

On to Washington*

Oh, let us march to Washington
And ask for legislation,
To make the trees grow greenback leaves,
To make the clouds rain pure milk,
To make nutritious, wooden beeves,
And strong, tenacious cobweb silk,
For each man in the Nation.

Oh, let us march to Washington
With a polite petition,
That Congress change red sand to meal,
And make the pieplant bloom with pie;
Or else make all the common weal
Be satisfied and nourished by
Spontaneous nutrition.

Oh, let us march to Washington
And ask our legislators
To make pure air a legal food,
To make all apples without core,
And that all pebbles that are strewed
Along the misty ocean shore
Be changed into potatoes.

Oh, let us march to Washington
And urge with force and reason
That Congress make all labor crime,
And abrogate old Adam's fall,
And make all hours dinner time,
All work unconstitutional
And industry high treason.

*These verses, by Samuel Walter Foss, were read into the Congressional Record by Congressman McGregor of New York at the close of the debate on the McNary-Haugen Bill. They express a mighty lot of truth in a few words.

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, MAY 4, 1927

Number 2276

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
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OF BUSINESS MEN.

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Official Report of the Flint Convention.

Flint has done the seemingly impossible thing. They have put on a State grocers' convention without having a local grocer's association. We have just closed a very successful convention in that city, with a splendid registration, program and entertainment.

The Mayor of Flint, Wm. McKeighan, gave us a hearty welcome to the second largest motor city in the world, which was appropriately responded to by A. J. Faunce. He asked for a friendly discussion of the various problems before us. Rudy Eckert, chairman of the Flint committee, introduced President Bailey and also outlined the program for us. The President's address was very optimistic and complimented all the officers for their support. The report of Secretary Gezon was read and approved as was the report of Treasurer Albrecht, and a vote of thanks was given each gentleman for his good work. The Treasurer's report showed a balance on hand of \$1,713, which is the largest cash balance we have ever had.

The following committees were appointed:

Credentials—J. F. Tatman, Clare; H. H. Roberts, Flint; Herbert Pierce, Battle Creek.

Constitution and By-Laws—Charles Christensen, Saginaw; Park Haynor, Flint; A. H. Goltz, Big Rapids.

Auditing—E. C. Piggott, Fowler; W. G. Derkie, Flint; G. S. Van Sykle, Barryton.

President O. H. Bailey, who was a delegate to the Rochester convention of the National Retail Grocers Association, made a report, which was well received.

An address was given by O. L. Brainard, of Elsie, on Does It Pay To Advertise? Mr. Brainard pointed out that there are many kinds of advertising, newspapers, show windows,

hand bills, general store appearance. His address brought forth a very interesting discussion.

F. H. Albrecht reported on the food commissary proposition and he was asked to keep the members informed of the outcome of this food experience through the columns of the Michigan Tradesman.

Adjournment was taken for the day and in the evening we were entertained with a smoker at the Durant Hotel.

Two educational films were shown, one on "How bananas are grown and marketed" and "Health regained" by the Fleischmann Co. William Garfitt, Sec'y Western Fruit Jobbers Ass'n., Chicago gave a very interesting address on "The Future of Retail Grocer" which contained an abundance of educational and inspiring material.

The first order of business Wednesday morning was a report of the Legislative Committee by Paul Gezon, which showed that our Sunday closing bill was having hard sledding before the House. He also told about the trading stamp measure which was sponsored by the Retailer's Council of Michigan. The Association went on record as being opposed to the giving of trading stamps other than the merchants' individual stamps or tickets.

J. A. Hannah, of the Michigan State College, at Lansing, spoke to us on the following subject, "How the Grocer and Meat Man Can Help the Egg Producer." He showed that egg production is the second greatest in this country, second only to that of wheat. He suggested that the grocer pay more for henry eggs than for ordinary barn yard eggs. We were urged to support National egg week, which is May 2 to 7.

Report of the committee on by-laws and constitution was read. A number of minor changes were made, the principal of which is a change in the name from Retail Grocers and General Merchants to Retail Grocers and Meat Dealers of Michigan. There were also a few changes made in the dues and this will work in favor of the larger towns, which send in a large membership list. The schedule is as follows: Cities which join as a group and which contain less than twenty-five members pay \$1.75 each per year; 25 to 49 members, \$1.50 per year; over fifty members \$1.25 per year. After a lively discussion all of the recommendations of the by-laws committee were adopted.

Herman Hanson, of Grand Rapids, gave an interesting talk on "Progress of Quality Service Stores in Michigan." He showed that this organization was growing very rapidly and prophesied that it would soon extend to every town in Michigan. Later in the day a motion was carried that a committee be appointed at this time to organize

a Michigan quality service group. The following committee was appointed by the President: H. C. Schuberth, Port Huron; W. Loeffler, Saginaw; E. H. Weide, Bay City; G. Van Der Honing, Grand Rapids; Dick Miles, Holland; Hans Johnson, Muskegon; J. E. Pease, Kalamazoo; W. R. Van Auken, Big Rapids; Basil Gulliver, Detroit. The point was brought up that those who organize under the quality service name should look into the legality of this reference to doing business under an assumed name. The secretary urged all who were doing business under a name such as John Smith & Co. or any other name than their own register this assumed name with the county clerk of their county.

