Give it a coat of thin collodion to protect letters from being dissolved out or caused to run, then after a few minutes paint over it a coat of gelatin warmed to fluidity—5 to 25—being careful to cover in all the edges. Just before it solidifies go over it with a tuft of cotton dipped into a 40 per cent. formalin solution. It soon dries and becomes as glossy as varnish, and may be coated again and again without danger of impairing the clear white of the label or decreasing its transparency.

Liniments For Household Use.

Household Liniment.

Menthol	1 drachm
Oil of origanum	1 fluid oz.
Oil of hemlock	1 fluid oz.
Oil of sassafras	1 fluid oz.
Oil of turpentine	1 fluid oz.
Camphor	1 fluid oz.
Tincture of capsicum	1/2 fluid oz.
Tincture of myrrh	1/2 fluid oz.
Tincture benzoin comp'd	1/2 fluid oz.
Alcohol and Petroleum—of each equal	parts sufficient to make one pint.

Dissolve the oils and camphor in the alcohol and then add the other ingredients.

Magnetic Liniment.

Oil of turpentine	9 fluid oz.
Tincture of capsicum	12 fluid oz.
Spirit of camphor	96 fluid oz.
Stronger ammonia water	9 fluid oz.
Alcohol	18 fluid oz.
Oil of sassafras	1/2 fluid oz.

Dissolve the oils in the alcohol, and the stronger ammonia water and mix well.

Clothes-cleaning Compound.

White Castile soap	1 1/2 dr.
Alcohol	4 dr.
Glycerin	1 oz.
Solution of Ammonia	1 oz.
Ether	1 oz.
Soft water to	16 oz.

Mix. Add 3 dr. of this mixture to a 4-oz. bottle and add petrol, a little at a time, shaking thoroughly after each addition, until bottle is full; the result will be a thick white cream.

Aperient Salt.

The composition of the aperient salt, commonly known as Harrogate salts, and which is a favorite purgative in gout, rheumatism, etc., is given in the British Pharmaceutical Codex as follows:

Potassium Bitartrate	1 dr.
Sulphurated Potash	12 grs.
Magnesium Sulph., exsiccated	5 1/2 drs.

M. Dose, one to two teaspoonsful.

Showed Pictures of Notables When Babies.

Coldwater, April 12—"When I Was a Baby" was the title of an unusual window display made by N. E. Roby, local druggist, who secured photographs of the city's representative professional and business men, taken when they were between one and six years old, and placed them in the window along with a display of baby powder and other baby products.

The display attracted much attention and the whole town was soon talking about it. The prominence of the men whose baby pictures were shown made the display such an interesting piece of news that the Coldwater Daily Reporter ran feature stories on its first page for three nights. It presented a paragraph about each man whose photograph was shown and it took three issues to complete the list.

Among the baby photographs displayed were those of a circuit court judge, a chief of police, prominent manufacturers and leading business men.

The Bull Knew What He Was Doing.

The applicant for an insurance policy was being given a medical examination.

"Did you ever have a serious illness?" asked the physician.

"No."

"Did you ever have an accident?"

"No."

"Never had an accident?"

"Never, except a year ago when a bull tossed me over a fence."

"Don't you call that an accident?"

"Why, no," was the answer, in a tone of surprise. "He did it on purpose."

Each Have Their Separate Duties.

Scene: A gasoline station in a small town on the Mackinaw Trail.

Dramatis personae: Small boy in back seat of sedan and resident minister of the gospel.

Minister: "And to whom do you belong, my little man?"

Young American (proudly): "Daddy is a lawyer and a Rotarian, and mother is president of the Law Enforcement League."

Minister: "And what do you do?"

Young American: "Oh, I look out of this back window for the motor cop."

General Disinfectant.

Cresol	62.5 parts
Resin	12.5 parts
Caustic Potash	2 parts
Water to	100 parts

Heat the resin in the cresol until dissolved. Dissolve the potash in about 8 parts of water and add to the resin solution; boil the whole until saponification is complete, cool, and add enough water to make 100 parts.

Soda Mint, Liquid.

Sodium Bicarbonate	2 drs.
Aromatic Spirit of Ammonia	1/2 oz.
Peppermint Water, enough to make	8 ozs.

Mix. Dose, 1 teaspoonful.

A Reason.

"I think there is company downstairs."

"How do you know?"

"I just heard Mamma laugh at one of Papa's jokes."

The Retort Courteous.

In Detroit, recently, two autoists met in an alley too narrow to permit them to pass each other. One of the autoists rose in his car and shouted at the other:

"I never back up for any d—n fool."

The other driver quietly put his car in reverse, backed out, and replied: "That's all right, I always do."

The newly created Bureau of Prohibition will undertake to prove that the old police maxim, "Set a thief to catch a thief," is fallacious. The bureau will insist that those who are entrusted with enforcing the prohibition law shall be required to prove that they themselves have led spotless lives. The salaries attached to these positions range from \$35 to \$100 a week. No doubt there will be thousands of men ready to undergo the examinations for these places even at these salaries and that many will be able to prove that they have led innocent lives. But it will be interesting to learn later on whether

they know enough of conditions in everyday life to enable them to cope with the nimble witted bootleggers, who know more tricks than Lucifer himself. If the new agents, after proving officially that they are without guile, are able to see through and frustrate those tricks, they will do much to confound the purveyors of illicit liquors and those who buy from them surreptitiously.

There is a time in every man's education when he arrives at the conviction that envy is ignorance; that imitation is suicide; that he must take himself for better, for worse, as his portion; that though the wide universe is full of good, no kernel of nourishing corn can come to him but through his toil bestowed on that plot of ground which is given him to till. The power which resides in him is new in Nature, and none but he knows what that is which he can do, nor does he know until he has tried.

Ralph Waldo Emerson.

MOTHER'S DAY

SPECIAL GIFT PACKAGES

Putnam's Paris **LOWNEY'S**
CHOCOLATES

ORDER WHILE THE ASSORTMENT IS COMPLETE

NATION L CANDY COMPANY, INC.

PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN

SPORT VISORS FOR SPRING

THE LATEST STYLES.
THE BEST OF COLORS.

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



HERE IS A LIST OF THE VERY BEST SELLERS.

- No. V6—Six straps over head, assorted color visors with assorted color bindings, come assorted colors to dozen\$1.75 Doz.
No. 80X—Six straps over head, white body with colored edges. one-half inch wide, sweat band 1½ in. wide, assorted colors, transparent cloth bound visors with colors to match straps and sweat band, assorted colors to dozen\$1.75 Doz.
No. 25—With four white one-half inch straps over head, 1½ in. sweat band of same color, assorted colors, white trimmed celluloid transparent peaks. Price\$1.75 Doz.
No. 4645—For ladies. Four satin trimmed and bound 2 inch over head straps, transparent visors, come assorted colors with assorted bound visors\$4.00 Doz.
No. 4654—Ladies' silk knit, the "Olympic", made with knitted silk top straps and sweat bands, all two-color effect with assorted color green bound visors. Price\$3.75 Doz.