The following committees were appointed by President Bailey:

Nominating—Ole Peterson, Muskegon; William List, Big Rapids; D. L. Davis, Ypsilanti; M. C. Goossen, Lansing; Charles Shreve, Detroit.

Legislative Committee for 1927 and 1928—John Affeldt, Jr., Lansing; Chas. Christensen, Saginaw; Paul Gezon, Grand Rapids.

The Auditing Committee reported that the books of the Secretary and Treasurer agree perfectly and that both seem to be in first-class shape.

The Question Box was in charge of A. J. Faunce, Dick Miles, Elmer Van Antwerp.

The following questions were answered: "Should independent stores dispense with delivery service in order to meet chain store competition?" "Are Quality Service stores a success?" "Is it advisable for the quality service stores to have a warehouse?" "Is a midweek half holiday advisable in the face of strenuous chain store competition?" "Is the buying of 'futures' advisable?" All of these questions brought out interesting discussions. For lack of time discussion on the question box could not be continued.

William Rorke, of Saginaw, gave an instructive address on "Pay Day to Pay Day Plan." He said that the basis of credit should be the three C's, capacity, capital and character. He strongly urged a "Pay Day to Pay Day Plan." The next speaker was John W. Symons, President Wholesale Grocers' Association of Michigan. He made a strong plea for greater co-operation and is optimistic about the future of the wholesaler and individual retailer of groceries. His talk was enjoyed by all of us.

In the talk by John Affeldt, Jr., he showed that a great deal of good can be done by calling upon unorganized towns in the State. He mentioned Ann Arbor and Battle Creek as fertile fields for organization.

Quantity buying was the subject of Gerrit Van Der Honing's talk and he

said we should tie up our quantity buying with quantity displays. He made a strong plea for more progressiveness among the jobbers of the State and reported excellent success in Grand Rapids with quantity purchases.

F. Preus, the veteran meat dealer, of Lansing, gave an interesting talk on making money in the meat business, giving as his secret close attention to business and hard work.

Ole Peterson gave a short talk on Selling a Distinctive Line. He said there was nothing like the personal touch and high quality goods to build up a prosperous business.

Mr. Peck, of the Michigan Miller's Mutual, of Lansing, urged co-operation between their company and our members.

This closed the session Wednesday.

Wednesday evening we enjoyed a wonderful banquet at the Durant Hotel, after which the members indulged in dancing.

More next week.

Paul Gezon,

Sec'y Retail Grocers and Meat Dealers' Association.

New Directors Elected at the Flint Convention.

The Retail Grocers and Meat Dealers Association re-elected the following officers:

President—O. H. Bailey, Lansing.

First Vice-President—Hans Johnson, Muskegon.

Second Vice-President—A. J. Faunce Harbor Springs.

Treasurer—F. H. Albrecht, Detroit.

Directors elected were Park Haynor, Flint; F. H. Kuhlrow, Bay City; H. C. Schuberth, Port Huron; O. L. Brainard, Elsie, and Gerrit Van Der Honing, Grand Rapids.

The convention was invited to hold its 1928 meeting in the following places: Mackinaw Island, Grand Rapids and Lansing.

After a lively debate and the introduction of the following slogan: "Lansing Against the Rest of the World," Lansing won out and we will meet in the New Olds Hotel in 1928.

At the Board meeting, held immediately after the convention adjourned, the undersigned was re-elected Secretary. Paul Gezon, Sec'y.

Farewell Dinner For James Golding.

Detroit, May 3—Fifty salesmen associates of James M. Golding, sales manager for Krolik & Co., gave him a farewell banquet Saturday evening at Althea Gardens. Golding has resigned to enter the real estate and specialized advertising business in the border cities. For some years Golding was a traveling salesman, and became well-known throughout the State. Later he was associated with Burnham-Stoepl, and served as President of the National Sales Managers Association. At the banquet he was given a traveling bag.

MEN OF MARK.

George W. Hubbard, Millionaire Hardware Dealer of Flint.

George W. Hubbard was born on a farm near Canadaigua, N. Y., Feb. 27, 1844. His antecedents were English and Scotch on his father's side, and Scotch on his mother's side. He lived at home until he was 20 years of age, when he came to Michigan and located at Rocking, Upper Peninsula. He taught school there six months. Not liking the Lake Superior country, he went to Pontiac, where he secured employment in the hardware store of Morris & Messinger. After working there six months he went to Flint, formed a copartnership with J. B. Newton under the style of Newton & Hubbard, and purchased a hardware stock. The stock inventoried about \$10,000 and the building in which the stock was located had to be purchased for \$4,000 additional. The two partners had only \$3,800 between them, so they had to go in debt for \$10,200. Not only were they compelled to pay 10 per cent. interest on this indebtedness, but they were handicapped by chattle mortgage security which was demanded by the man from whom they purchased the stock. Notwithstanding this handicap, however, they succeeded in making good, building up their credit and meeting their obligation. Five years later Charles Wood purchased the interest of Mr. Newton, when the firm became Hubbard & Wood. This copartnership continued thirteen years when C. M. Wager purchased the interest of Mr. Wood. Five years later Mr. Hubbard became sole owner of the business. Twenty-three years ago he admitted his son, Bruce G. Hubbard, to partnership, and five years later he took in as a partner James S. Raymo. The son died about ten years ago at the age of 33. The business has since been incorporated under the style of the Geo. W. Hubbard Co., with a capital stock of \$250,000 and a surplus equal to the capital stock. The officers of the corporation are as follows:

President—Geo. W. Hubbard.

Vice-President—Morris White.

Secretary and Treasurer—Thomas Mossop.

The house had a small fire in May, 1913, and in December of the same year the hardware department was completely destroyed by fire. A new store building was erected on the same location, 24 x 150 feet in dimensions, four stories and basement. Business was resumed in this store, which is one of the most complete and up-to-date hardware stores in the country. The company also owns a warehouse, 51 x 65 feet in dimensions, five stories and basement, fire-proof construction. A second warehouse of ample dimensions is located in the next block.

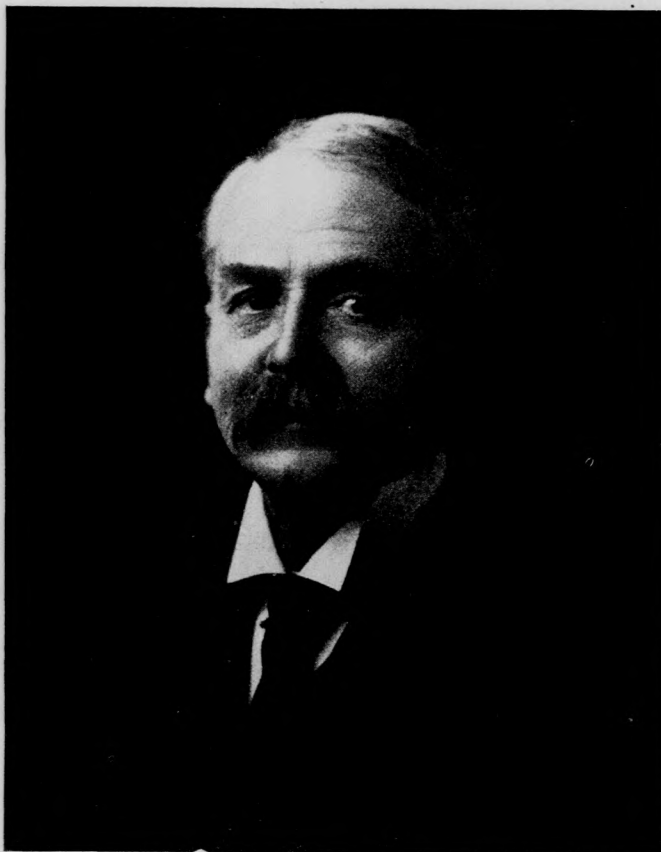
Mr. Hubbard was married March 28, 1868, to Miss Amanda L. Sura, of Rochester, N. Y. Mrs. Hubbard died five years ago. In addition to the son who died ten years ago, Mr. Hubbard has another son, Wm. M., now 55 years old, who is engaged in the hardware business at Brea, Calif., and a daughter, Mrs. J. E. Burroughs, who

resides in Flint. Her husband is erecting a \$150,000 residence and the father has arranged to furnish the new home at a cost of \$30,000. Mr. Hubbard resides in his own home at the corner of Church and Third streets, where he has lived without interruption for forty-six consecutive years. His theory of business is that the merchant should owe but one person—his banker—to whom he should always look for advice, assistance and financial aid. In his opinion, the merchant is concerned with only four things—stock, service, credit and reputation—and on the manner in which he handles these four essentials depends his success or failure.

Mr. Hubbard takes a cold water bath every morning and works every week in the year when he is at home. He usually takes a trip every winter, but

The estate at that time inventoried about \$75,000. By careful management and scrupulous attention to every detail, Mr. Hubbard succeeded in enhancing the value of the estate more than twofold.

Mr. Hubbard is one of the most painstaking business men in Michigan. He is a perpetual worker. His automobile has remained in the garage three years without being used. He saw his stock destroyed by fire without insurance and never worried. He suffered a similar loss with ample insurance and never worried. He says that troubles have never caused him to miss a single meal or lose a single night's sleep. His only hobbies are fishing, prize fights and horse races, although he is fond of nearly all wholesome outdoor and indoor games.



George W. Hubbard

failed to get away last winter for the first time in many years.