Hazeltine & Perkins Drug Company
Manistee MICHIGAN Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12½ @ 20	Cubebs	6 50 @ 7 75	Benzoin	2 44
Boric (Xtal)	15 @ 25	Elgeron	7 50 @ 7 75	Benzoin Comp'd.	2 40
Carbolic	34 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	2 16
Citric	52 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	2 52
Muriatic	3¼ @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	2 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Cinchona	2 16
Oxalic	16½ @ 25	Lard, extra	1 25 @ 1 40	Colchicum	1 80
Sulphuric	3¼ @ 8	Lard, No. 1	6 00 @ 6 25	Cubebs	2 76
Tartaric	46 @ 55	Lavender Flow	85 @ 1 20	Digitalis	2 04
Ammonia		Lavender Gar'n.	4 50 @ 4 75	Gentian	1 35
Water, 26 deg.	06 @ 16	Limon	4 50 @ 4 75	Gualac	2 28
Water, 18 deg.	05½ @ 13	Linseed, raw, bbl.	87 @	Gualac, Ammon.	2 04
Water, 14 deg.	04½ @ 11	Linseed, bld. less	97 @ 1 10	Iodine	1 25
Carbonate	20 @ 25	Linseed, raw, less	94 @ 1 07	Iodine, Colorless	1 50
Chloride (Gran.)	09 @ 20	Mustard, artifi. oz.	35 @	Iron, Clo.	1 56
Balsams		Neatsfoot	1 25 @ 1 35	Kino	1 44
Copaiba	1 00 @ 1 25	Olive, pure	3 75 @ 4 50	Myrrh	2 52
Fir (Canada)	2 75 @ 3 00	Olive, Malaga,	2 85 @ 3 25	Nux Vomica	1 80
Fir (Oregon)	65 @ 1 00	yellow	2 85 @ 3 25	Oplum	2 50
Peru	3 00 @ 3 25	Olive, Malaga,	2 85 @ 3 25	Oplum, Camp.	1 44
Tolu	2 00 @ 2 25	green	2 85 @ 3 25	Oplum, Deodorz'd	2 50
Barks		Orange, Sweet	5 00 @ 5 25	Rhubarb	1 92
Cassia (ordinary)	25 @ 30	Origanum, pure	2 50 @	Paints	
Cassia (Salign)	50 @ 60	Origanum, com'l	1 00 @ 1 20	Lead, red dry	14½ @ 15
Sassafras (pw. 50c)	50 @	Pennyroyal	3 25 @ 3 50	Lead, white dry	14½ @ 15
Soap Cut (powd.)	18 @ 25	Peppermint	7 00 @ 7 25	Lead, white oil	14½ @ 15
30c		Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	2 2½
Berries		Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Cubeb	1 @ 00	Sandelwood, E.	10 50 @ 10 75	Red Venet'n Am.	3¼ @ 7
Fish	2 @ 25	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	4 @ 8
Juniper	11 @ 20	Sassafras, artifi'	75 @ 1 00	Putty	5 @ 8
Prickly Ash	7 @ 75	Spearment	8 00 @ 8 25	Whiting, bbl.	4 @ 4½
Extracts		Sperm	1 50 @ 1 75	Whiting	5¼ @ 10
Licorice	60 @ 65	Tany	9 00 @ 9 25	L. H. P. Prep.	2 90 @ 3 05
Licorice, powd.	50 @ 60	Tar USP	65 @ 75	Rogers Prep.	2 90 @ 3 05
Flowers		Turpentine, bbl.	71 @	Miscellaneous	
Arnica	@ 75	Turpentine, less	78 @ 91	Acetanalid	57 @ 75
Chamomile (Ged.)	@ 60	Wintergreen,		Alum	98 @ 12
Chamomile Rom.	@ 50	leaf	6 00 @ 6 25	Alum, powd. and	09 @ 15
Gums		Wintergreen, sweet	3 00 @ 3 25	Alum, powd. and	09 @ 15
Acacia, 1st	50 @ 55	birch	75 @ 1 00	Bismuth, Subni-	3 03 @ 3 24
Acacia, 2nd	45 @ 50	Wintergreen, art	75 @ 1 00	trate	
Acacia, Sorts	20 @ 25	Worm Seed	6 00 @ 6 25	Borax xtal or	07 @ 12
Acacia, Powdered	35 @ 40	Wormwood	9 00 @ 9 25	powdered	07 @ 12
Aloes (Barb Pow)	25 @ 35	Potassium		Cantharides, po.	1 50 @ 2 00
Aloes (Cape Pow)	25 @ 35	Bicarbonate	35 @ 40	Calomel	2 70 @ 2 91
Aloes (Soc. Pow.)	65 @ 70	Bichromate	15 @ 25	Capsicum, pow'd	35 @ 40
Asafoetida	50 @ 60	Bromide	69 @ 85	Carmine	7 00 @ 7 50
Pow.	75 @ 1 00	Bromide	54 @ 71	Cassia Buds	35 @ 40
Camphor	96 @ 1 02	Chlorate, gran'd	23 @ 30	Cloves	50 @ 55
Guaiac	@ 80	Chlorate, powd.	16 @ 25	Chalk Prepared	14 @ 16
Guaiac, pow'd	@ 90	or Xtal	30 @ 90	Chloroform	51 @ 60
Kino	@ 1 10	Cyanide	30 @ 90	Chloral Hydrate	1 20 @ 1 50
Kino, powdered	@ 1 20	Iodide	4 36 @ 4 55	Cocaine	12 10 @ 12 80
Myrrh	@ 60	Permanganate	20 @ 30	Cocoa Butter	70 @ 85
Myrrh, powdered	@ 65	Prussiate, yellow	40 @ 50	Corks, list, less	40-10%
Opium, powd.	65 @ 19 92	Prussiate, red	@ 70	Copperas	2¼ @ 10
Opium, gran.	19 65 @ 19 92	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	65 @ 80	Roots		Corrosive Sublim	2 21 @ 2 42
Shellac Bleached	70 @ 85	Alkanet	30 @ 35	Cream Tartar	32 @ 40
Tragacanth, pow.	@ 1 75	Blood, powdered	35 @ 40	Cuttle bone	40 @ 50
Tragacanth	75 @ 2 25	Calamus	35 @ 40	Dextrine	6 @ 15
Turpentine	@ 80	Elecampane, powd.	25 @ 30	Dover's Powder	4 00 @ 4 50
Insecticides		Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Ginger, African,	30 @ 35	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07	powdered	30 @ 35	Epsom Salts, bbls.	@ 14
Blue Vitriol, less	08 @ 15	Ginger, Jamaica,	60 @ 65	Epsom Salts, less	3¼ @ 10
Bordea. Mix Dry	13 @ 22	powdered	45 @ 50	Ergot, powdered	@ 2 50
Hellebore, White	18 @ 30	Goldenseal, pow.	@ 80	Flake, White	15 @ 20
Insect Powder	35 @ 45	Ipecac, powd.	@ 60	Formaldehyde, lb.	15¼ @ 30
Lead Arsenate Po.	15¼ @ 27	Licorice	35 @ 40	Gelatin	@ 90
Lime and Sulphur	8 @ 23	Licorice, powd.	20 @ 30	Glassware, less 55%	
Dry	22 @ 38	Orris, powdered	30 @ 40	Glassware, full case 60%	
Paris Green	22 @ 38	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02½
Leaves		Rhubarb, powd.	@ 1 00	Glauber Salts less	04 @ 10
Buchu	85 @ 1 00	Rosinwood, powd.	@ 40	Glue, Brown	21 @ 30
Buchu, powdered	@ 1 00	Sarsaparilla, Hond.	@ 90	Glue, Brown Grd	15 @ 20
Sage, Bulk	25 @ 30	ground	@ 90	Glue, White	27¼ @ 35
Sage, ¼ loose	@ 40	Sarsaparilla Mexican,		Glue, white grd.	25 @ 35
Sage, powdered	@ 35	Glycerine	32 @ 52	Glycerine	34 @ 54
Senna, Alex.	50 @ 75	Squills	35 @ 40	Hops	70 @ 85
Senna, Tinn. pow.	30 @ 35	Squills, powdered	60 @ 70	Iodine	6 45 @ 7 00
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Iodoform	8 00 @ 8 30
Oils		Valerian, powd.	@ 1 00	Lead Acetate	20 @ 30
Almonds, Bitter,		Seeds		Mace	@ 1 50
true	7 50 @ 7 75	Anise	@ 35	Mace, powdered	@ 1 60
Almonds, Bitter,		Anise, powdered	35 @ 40	Menthol	7 80 @ 8 50
artificial	3 00 @ 3 25	Bird, Is	13 @ 17	Morphine	11 18 @ 11 93
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica	@ 30
true	1 50 @ 1 80	Caraway, Po.	30 @ 35	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Cardamon	3 75 @ 4 00	Pepper black, pow.	40 @ 50
imitation	1 00 @ 1 25	Coriander pow.	30 @ 20	Pepper, White, pw.	55 @ 60
Amber, crude	1 25 @ 1 50	Dill	15 @ 20	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Fennell	25 @ 40	Quassia	12 @ 15
Anise	1 40 @ 1 60	Flax	7 @ 15	Quinine, 5 oz. cans	@ 59
Bergamont	11 50 @ 11 75	Flax, ground	7 @ 15	Rochelle Salts	30 @ 35
Cajeput	1 50 @ 1 75	Foenugreek, pwd.	15 @ 25	Sacharine	2 60 @ 2 75
Cassia	4 00 @ 4 25	Hemp	8 @ 15	Salt Peter	11 @ 22
Castor	1 60 @ 1 85	Lobelia, powd.	@ 1 60	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Mustard, black	20 @ 25	Soap mott cast.	22¼ @ 25
Cloves	2 50 @ 2 75	Poppy	15 @ 20	Soap, white castile	@ 12 50
Cocoonut	25 @ 35	Quince	1 25 @ 1 50	less, per bar	@ 1 45
Cod Liver	2 00 @ 2 25	Rape	15 @ 20	Soda Ash	3 @ 10
Croton	2 00 @ 2 25	Sabadilla	60 @ 70	Soda Bicarbonate	3¼ @ 10
Tinctures		Sunflower	11¼ @ 15	Soda, Sal	02¼ @ 08
Aconite	@ 1 80	Worm, American	30 @ 40	Spirits Camphor	@ 1 20
Aloes	@ 1 56	Worm, Levant	5 00 @ 5 25	Sulphur, roll	3¼ @ 10
Arnica	@ 1 44	Seeds		Sulphur, Subl.	4¼ @ 10
Asafoetida	@ 2 28	Aconite	@ 1 80	Tamarinds	20 @ 25
Seeds		Aloes	@ 1 56	Tartar Emetic	70 @ 75
Almonds, Bitter,		Arnica	@ 1 44	Turpentine, Ven.	50 @ 75
true	7 50 @ 7 75	Asafoetida	@ 2 28	Vanilla Ex. pure	1 50 @ 2 00
Almonds, Bitter,		Tinctures		Vanilla Ex. pure	2 25 @ 2 50
artificial	3 00 @ 3 25	Aconite	@ 1 80	Zinc Sulphate	06 @ 11
Almonds, Sweet,		Aloes	@ 1 56		
true	1 50 @ 1 80	Arnica	@ 1 44		
Almonds, Sweet,		Asafoetida	@ 2 28		
imitation	1 00 @ 1 25				
Amber, crude	1 25 @ 1 50				
Amber, rectified	1 50 @ 1 75				
Anise	1 40 @ 1 60				
Bergamont	11 50 @ 11 75				
Cajeput	1 50 @ 1 75				
Cassia	4 00 @ 4 25				
Castor	1 60 @ 1 85				
Cedar Leaf	2 00 @ 2 25				
Citronella	1 25 @ 1 50				
Cloves	2 50 @ 2 75				
Cocoonut	25 @ 35				
Cod Liver	2 00 @ 2 25				
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