Mr. Hubbard is a 3d degree Mason and attends the Episcopal church regularly. He is also an Elk. He has never held any city office. He was a charter member of the Michigan Retail Hardware Association and served one year as President. He has been a director of the Citizens Commercial Savings Bank about thirty years, Vice-President about twenty years and President about ten years. He is a large owner of real estate in the city of his adoption, including both homes and store buildings. He owns two brick blocks in the North end of the city, which he rents for business purposes. When Judge Newton died, some years ago, it was found that he had named Mr. Hubbard as executor of his estate and guardian of his son.

He finds delight in horses and has raised a number of colts which made good when they came to maturity.

Mr. Hubbard attributes his success to hard work and bull dog tenacity, to never having gotten tired and to never have permitted himself to get discouraged. He will celebrate, this year, the sixty-third anniversary of his engagement in the hardware business in Flint and it goes without saying that the congratulations he will receive on that occasion will come from a large circle of friends and acquaintances.

Mr. Hubbard has a large, warm heart and a keener interest in life than plenty of blase youngsters in their twenties. He likes young people— young people, that is, who have enough nerve, vivacity and such commodities to make themselves interesting. He knows how to be as much of a com-

panion to a young man of 25 as he does a man of two or three times that age.

Once in a while Mr. Hubbard goes to a hardware convention. On such occasions he always extracts a maximum of enjoyment from his attendance. Every time he joins a group of yarn-spinners in a hotel lobby he is usually the last one to leave. He likes good yarns and doesn't like to miss any, although some of the younger spinners may have to go to bed, because, forsooth, they are tired and must have sleep. But Mr. Hubbard always pops up bright and early the next morning as chipper and fresh as a mountain daisy.

Grass Bags to Match Hats.

A new development in the vogue of matching hand bags with hats is being featured by a wholesaler. He is offering bags made of fancy woven grass which are dyed in all the new shades. The merchandise is shown in two models. One is mounted on a frame covered with leather and with a handle of the same material. The other is flat in shape and opens at the top through a "zipper" arrangement. Both types are lined with silk and are fitted with purse and mirror. The bags wholesale from \$24 to \$42 a dozen.

Mother's Day.

Mothers' day again is here
To recall the memories dear
Of those who no more are known
In the world we call our home
And to see that those yet here
Have a special day of cheer.

Those who wear the whiter rose
Of which mother nature knows
Find in it the tie that binds
That which memory defines
As the one whose past we share
Yet in ways beyond compare.

And those wearing roses red
By an impulse sweet are led
As the years go by to prize
Mother-love that never dies.
Naught that nature's God has planned
Seems so beautifully grand.

Mothers' day to mothers now
Means a tribute that somehow
Is their due, as naught of earth
Means so much as Mother-worth.
For there's naught can take the place
Of a Mother's care and grace.

And so everybody may
Have a part in Mothers' day,
And no other of the year
Should to all be quite so dear
As this one to mortals given,
Best of all this side of Heaven.
L. B. Mitchell.

Beloved.

Written for the Tradesman.

In that after hour
When Love is Memory's guest
Dearest grows its dower
Than all the loveliest
Which life
Has ever given me
Since erst one came to be
My wife.

Gardens fair in May
Became a charm to her;
Fairer far than they
Is my full calendar
Of life—
For day to day do grow
Forget-me-nots to know
My wife.

Skylarks sang for her
From meadows every June
But their challenger
Are old heart strings—, atune
For life—
Whose mellow sweeter strain
Keeps bringing back again
My wife.

Charles A. Heath.

It may be a satisfaction to tell your business troubles to your customers, but it is not satisfaction to them to hear them. They have troubles of their own.

The Real Question of the Hour.

Grandville, May 3—After all the talk of agricultural deflation the fact that no Government bonus can make matters any better has begun to sift through the head of even the densest political manipulator. The farmers have begun to sit up and take notice.

The big farmers are yet a long ways from the alms house, while the small farmer has a well filled board at every meal time, which cannot be said of all city workers.

It has been ascertained that our farm population is decreasing at a somewhat startling rate, which has only to continue to in a short time make the tiller of the soil lord of the manor in more senses than one. While this is going on the army of consumers continues to increase, making it a surety that farming is going to pay big dividends in the no distant future, all of which comes under the head of supply and demand.

The danger which threatens the United States to-day is not too many farmers, but too few to feed the multitudes of consumers that are increasing with startling rapidity.

When there are not enough farmers to raise food for the millions employed otherwise, what then? Is not such a crisis looming in the not far distant future? The outlook is certainly in that direction and all the agriculturist has to do is to hang on and his reward is sure to come.

Our cities are rapidly multiplying and those now to the fore are increasing in population never so rapidly as now, all of which augurs well for the farming population. There is one thing sure and that is the farmer's children never go hungry. The table of even the smallest land tiller is well supplied with the best food in the land, all of which is a mighty big item in the solution of life's troubles.

As the destruction of our bird population has multiplied, the difficulty of raising farm crops increases, because of the untoward increase in insect life, so is the depletion of farm population raising a question of how we are going to feed the rapidly multiplying city populations with enough food to keep them from abject want.

Money is not all. Lack of food production is really the main problem which confronts America to-day. Farmers who have confined themselves to a single crop, such as wheat, corn and the like, may be slightly behind in receipts for the year, but such deficits are easily remedied by applying diversified farming, a fact which is becoming better understood as the days go by.

The farm problem is really no problem at all from the side of the ruralite, but it is really a problem when we look at the picture from the city consumer's standpoint. No doubt some farmers will deride the idea of too little farm production, yet such a condition is the real danger that menaces to-day.

Again we come face to face with the age old fact that supply and demand constitute the real gist of the whole matter. Congress nor Government fiat can regulate the prices of a nation and make them just and stable adjuncts of law.

The idea that every time there is a falling off in the price of some farm product it is sufficient excuse to invite the interference of Congress is too piffling for consideration.

The idea also that because a few Far West farmers feel aggrieved over the falling corn prices they must have a dirt farmer for President is too silly for discussion.

A farmer President could be of no particular benefit to the farmer. In fact, the President has very little to do with the making of our laws, and when one sees red every time Wall street is mentioned, it is foolish to credit the President with being the tool of the boss bankers of America.

There has been some talk too about

the inequalities of the tariff where the farmer is concerned, all of which is pure bunk, since the rural population has been well provided for along tariff lines, many things which the farmer buys coming in free of tariff tolls.

From the present outlook, with our farm population growing less and less year by year, there can be no question as to the serious menace to our prosperity because of a falling off in farm production.

Deserted farms are numerous in Michigan. Doubtless there is as large a proportion in other states, so that we may infer that if farming does not pay, the farmer does not hesitate to

change his occupation for that at which the profits seem to him more quickly realized.

All that glitters is not gold. Because wages seem large in many lines of city work, farmer boys are led to drop the shovel and the hoe and skip to town and become urbanites over night. Some may win out, but more often the prospect of sudden wealth proves to be dead sea apples that pall on the senses.

He who sticks to the farm for the next decade is going to make good, whatever the world wise prophets may say to the contrary.

The increase of insect life, which has

become a problem, is as nothing when compared with the rapidly decreasing farm population. The fact that there is going to be a large decrease in production may not seem of moment just now, but it will not be long before the naked truth of a scarcity of food will menace the Nation with alarming force. How shall we meet the crisis?

Old Timer.

If business urgency causes an associate to speak with apparent sharpness to you, learn from your feelings how others feel if you forget courtesy at times.



Pick the WINNER

Paste this thought on your cash register: "Don't attempt to stock every insecticide on the market: Pick the winner and then put everything you've got into selling it."

Play Flit strong! Make Flit success YOUR own success. *An established leader, a fast repeat-seller—a known profit-maker.* The Flit proposition is unbeatable—a wonderful product backed by a whale of an advertising campaign, reaching every neighborhood in the country.

Display Flit—Flit sells on sight! Feature it in your windows and on your counters. Keep plenty of Flit in stock. Place your order now. Flit sells the year 'round.

STANCO DISTRIBUTORS, INC. -:- 26 Broadway, New York

FLIT



SIZES AND PRICES	Per Doz.
Half Pints (with mouth sprayers)	\$ 4.00
Pints	6.00
Combination Packages (pints with hand sprayers)	9.00
Quarts	10.00
Gallons	33.00
Hand Sprayers (lithographed)	3.00

(c) 1927 S.D. Inc.

Flit will still be the leader when your great grandchildren are running your business

MOVEMENTS OF MERCHANTS.

Detroit—The Seidler Miner Co., 316 East Jefferson avenue, has changed its name to the Motor City Electric Co.

Menominee—The Central West Coal Co., Pengally street, has increased its capital stock from \$150,000 to \$250,000.

Iron Mountain—The American Security Bank of Iron Mountain, has decreased its capital stock from \$100,000 to \$50,000.

Lansing—The Michigan Supply Co., jobber of mill, heating and plumbing supplies, has increased its capital stock from \$130,000 to \$200,000.

Lainsburg — Mr. Hoyt, of Grand Rapids, has taken over the Emil Lee & Co. lumber and fuel business and will continue it under his own name.

Pontiac—Preparations are under way for an Exposition of Progress, to be held June 3-10, sponsored by the Junior Chamber of Commerce of this city.

Cascade—Harold Yeiter is erecting liam Wood addition and Jack Glen-ille will erect a store building on the opposite corner which he will occupy with a stock of groceries.

Detroit—The Reliable Roofing Co., 3940 Michigan avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Flint—Thieves obtained more than \$200 when they broke into the Shaheen Brothers grocery store on North Saginaw street and knocked the combination off the safe with a sledge hammer.

Laingsburg—The Hoyt Lumber Co. has been incorporated to deal in lumber, fuel and paint, with an authorized capital stock of \$24,000, all of which has been subscribed and paid in in property.

Adrian—The Riverside Milling Co., Wolverine avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$1,500 paid in in cash.

Paw Paw—Lake Cora hotel, four miles west of here, burned to the ground, May 2, entailing a loss of \$40,000, with insurance of \$18,000, as estimated by John Burke, Jr. and Lowell N. Foard, Kalamazoo, owners.