Evaporated Milk
California Prunes

DECLINED

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 3 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, 10 oz. doz. 95
Royal, 6 oz. doz. 2 70
Royal, 12 oz. doz. 5 20
Royal, 5 lb. 31 20
Rocket, 16 oz., doz. 1 25

K. C. Brand

Per case
10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 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 80
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 80
Pep, No. 224 2 70
Pep, No. 202 1 75
Krumbs, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s 2 85
Post Toasties, 24s 2 70
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. 12.3
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
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, sl. 3 00
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 3 50
Plums, No. 2 2 40
Plums, No. 2 1/2 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's Black, No. 10 12 60
Rhubarb, No. 10 4 75
Strawberries, No. 10 12 60

CANNED FISH

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

Baked Beans

Campbells, 1c free 5 1 15
Quaker, 13 oz. 85
Fremont, No. 2 1 10
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 85
Van Camp, Med. 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50

W. Beans, cut 2 1 45
W. Beans, 10 7 50
Green Beans, 2s 1 45
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10 1 25
Beets, No. 3, cut 1 60
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 85
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 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 38
Mushrooms, Choice, 8 oz 45
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 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
Pimentos, 1/4, each 12 14
Pimentos, 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 7 80

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 30
Quaker, 10 1/2 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 13 00
Quaker, Gallon Tin 9 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort 65
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Flats and
Daisies 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
Beechnut Wintergreen 70
Beechnut Peppermint 70
Beechnut Spearmint 70
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

COCOA.

Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 15
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 Caraque 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 3 50



COFFEE ROASTED

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

McLaughlin's Kept-Fresh

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

Maxwell House Coffee.