Saginaw—The erection of another big store unit to its North Washington property, by Morley Bros. will be started at once. The building will be 67½x120 feet in size, five stories high. The company was established in 1863.

Jonesville—E. C. Varnum, of E. C. Varnum & Son, druggists, died May 1, at the home of his daughter, in Milwaukee, where he was visiting. Mr. Varnum had been in the drug business a business block on M-16, on the Wil-46 years.

Detroit—The Peninsular Chandelier Co., 439 East Columbia street, has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Dearborn—Damon E. Frutchey, Inc., 12 West Michigan avenue, has been incorporated to deal in haberdashery and general merchandise, with an authorized capital stock of \$10,000, \$7,000

of which has been subscribed and paid in in cash.

Saginaw—George E. Schumm, 65 years old, a traveling salesman, was found dead in his bath at a hotel here last Friday. A coroner's physician said death was due to a heart attack. Schumm had been traveling out of Des Moines, Iowa.

Benton Harbor — The Slatteback Motor Co., 221 West Main street, has been incorporated to deal in motor vehicles, parts and supplies, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Jackson—The Jackson Glove Co., 224 Otsego avenue, has been incorporated to manufacture and deal in gloves and apparel for workmen, with an authorized capital stock of \$15,000, of which \$5,000 has been subscribed and paid in in property.

Kalamazoo—The DeBolt Candy Co. has been dissolved and Bert P. DeBolt and Bertha Cavanaugh have formed a copartnership and engaged in the ice cream and confectionery business at 356 South Burdick street, under the style of The Garden.

Saginaw—The Woman's Shoppe has been incorporated to deal in women's wearing apparel, with an authorized capital stock of 22,500 shares at \$1 per share, of which amount \$22,500 has been subscribed and paid in, \$3,000 in cash and \$19,500 in property.

Webberville—The Webberville Auto Sales, has been incorporated to sell automotive vehicles, parts and supplies, with an authorized capital stock of \$40,000, of which amount \$20,600 has been subscribed and paid in, \$1,022.06 in cash and \$19,577.94 in property.

Grand Rapids—Peck's Drug Store, Rowe Hotel, corner Michigan and Monroe avenues, has been incorporated to deal in wholesale and retail drug business with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and paid in in cash.

Detroit—The Manistique Lumber & Supply Co., 12730 Eaton avenue, has been incorporated with an authorized capital stock of \$100,000 preferred and 2,000 shares at \$1 per share, of which amount \$14,000 and 1,700 shares has been subscribed and \$15,700 paid in in cash.

Grand Rapids—The Furniture Mart of Grand Rapids with business offices at 100 Grand Rapids National Bank building has been incorporated to deal in display fixtures and furniture, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Century Auto Service, Inc., Grand River avenue and Linwood street, has been incorporated to deal in auto accessories, with an authorized capital stock of 5,000 shares at \$10 per share, of which amount 3,000 shares has been subscribed and \$13,010 paid in in cash.

Bay City—The Michigan Orange Crush Co., with business offices in the New Miner building, Owosso, has been incorporated to sell orange crush products and other non-intoxicating beverages, with an authorized capital stock

of \$20,000, of which amount \$7,100 has been subscribed and paid in in cash.

Manufacturing Matters.

Detroit—The W. J. McKee Machinery Co., 2601 16th street, has changed its name to McKee, Kenyon & Co.

Adrian—Lamb & Co., Inc., has been incorporated to develop patentable articles, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Adrian—Lionscribe, Inc., has been incorporated to manufacture and sell show card writing device, with an authorized capital stock of \$50,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Moulded Art Tile Corporation, 715 Hammond building, has been incorporated with an authorized capital stock of 20,000 shares at \$1 per share, \$20,000 being subscribed and paid in in property.

Jackson—Kimmel, Inc., 105 East Michigan avenue, has been incorporated to manufacture and deal in hosiery and other apparel, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$5,200 paid in in cash.

Detroit—The Electric Sprayit Co., 3550 Second boulevard, has been incorporated to manufacture and sell electrical spraying device, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in, \$3,000 in cash and \$3,000 in property.

Detroit—H. Killian & Sons, 6031 Rivard street, has been incorporated to manufacture meat products, deal in other foods, etc., with an authorized capital stock of \$200,000, of which amount \$137,300 has been subscribed and paid in, \$10,000 in cash and \$127,300 in property.

Detroit—The Wayne County Engineering Co., with business offices at 501 American State Savings Bank building, Lansing, has been incorporated to deal in iron, with an authorized capital stock of 1,000 shares at \$1 per share, \$1,000 being subscribed and \$250 paid in in cash.

Hudson — The Sawyer Shade & Lamp Co., 310 West Main street, has merged its business into a stock company under the style of the Sawyer Manufacturing Co., with an authorized capital stock of \$12,000, of which amount \$8,000 has been subscribed and paid in, \$3,000 in cash and \$5,000 in property.

Muskegon Heights—Two Muskegon Heights plants which are working full time and some overtime are the Bennett Pumps Corporation and the Browne-Morse Co. The former now has about 200 men employed and can hardly keep up to orders for gasoline and oil station equipment. The Browne-Morse Co. is working with a full force in the steel department on overtime hours. The wood department is working somewhat light.

Adrian—The Electric Auto Lite Co. has doubled its production and nearly doubled its working force during the last year. The plant employed between seventy-five and eighty men and women last year and at the present

time has a total force of 144 employees. The factory is assembling generator parts for Essex automobiles. The electrical equipment is shipped to Adrian from Toledo where it is assembled and then reshipped to Toledo where the generators are completed and sent to the Detroit factory of the Essex company.

Bay City—The launching of the Bay City Lumber and Manufacturing Co. is announced by the industrial committee of the Bay City Chamber of Commerce. Headed by Edward J. Sloan, recently of the Sloan-Gould Lumber Co., the new corporation has purchased the old MacDonald bean plant, more recently used by the Golden Pickle Works. Drop hammer boards for drop forging plants, particularly as allied with the automobile industry, will be the principal product of the new company, which will also be in the wholesale lumber business. Mr. Sloan has severed his connection with the Sloan-Gould company and will devote his entire time to the new business.

Fruit Ripened By Ethylene Gas.

Richmond, Va., April 30—The American Chemical Society, in session here last week, was told that ethylene gas would within a few hours ripen fruit which would require days or weeks to ripen non the trees. Dr. S. C. Lind, head of the Department of Chemistry of the University of Minnesota, described the experiments, which were conducted by Dr. R. B. Harvey, of the College of Agriculture of St. Paul. The fruit artificially ripened is said to be more palatable than that ripened by the sun. Dr. Harvey has found that a small quantity of the gas released in a ripening room will quickly bring green fruit to maturity. His first experiments were carried out with celery. Later he found that the gas had the same effect on all fruits. Chemists here believe the experiments will lead to the saving of millions of dollars yearly for fruit growers, as they will not be compelled to dump all of their products on the market at once, as is the case now.

Gold Nuggets Discovered in Crops of Chickens.

Winlock, Wash., April 30—There is likely to be another Weepah strike in Lewis county, according to John C. Lawrence, manager of the local station of the Washington Co-operative Egg & Poultry Association, if many more chickens are received that have been prospecting for gold. He recently received a call from a local butcher who was trying to trace the origin of a shipment of hens he had slaughtered at the station. One customer reported the discovery of a \$6 nugget in the crop of one of the birds, while another "panned out" even better, and yielded nuggets to the value of \$20. Test proved them to be gold, declared the butcher. Evidently some poultryman has missed his calling and should establish a mining camp in his poultry yard instead of devoting his energy to so prosaic an occupation as raising chickens.

Every piece of work which is not as good as you can make it, in which you have palmed off imperfect, meagerly thought, niggardly in execution, upon mankind, every hasty or slovenly performance should rise up against you in the court of your own heart and condemn you for a thief.—R. L. Stevenson.

Never wish for the time when you will have nothing to wish for.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.90c and beet granulated at 6.80c.

Tea—The market has been quiet throughout the entire week. There is very little business doing from first to second hands. The consumptive demand is just about what it usually is before the summer season opens. In spite of the dullness, however, the undertone of the market is strong and healthy. Everything desirable is ruling steady to firm.

Coffee—The market for Rio and Santos coffees, sold green and in a large way, has been irregular and easy during the past week. The whole Brazil coffee situation is soggy. The trade is dull from first hands, as everybody is afraid of the market. The prices of Rio and Santos coffees show comparatively little change from a week ago. Milds show no change whatever. The jobbing market for roasted coffee remains unchanged and fairly active.

Canned Vegetables—Some improvement in the volume of buying in the general run of standard vegetables over what has been experienced in the recent past, but prices on the whole are not much altered. Holders of tomatoes are still endeavoring to get standards 2s up to a basis of 82½c. Enquiry for fancy peas is a little livelier, but prices are about steady. Lists from packers disclose no drastic price changes in stringless green or wax beans, but it is reported that a little more enquiry is developing for future delivery. The situation in corn is substantially unchanged. Bookings of California asparagus continue on a limited scale.

Dried Fruits—Most California products are maintained on a firm price basis, but new changes in prunes, apricots or raisins are lacking. The position of cured citrus peels is coming in for a little more attention. It is reported that replacement costs in orange and lemon peels exceed by far prevailing spot valuations. Both orange and lemon peel from Leghorn are now at the highest levels seen in some time. As compared with normal values, citron is said to be selling too low and indications are not wanting that prices may soon begin to work higher.

Canned Fish—The new season in Columbia River salmon opened May 1. As yet there are no opening prices. Shrimp is being packed and the market is firm. New prices of 1927 Nova Scotia lobster will be named soon. Both red and pink Alaska salmon are a little firmer on the coast, but the demand is light.

Salt Fish—No change has occurred in mackerel during the week. Fishermen off our own shores are beginning to catch some mackerel, but none of it has been salted as yet. The market is practically bare of Norway, shore and Irish. There are still a few Canadian mackerel.