1 lb. tins 47
3 lb. tins 1 39

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 5 00
Quaker, Baby, 8 doz. 4 90
Carnation, Tall, 4 doz. 5 15
Carnation, Baby, 8 doz. 5 05
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 15
Pet, Baby, 8 oz. 5 05
Borden's Tall 5 15
Borden's Baby 5 05
Van Camp, Tall 4 90
Van Camp, Baby 3 75

CIGARS

G. J. Johnson's Brand

G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
King Edward 37 50
Master Piece, 50 Tin 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Knickerbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Delosios 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A 1 80
Nibble Sticks 1 85
No. 12, Choc., Light 1 65
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25

Gum Drops Pails

Anise 16
Champion Gums 16
Challenge Gums 14
Favorite 19
Superior, Boxes 23

Lozenges Pails

A. A. Pep. Lozenges 17
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods Pails

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

Cough Drops Bxs

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Walnut Fudge 23
Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 28
Silver King M. Mallovs 1 35

Bar Goods

Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c 80
Malty Milkies, 24, 5c 80
Bo-Ka-To-Ka, 24, 5c 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 38

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16
Apricots
Evaporated, Choice 28
Evaporated, Fancy 33
Evaporated, Slabs 25

Citron

10 lb. box 40

Currents

Packages, 14 oz. 17
Greek, Bulk, lb. 17

Dates

Dromedary, 36s 6 75

Peaches

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

Pearl

Lemon, American 30
Orange, American 30

Raisins

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

California Prunes

90@100, 25 lb. boxes @08
60@70, 25 lb. boxes @10 1/2
50@60, 25 lb. boxes @11
40@50, 25 lb. boxes @12
30@40, 25 lb. boxes @15
20@30, 25 lb. boxes @21

FARINACEOUS GOODS

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

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

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

Sage

East India 10

Tapoca

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



FLAVORING EXTRACTS

Doz. Vanilla PURE Doz. Lemon
1 35 1/2 ounce 1 35
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

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 bx 4 20
 Ohio Blue Tip, 144 box 6 00
 Ohio Blue Tip, 720-1c 4 50
 Blue Seal, 144 --- 5 60
 Reliable, 144 --- 4 35
 Federal, 144 --- 5 80

SAFETY MATCHES

Quaker, 5 gro. case --- 4 25

MINCE MEAT

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

MOLASSES



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

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

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

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

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

NUTS

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

Salted Peanuts
 Fancy, No. 1 --- 13 1/2
 Jumbo --- 16

Shelled
 Almonds --- 70
 Peanuts, Spanish, 125 lb. bags --- 12 1/2
 Filberts --- 32
 Pecans --- 1 05
 Walnuts --- 90

OLIVES
 Bulk, 5 gal. keg --- 9 00
 Quart Jars, dozen --- 6 00
 Bulk, 2 gal. keg --- 3 75
 Pint, Jars, dozen --- 3 35
 4 oz. Jar, plain, doz. 1 35
 5 1/2 oz. Jar, pl., doz. 1 60
 9 oz. Jar, plain, doz. 2 35
 20 oz. Jar, Pl., doz. 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, doz. 3 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
 1/8 --- 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 --- 35

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosine --- 14.6
 Red Crown Gasoline --- 16.7
 Tank Wagon --- 19.7
 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

Polarine

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



Semsdac, 12 pt. cans 2 70
 Semsdac, 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 Strs & H.f. 15 1/2 @ 16 1/2
 Med. Steers & H.f. 15 @ 15 1/2
 Com. Steers & H.f. 14 1/2 @ 15

Cows
 Top --- 14
 Good --- 13
 Medium --- 12
 Common --- 10

Veal
 Top --- 19
 Good --- 18
 Medium --- 14

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

Mutton
 Good --- 18
 Medium --- 16
 Poor --- 13

Pork
 Light hogs --- 16
 Medium hogs --- 16
 Heavy hogs --- 15
 Loins, Med. --- 21
 Butts --- 21 1/2
 Shoulders --- 13
 Spareribs --- 16
 Neck bones --- 07

PROVISIONS

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

Dry Salt Meats

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

Lard
 Pure in tierces --- 13 1/2
 60 lb. tubs --- advance 1/4
 50 lb. tubs --- advance 1/4
 20 lb. pails --- advance 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, Cert., 14-16 lb. @ 28
 Hams, Cert., Skinned --- @ 30
 16-18 lb. --- @ 30
 Ham, dried beef --- @ 32
 Knuckles --- @ 32
 California Hams --- @ 18
 Picnic Boiled --- @ 22
 Hams --- 20 @ 22
 Boiled Hams --- 45 @ 45
 Minced Hams --- @ 19
 Bacon --- 24 @ 36

Beef

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

Mince Meat

Condensed No. 1 car. 2 00
 Condensed Bakers brick 3 00
 Moist in glass --- 6 00

Pig's Feet

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

Casings

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

RICE

Fancy Blue Rose --- 06 1/4
 Fancy Head --- 09
 Broken --- 03 1/4

ROLLED OATS

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

RUSKS

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

SALERATUS

Arm and Hammer --- 3 75

SAL SODA

Granulated, bbls. --- 1 80
 Granulated, 60 lbs. cs. 1 60
 Granulated, 36 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
 Mixed, half bbls. --- 9 50
 Mixed, bbls --- 17 00
 Milklers, Kegs --- 1 25
 Milklers, half bbls. --- 10 25
 Milklers, bbls. --- 19 00
 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 85
 Rising Sun, per doz. 1 35
 654 Stove Enamel, dz. 2 80
 Vulcanol, No. 5, doz. 95
 Vulcanol, No. 10, doz. 1 35
 Stovoil, per doz. --- 3 00

SALT

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



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

SOAP

Am. Family, 100 box 6 30
 Export, 100 box --- 4 00
 Big Jack, 60s --- 4 50
 Fels Naphtha, 100 box 5 50
 Flake White, 10 box 4 05
 Grdma White Na, 10s 3 85
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box --- 6 50
 Jap Rose, 100 box --- 7 85
 Fairy, 100 box --- 5 50
 Palm Olive, 144 box 11 00
 Lava, 100 bo --- 4 90
 Octagon --- 6 00
 Pummo, 100 box --- 4 85
 Sweetheart, 100 box --- 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater --- 2 85
 Cocoa, 72s, box --- 2 85
 Fairbank Tar, 100 bx 4 00
 Trilby Soap, 100, 10c 7 30
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo --- 85
 Climalline, 4 doz. --- 4 20
 Grandma, 100, 5c --- 4 00
 Grandma, 24 Large --- 3 75
 Gold Dust, 100s --- 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 --- 4 25
 Jinx, 3 doz. --- 4 50
 La France Laun., 4 dz. 3 60
 Luster Box, 54 --- 3 75
 Old Dutch Clean, 4 dz 4 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 --- @ 40
 Cassia, Canton --- @ 25
 Cassia, 5c pkg., doz. @ 40
 Ginger, African --- @ 15
 Ginger, Cochon --- @ 30
 Mace, Penang --- 1 10
 Mied, No. 1 --- @ 24
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 --- @ 78
 Nutmegs, 105-110 --- @ 70
 Pepper, Black --- @ 45

Pure Ground in Bulk

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

Seasoning

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

STARCH

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

Gloss

Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. 3 35
 Silver Gloss, 48, 1s --- 11 1/4
 Elastic, 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's, 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 80

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

TEA

Japan

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

Gunpowder

Choice --- 40
 Fancy --- 47

Ceylon

Pekoe, medium --- 57

English Breakfast

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

Oolong

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

WICKING

No. 0, per gross --- 75
 No. 1, per gross --- 1 25
 No. 2, per gross --- 1 50
 No. 3, per gross --- 2 00
 Peerless Rolls, per doz. 30
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 50
 Rayo, per doz. --- 75

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 6.—In the matter of Frank Hile, the trustee has filed his report, showing that there are no assets in this estate over and above exemptions and secured and preferred claims. The case has accordingly been closed and returned to the district court as a case without assets.

In the matter of Otis Barlow, Bankrupt No. 3102, the trustee has filed his return showing that there are no assets in this estate and the case has been closed and returned to the district court as a case without assets.

In the matter of Le June Smart Shoppe, Inc., Bankrupt No. 3091, the trustee has filed his report of the receipt of an offer of \$100 for the interest of this estate in the lease to premises occupied by the bankrupt and for the fixtures located in such premises. The fixtures are of the appraised valuation of \$219. The property has been used by the bankrupt in the operation of a ladies furnishing shop, at Grand Rapids. The offer is made by Mrs. Norval J. Cox, of Grand Rapids. The sale will be held at the office of the referee. An inventory is in the office of the referee and in possession of Robert S. Tubbs, trustee, G. R. National Bank building. All interested should be present at time and place named.

In the matter of Johner Sisters, etc., Bankrupt No. 3077, the trustee has filed his report of the receipt of an offer of \$305, from James Cramer and Harry Padnos, of Grand Rapids, for all of the remainder of the assets of this estate shown on the inventory and appraisal to be the sum of \$706.12. The property consists of stock and fixtures of a ladies ready to wear and apparel shop, located at Holland. The sale will be held at the office of the referee April 18. An inventory is in the hands of the referee, and the property may be inspected prior to sale by application to John Arendshorst, trustee, at Holland. All interested should be present at the time and place indicated.

In the matter of Fred Sutton, Bankrupt No. 3088, the trustee has filed his return showing that there are no assets in said estate and the case has been closed and returned to the district court as a case without assets.

In the matter of Henry W. Ogden, Bankrupt No. 3079, the trustee has filed his report of the receipt of an offer of \$500 from R. C. Churchill, of Shelby, for all of the stock in trade and fixtures of this estate, which consists of hardware and attendant fixtures for the operation of a complete hardware store, located at Shelby, and appraised at \$4,017.43. The sale fixed for sale is April 19. The sale will be held at 1225 G. R. National Bank building, in Grand Rapids. An inventory is in the hands of the referee. The property may be inspected prior to the date of sale by application to H. K. Royal, of Shelby, trustee in bankruptcy. All interested should be present at the time and place indicated.

April 6. We have to-day received the schedules, reference and adjudication in the matter of John M. O'Brien, Bankrupt No. 3132. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$275, of which the full interest is claimed as exempt, with liabilities of \$579.35. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. 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:

West Leonard Upholstering Co.,	
Grand Rapids	\$ 27.00
Super Maid Cook Ware Corp.,	
Chicago	29.45
Motor Dis., Inc., South Bend	383.90

H. W. Lehnen Fuel Co., Grand R.	9.00
Dr. A. B. Thompson, Grand Rapids	3.00
Dr. Frank Doran, Grand Rapids	10.00
St. Mary's Hospital, Grand Rapids	85.00
Bowman-Trautman Co., Grand R.	30.00

April 6. We have to-day received the reference and adjudication in the matter of Regal Sandwich Shop, Bankrupt No. 3123. The matter has been referred to Charles B. Blair as referee in bankruptcy. As this is an involuntary case, an order has been made for the bankrupt to file schedules, upon receipt of the same, list of creditors and notice of first meeting will be made herein.

April 6. We have to-day received the schedules, reference and adjudication in the matter of Mara-Rickenbacker Co., a Michigan corporation, Bankrupt No. 3129. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedules show assets of \$7,493.68, with liabilities of \$30,589.57. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt, are as follows:

City of Grand Rapids	\$101.92
Clarence Barronds, Grand Rapids	18.90
Dalton Adding Machine Co., Cincinnati	66.80
Allen & Folger, Grand Rapids	6.00
Automotive Parts Corp., Grand R.	24.57
Boylard & Co., Grand Rapids	10.00
Brown & Bigelow, Minneapolis	19.33
Breen & Halladay, Grand Rapids	217.85
A. F. Burch Co., Grand Rapids	.36
Crosby Insurance Co., Grand Rapids	62.02
Consumers Power Co., Grand Rap.	99.57
Dalton Adding Mach. Co., Cincinnati	66.80
DeLuxe Motors, Grand Rapids	34.30
Dependable Printing Service, G. R.	31.00
Electric Service Station, Grand R.	97.27
Freeman Distributing Co., Denver	4.80
Gley Hardware Co., Grand Rapids	3.50
G. R. Art Glass Co., Grand Rapids	31.05
G. R. Forging & Iron Co., Grand R.	11.25
Herald, Grand Rapids	180.88
G. R. Motor Club, Grand Rapids	90.00
Press, Grand Rapids	112.96
G. R. Screen Co., Grand Rapids	19.00
G. R. Steel & Supply Co., Grand R.	3.12
Grimes & Madigan, Grand Rapids	100.00
Harder Welding Co., Grand Rapids	12.75
Hart & Crouse, Utica, N. Y.	9.77
Hayes-Ionia Co., Grand Rapids	780.30
Hermitage Battery Co., Grand R.	72.35
Heth Auto Electric Co., Grand R.	7.27
R. M. Holinghead, Detroit	20.00
Hudson Tire Co., Grand Rapids	4.00
Huyge-Backart Coal Co., Grand R.	30.00
Kelly-Springfield Tire Co., Grand Rapids	163.65
Kemper-Thomas, Cincinnati	60.00
H. M. Lehnen, Grand Rapids	358.27
Lewis Electric Co., Grand Rapids	5.10
McAvoy Varnish Corp., Grand Rap.	49.84
Mark's, Grand Rapids	14.88
Matheson-Oakland, Grand Rapids	37.83
Metal Office Furn. Co., Grand Rap.	25.00
Michigan Bell Telephone Co., Grand Rapids	9.30
Michigan Paint Co., Grand Rapids	3.00
Miller Tire Service Co., Grand R.	6.25
Mich. Mut. Liability Co., Grand R.	2.75
National Cash Register Co., G. R.	1.50
New Era Spring & Wire Co., G. R.	5.35
O'Neil Oil & Paint Co., Milwaukee	40.34
Page's Hardware, Grand Rapids	18.50
Payne & Galer, Grand Rapids	13.25
Peiter Auto Co., Grand Rapids	2.21
Piston Service Co., Grand Rapids	131.04
Ponce DeLeon Water Co., G. R.	1.50
Pulte-Korreck Pbg. Co., Grand R.	17.50
Rathbun Electric Co., Grand Rapids	32.61
Rex Sales Service Co., Grand Rap.	14.73
Rickenbacker Moor Co., Detroit	798.82
Roche's, Grand Rapids	55.00
Roseberry-Henry Electric Co., Grand Rapids	3.60
Sherwood-Hall Co., Grand Rapids	11.59
Tisch Auto Supply Co., Grand Rap.	10.89
Wolverine Bumper Co., Grand R.	16.00
Udell Printing Service, Grand Rap.	9.25
United Detective Agency, Grand R.	85.17

Yonker & Mieras, Grand Rapids	3.50
Warren Refining & Chemical Co., Cleveland	23.53
F. F. Wood Motor Co., Grand Rap.	55.31
Weatherly Co., Grand Rapids	12.59
F. L. Williams, Grand Rapids	72.16
Fenton Matteson, Grand Rapids	304.62
Roseberry-Henry Electric Co., Grand Rapids	456.00
American Employer's Ins. Co., G. R.	450.00

Hulbert & Maris, Grand Rapids	50.00
International Rubber Co., Akron, O.	57.00
William R. Mara, Grand Rapids	15,750.00
G. R. Savings Bank, Grand Rapids	3,000.00
Mfrs. Finance Co., Detroit	3,000.00
Industrial Bank, Grand Rapids	3,000.00

April 6. We have to-day received the schedules, reference and adjudication in the matter of Ernest F. Glinke, Bankrupt No. 3130. The matter has been referred

Dealers with Vision stock

ECONOMICAL

PROFITABLE



NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R. I.

The Month of Easter

Spring brings with it the desire for salads. The appetite craves the things of Spring. Suggest that a salad should be made with good salad dressing.

BEST FOODS SALAD DRESSINGS are the only ones made from fresh eggs broken from the shell and with every other ingredient carefully selected and properly mixed.

Best Foods (Gold Medal) Mayonnaise, Thousand Island Dressing and Relish Spread are made in "Best Foods" way.

Nucoa Nut Margarine

Best Foods Shortening

Bread and Butter Pickles

"Six of the Best Foods"

MADE BY

THE BEST FOODS, Inc.

NEY YORK

CHICAGO

SAN FRANCISCO

**Fifteen million dollars expended in advertising in
thirty-five years to help you sell**

SHREDDED WHEAT

to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a contractor. The schedules show assets of \$3,201.62 of which \$1,800 is claimed as exempt, with liabilities of \$3,045.67. 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:

A. J. Nook, Kalamazoo	\$ 43.10
Kal. Citizens Loan & Inv. Co., Kalamazoo	206.19
Holland Furnace Co., Kalamazoo	292.50
Home Furnace Co., Kalamazoo	150.00
Peoples Outfitting Co., Kalamazoo	50.00
Round Oak Heating Co., Kalamazoo	90.00
Regina Corp., Kalamazoo	69.25
Dr. Hosea Barnebee, Kalamazoo	16.00
Sprague Hdw. Co., Kalamazoo	317.85
Wise Hdw. Store, Kalamazoo	18.00
DeBoer & Sons Lbr. Co., Kalamazoo	300.00
Casper H. Haas Co., Kalamazoo	150.00
J. R. Van Holde, Kalamazoo	50.00
Castle Buick Co., Sturgis	43.00
Classen Hdw. Store, Sturgis	15.00
Standard Fuel Co., Kalamazoo	100.00
Garrett Bushouse, Kalamazoo	76.00
Kal. Tank & Silo Co., Kalamazoo	33.00
Sunlight Lamp Co., Chicago	107.00
Economy Wall Paper Co., Kalamazoo	26.00
Hoover Bond Co., Kalamazoo	2.00
McMaster-Carr Supply Co., Kalamazoo	47.63
Ray T. Parfet Co., Kalamazoo	12.85
Chamberlain Weather Met. Co., Kalamazoo	56.00
Nelson Culvert Co., Kalamazoo	39.00
Kalamazoo Gazette, Kalamazoo	15.96
Kalamazoo Cement Products Co., Kalamazoo	103.00
P. Kromdyk & Son, Kalamazoo	45.00
Johnson & Hubbard, Kalamazoo	45.00
A-1 Tire Co., Kalamazoo	15.00
Mr. Petersons, Kalamazoo	11.25
Fred Stevens, Kalamazoo	unknown
Charles Barber, Kalamazoo	76.00
Stoddard Dick Co., Detroit	299.06
Edward Vander Slick, Kalamazoo	120.70
Lydor Mfg. Co., Chicago	4.00
April 6. We have to-day received the schedules, reference and adjudication in the matter of Winfield Scott Thomas, Bankrupt No. 3131. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is that of a laborer. The schedules show no assets with liabilities of \$670.50. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:	
Dr. John Pedden, Grand Rapids	\$ 98.00
Hospital Council, Grand Rapids	27.50
Prange Jewelry Co., Grand Rapids	37.50
Dr. C. DeJong, Grand Rapids	7.50
Arthur F. Bremer, Grand Rapids	500.00

Overworking Lincoln.

The fame of Abraham Lincoln waxes with the years. Every record about him that has leaped to light since his death has, even if it appeared for a moment belittling, really heightened his stature in the eyes of all the world. During the great war, and in Europe since, his name and example and saying have been multifariously cited. Any statesman looking about for reasons to justify his own course has been glad to find a warrant in something that Lincoln did or said. It will not be forgotten that Mr. Lloyd George, in the dark days of the war, confessed that he had been seeking guidance and consolation in the career of Lincoln. And when Lord Curzon delivered his address at Oxford on the great orators of the nineteenth century, he adroitly avoided giving the first prize to any of the competing Englishmen by awarding it, as beyond question due, to Abraham Lincoln.

All this is naturally gratifying to Americans, though they may well utter a warning to those foreigners, or those natives, for that matter, who work Lincoln too hard; endeavor to hide small men under the shadow of his mighty name, or force the parallel between him and others. Not long since, for example, the English actor, Sir Johnston Forbes-Robertson, was lecturing on the mystery of Shakespeare, and sought to make it more credible

by adducing the case of Lincoln. If it seems something like a miracle that the works of Shakespeare could have been produced by a poet of lowly origin and little education, think of the greater miracle of Lincoln rising from a still humbler and less promising environment to be a people's hope and a world's desire. But that kind of comparison is not very enlightening or helpful. It simply explains one mystery by another that is deeper—namely, the inscrutable way in which genius manages to find its material and do its work, even against terrible odds. Lincoln has been used for a great many strange purposes, quite apart from his actual nature and achievement, but this is the first time, so far as we know that he has been summoned to unlock Shakespeare's heart.—N. Y. Times.

Business Philosophy.

Certainly there is no profit in cultivating a false pride, a closed mind, an unreasonable prejudice. The truth is that these stupidities cost the business world millions of dollars each year.

It doesn't take a salesman long to learn that a testimonial from Brown not only may not convince Jones of the merit of a device or product, but may actually prejudice Jones against it, assuming Jones doesn't like Brown.

What a lot of us are victims of closed minds! The closed mind first ridicules and then resents. To the closed mind the accumulated proof that its first judgment was entirely wrong is simply added reason for opposition.

We might as well realize that changes are inevitable. We may be tired of making adjustments. We may have reached the age when we prefer to let things remain as they are. We may have grown weary of replacing usable but out-of-date equipment. But we cannot stand still.

A visitor to whom we showed this article remarked: "A closed mind is like a closed fist. I may want to present you with ten thousand dollars but if your hand is closed tight I can't even give you the money."

Why aren't we more sensible? Why are we afraid of the facts, the truth? Would any of us pay ten thousand dollars a year for the privilege of being stubborn? We may not know it, but possibly some of us pay even a greater price than that. The steel manufacturers who resisted the Bessemer process certainly paid a far higher price.

William Feather.

Pearl Necklaces Hold Favor.

Retailers have been actively reordering pearl necklaces for pre-Easter selling. Turnover of this merchandise has been good since the early Fall and the prospects are said to be favorable for continued popularity next Fall. The 60 inch strand or opera type of necklace has had the best demand. Chokers have also been in increasing call lately and are expected to sell well into the Summer. Wholesalers add that popular priced metal jewelry of varied types has likewise been moving well. These items are set with colored stones, which feature jade, rose, corn and sapphire blue shades.

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—The best located country store in Central Michigan. Wholesale inventory. Will sell or rent property. Small amount of capital will handle deal. Address No. 535, c/o Michigan Tradesman. 535

FOR SALE—A meat market located in thriving town in close proximity to the city of Flint. Doing a good conservative business. This market is the best equipped outfit north of Detroit. Ill health only reason for selling. H. C. Agans, Fenton, Mich., Lock Box 152. 536

RESTAURANT—And confectionery for sale. On M-13, near resorts. Fully equipped. In operation. Owner has resort. Cannot handle both. S. C. Meyers, Manacelona, Mich. 537

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

FOR SALE—Up-to-date drug store, city of 13,000 about 100 miles north of Grand Rapids. Best location in city. No fountains, and about \$8,000 investment. Will net owner \$6,000 per year. Terms to suit buyer. Address No. 538, c/o Michigan Tradesman. 538

FOR SALE—Twenty-one Golden Oak clothing, and twenty furnishing goods cabinets, five plate-glass show cases and one five-drawer departmentising National cash register three years old. Everything in first-class condition and wonderful bargain. Should be sold at once. See Peter H. Van Ark, Holland, Mich. 539

FOR SALE—Four-station Lamson carriers; almost new. Address Cash Offer, L. E. 351, Chanute, Kansas. 540

Hussman, Gruendler, and standard makes freezer display cases; butcher's coolers, grocer's boxes; 100 sets complete bar fixtures. Priced right. St. Joseph Transfer Co., St. Joseph, Missouri. 541

For Sale—General store in Cloverdale, Barry county, Mich. Farm and resort town on M-43. Two lakes within twenty rods. Brick buildings. Modern home connected with store. Long established business. Real estate small payment down. Reason for selling, going West. A. E. Patton, Cloverdale, Mich. 542

For Sale—One 200-account McCaskey register. Cost \$133, sell for \$35. One Wayland paper baler, \$10. A-1 condition. Brooks & Warner, Carson City, Mich. 543

FOR SALE—New and used Northey coolers, refrigerators, freezers, and display cases. Bargains. Send for list. Modern Store Fixture Co., 1315 Gratiot Ave., Detroit, Mich. 521

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

For Sale—Thriving, successful retail business 3 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 Exchange—Cadillac touring 8 auto, just well broke in. Splendid condition. Will trade for merchandise. A. L. Redman, Olney, Ill. 515

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

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

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

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

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

LOUIS LEVINSON, Saginaw, Mich.

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

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

HART BRAND
CHOICE OF THE LAND



Look for the Red Heart on the Can

LEE & CADY Distributor

Sand Lime Brick

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

Brick is Everlasting

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

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

Changing Conditions Will Influence Values.

Written for the Tradesman.

For the next seven or eight weeks the wheat market will be influenced principally by crop reports and export business, for while there will be more or less domestic trade, the volume will probably not be heavy.

Winter wheat continues in a favorable condition; there have been some reports of too much rain, but at this time of year too much rain is not likely to do much damage to the growing wheat, except in the Spring wheat sections where it would interfere with seeding. Too much rain at and around harvest time would be another question. Certain sections of Kansas complain of too little moisture, but it is in a limited section, and no particular damage has been done to date. Winter wheat on the whole, as stated above, appears to be in excellent condition.

In the Spring wheat sections too much rain, some snow and continued cold weather has retarded seeding; there is plenty of time left, however, to sow more than a normal acreage, but the continuance of unfavorable weather conditions would soon reduce the acreage, or make seeding very late, and generally speaking, late-sown spring wheat does not do well. This phase will bear watching.

While primary receipts continue reasonably large, the visible supply was reduced during the past week nearly a million and a quarter bushels; this is a favorable symptom for firm markets, and should the export business continue on a comparatively large scale, with some deterioration in the growing winter wheat crop, which is to be expected, and spring wheat seeding be delayed much longer, we might run into considerably higher prices on flour, particularly in view of the fact that mill feeds are almost certain to decline quite materially within the next thirty to sixty days, which on an even wheat market will strengthen the price of flour. Wheat appears cheap enough under present conditions. Improved crop prospects and early settlement of the Far-Eastern question will be a bearish factor; while deterioration in the crop, and increased probabilities of foreign complications in the Far East, together with a good export trade on wheat and, or, flour will provide an incentive for future buying, and probably speculative interests would also become active on the long side of the market. Changing conditions will influence wheat and flour values, consequently the flour buyer will do well to keep posted on both domestic and foreign conditions.

Lloyd E. Smith.

Effect of Piece-Meal Buying on Manufacturers.

The continuance of hand-to-mouth buying on the part of both wholesalers and retailers is putting such a strain on manufacturing concerns with large production facilities that, as one well-known knit goods man expressed it, "it doesn't pay to be big any more." The trouble seems to lie principally in the fact that, no matter how the big

manufacturer tries to meet the problem, his production costs are forced up and he is not able to get the increase back in his selling prices. This means either lessened profits or no profits at all.

"About the only way the big manufacturer can meet the present situation is to cut down his operating force and make goods only on order, or else make up goods in normal volume and hold them until buyers want them. If he cuts down his working force he breaks down an organization that has probably taken him years to build up, and it may mean the loss of some of his best operatives.

"Not only that, but it is an axiom of manufacturing that the fewer articles made with the same or practically the same overhead, the higher the production cost of each. This is true whether the product be automobiles or piece goods. Higher production costs make necessary higher selling prices if the business is to go on, but try to get higher prices nowadays for anything that does not come into the novelty class.

"Turning out goods in volume and holding them keeps down the actual cost of production, but it forces up other expenses through higher interest charges, greater insurance costs, etc. Here, again, the manufacturer must ask higher prices if he is to get a legitimate profit but, as I said before, try to get them.

"I don't know what the ultimate outcome will be if hand-to-mouth buying continues indefinitely, as it is expected to. One of the possibilities, however, is the gradual disappearance of large manufacturing organizations and their replacement by numerous smaller ones planned to operate along entirely new lines. Another possibility is a gradual abandonment of staple merchandise by big manufacturers and the establishment in their plants of several subplants for the manufacture of novelties only. In this event the specialty manufacturer of staple goods in small lots would probably come into being."

Queen of Cheese.

It is not the way of the world to honor every deserving inventor with a suitable monument, and so the spirit of Marie Harel must smile on her native village of Vimoutier, Normandy, where the inhabitants are to unveil a memorial in her name next week; for in 1791 Mme. Harel produced the first Camembert cheese. The train of events leading to Mme. Harel's remarkable discovery have not been recorded, but presumably it was no accident.

Left to itself, a bowl of milk has approximately 150 different ways of going wrong. It takes a strong hand and a clear head to prevent the bacteria from running amuck and producing foul Limburger instead of delicate Cheddar, but Mme. Harel understood the little animals and they obeyed her instructions implicitly, with the result that for 135 years the world has been a much happier place.

Proper estimation of Camembert belongs in the province of poets and essayists. It is, as orientals say "a mountain of virtue," half liquid, half solid,

and so complex in structure as to defy chemical classification. Mme Harel's invention has sustained explorers in the wilderness and saved hostesses in tight places. If her obelisk is not 100 feet high, America should dig deep in its pockets.—Detroit Saturday Night.

Why Hose Shades Vary.

The continued vogue for colored silk hosiery for women, which has made it necessary for manufacturers and stock houses to make some quick shifts in order to keep up with swiftly changing tastes in hues, has brought with it not a little complaint as to variations in stockings that are supposed to be of the same shade. This is truer of hose that are knitted first and then dyed than of stockings which are made of yarns dyed before going on the knitting machines.

Most of the variation complained of, it was said yesterday, is that the light shades tend to grow darker little by little as the season advances. This was admitted by an executive of a concern which does a large business in hosiery dyed after knitting, and an interesting reason for it was advanced. It was this:

The hose are dyed in hundred dozen lots, after which it is necessary to change the dye bath. Each time a new batch of dye is made up it is necessary for the dyer to compare its color with a "master" stocking, which represents the shade desired. Frequent mixing of dye baths requires frequent handling of the "master" stocking and also results in exposure of it to light and dust. Almost imperceptibly it becomes soiled and darker in tone. From this it is not difficult to figure out the variations in color and the gradual darkening of the lighter shades.

Forced Into the Hands of Receiver.

On petition of David Stoll Judge Willis B. Perkins of the Kent Circuit Court, has appointed the Michigan Trust Co. receiver for the Specialty Dry Goods Shoppe.

The petitioner in his bill alleges C. S. Simpkins is indebted to him in the sum of \$4,300, covering the amount of a loan. The assets, consisting of a stock of merchandise, accounts and notes receivable, aggregate \$10,000 and the liabilities are approximately \$40,000.

Action to appoint a receiver was taken following a recent judgment favoring Mayme Ottenwess against the Specialty Dry Goods Shoppe, Mr. Simpkins and Earl D. Stoll, together with Merlin E. Shanteau and Heber R. Sarles, the latter two representing a local detective agency. Judgment was rendered Miss Ottenwess for \$6,500.

Drained the Cow.

Six-year-old Freddy, bred in the city, was on his first visit to his uncle's farm. At breakfast he heard his uncle's Jersey cow had been stolen during the night.

"That's a good joke on the man who stole her," was Freddy's comment.

"Why?" asked his uncle.

"Why, just before supper last night, the hired man took all the milk out of her."

NEW ISSUE

\$95,000,000

Missouri Pacific Railroad Company

FIRST AND REFUNDING MORTGAGE

5% GOLD BONDS

Series F
Due March 1, 1977

Gross income for the year ended December 31, 1926, applicable to payment of interest on funded debt and other fixed charges, before Federal Income Taxes, amounted to \$24,930,072; while such charges after giving effect to present financing amount to \$15,181,261.

Application will be made to list these bonds on the New York Stock Exchange.

**PRICE 100
YIELDING 5%**

Complete descriptive circular upon request.

**HOWE, SNOW
& BERTLES INC.**

Investment Securities

GRAND RAPIDS

New York Chicago Detroit
San Francisco

**Grand Rapids
Safe Company**

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

17,707,291 women read the Royal message

AN enormous selling force, at work every day—the nation's leading magazines carry the influential opinion of food experts on Cream of Tartar Baking Powder right into the homes of your customers. That's why it requires little selling persuasion on your part to sell Royal Baking Powder—the favorite for three generations still the recognized best.



Royal contains no alum
—leaves no bitter taste



**Where
Tire Trouble
is most apt
to occur**

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

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

CORDUROY TIRE COMPANY
GRAND RAPIDS, MICHIGAN

Corduroy Cords
Sidewall Protection

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

"Answer me this..."

"How many brands of Jell-O are there?" asked the grocer.

"Why," replied the clerk, "four or five—"

"Wrong! Jell-O is the trade-marked name for just *one* gelatine dessert. It is registered and fully protected by law and cannot be used for any other product. Only *Jell-O* is Jell-O."

JELL-O

Trade-Mark Reg. U. S. Pat. Off.
AMERICA'S MOST
FAMOUS DESSERT



© 1927, P. Co., Inc.

"A FRANKLIN CANE SUGAR FOR EVERY USE"

FRANKLIN GRANULATED
—for cooking and baking

FRANKLIN POWDERED
—for fruits, cereals and cold drinks

FRANKLIN OLD-FASHIONED BROWN
—for baked beans, gingerbread, etc.

FRANKLIN PRESSED TABLETS
—for hot tea or coffee

Explain this to your customers and they will appreciate it

**The
Franklin Sugar Refining Company**
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

DIAMOND BRAND CARTON CLOTHES PINS



CARTONS OF 24 PERFECT PINS-

**TRADE MARKED QUALITY
OF
THE DIAMOND MATCH CO.**

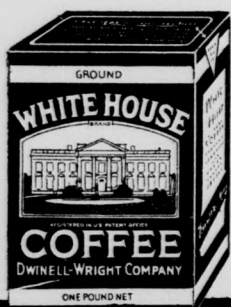
Sold and Recommended by
ALL LEADING DEALERS

WHITE HOUSE COFFEE

Test it by your own Taste!

You can best sell a product that you yourself like best. Test White House Coffee in your own home. Compare it with any other high grade coffee—bar none! We leave the judgment to you. We know you will recommend, FIRST, this coffee that is the fruit of 40 years' experience in blending and roasting the choicest coffee bean the world produces.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY
Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

Your Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

Same Price
for over 35 years

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices?

It will pay you to feature K C

**Millions of Pounds Used by the
Government**