Beans and Peas—No change has occurred in any variety of dried beans during the past week. Trade is very dull, but prices are fairly steady. Dried peas unchanged and quiet.

Cheese—Old cheese of good quality is actively wanted, and because it is in small supply it is firm. New fresh cheese is dull, at unchanged prices.

Nuts—Firmness of walnuts in the shell as well as in shelled walnuts was of outstanding interest in the market last week. A fair business was generally reported as moving in most grades. A broadening of the markets for California grown almonds is an outstanding feature of the markets. There is a trend away from bulk sales and toward the sale of smaller packaged units.

Olive Oil—Fair buying of Spanish grades continued in evidence in the market for olive oil in the closing days of last week. The tone of the market was generally reported as steady with the barreled oil available at \$2.40@2.50.

Rice—Various disquieting reports have been received regarding the rice situation. No doubt losses will be sustained through flood conditions ruling in the South.

Syrup and Molasses—The situation in good grocery grades of molasses has been quiet during the past week and will be quiet during the hot weather. Prices, however, remain steady as yet. Sugar syrup is in small supply, at unchanged prices. Compound syrup steady at the recent decline, which was caused by the weakness of corn.

Review of the Produce Market.

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

Asparagus—75c for big bunch.

Bananas—6@6½c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$5.60
Light Red Kidney	8.00
Dark Red Kidney	6.90

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

Butter—The market during the first part of the week ruled steady to firm, with slight advances. Later, however, the receipts increased and reports from outside markets being weaker, prices declined about 3c per pound. There is considerable pressure to sell at the moment. Jobbers hold fresh packed at 42c, prints at 43c. They pay 22c for packing stock.

Cabbage—\$3 per 100 lbs. for old; \$6 per crate for new.

Carrots—\$1.25 per bu. for old, \$2 for hamper from Texas.

Cauliflower—\$3 per doz.

Celery—California Jumbo, 75@90c; Rough Florida, 4 to 6 doz., \$5.

Cocoanuts—\$1.10 per doz.

Cucumbers—\$1.50 per doz. for Southern hot house.

Eggs—Demand for fine fresh eggs has been excellent during the week, with just about enough of this grade coming forward to satisfy the demand and keep the market steady. No change has occurred in price during the week. The market is steady to firm and healthy. Here and there a slight fractional premium is being paid for extra

fine stock. Local jobbers pay 22c for strictly fresh.

Egg Plant—\$3.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$4@4.75 per crate for Floridas.

Green Onions—Shalots, 75c per doz. bunches; home grown, 20c per bunch.

Lemons—Quotations are now as follows:

300 Sunkist	\$6.00
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360 Red Ball	5.50
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300 Red Ball	5.00
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Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu.	\$5.00
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Hot house leaf, per lb.	14c
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New Potatoes—Florida, \$8.50 per bbl. for No. 1, \$7.25 for No. 2 and \$5 for No. 3.

Onion Sets—White, per bu., \$3.50; yellow, \$2.50.

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

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

80	\$4.75
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100	5.25
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126	5.50
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150	6.00
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176	6.00
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200	6.00
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216	6.00
-----	------

252	6.00
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288	6.00
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344	5.00
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Sunkist Red Ball, 50c cheaper.

Parsnips—\$1 per bu.

Pears—\$3.50 per crate for California.

Peppers—Green, 75c per doz.

Pieplant—\$2 per bu. for home grown.

Pineapples—\$5.25 for 24s and 30s.

Potatoes—\$1.50 per bushel generally.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	28c
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Light fowls	21c
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Springers, 4 lbs. and up	29c
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Radishes—60c per doz. bunches for home grown hot house.

Spinach—\$2@2.25 per bu.

Strawberries—Klondykes from Tennessee and Arkansas command \$4.75@5.50 per crate of 24 qts.

Sweet Potatoes—\$1.75@2 per hamper for Delaware kiln dried.

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

Veal Calves—Wilson & Company pay as follows.

Fancy	15½c
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Good	14c
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Medium	12c
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Poor	09c
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Keep Flour Requirements Well Covered.

Written for the Tradesman.

The market on wheat and corn is rapidly becoming very sensitive to unfavorable weather and seeding conditions, which as far as corn and spring wheat are concerned, are decidedly unsatisfactory, and together with continued heavy buying for export have created considerable bullish sentiment among the trade, to such an extent, at least, as to cause shorts to hasten to cover.

Private estimates of 603,000,000 bushels of winter wheat by Murray

and 589,000,000 bushels by Snow were under what the trade anticipated they would be, and this also resulted in creating bullish sentiment, so on the whole wheat has been, and yet is, in a comparatively strong position; not as strong now of course, as before the rather material advances of the past ten days.

The one thing certain about the wheat market, and conditions surrounding seeding and crop conditions, is the uncertainty of the influences that express themselves in either higher or lower prices. Even at the advance the price of wheat seems fairly established for the time being; there remains a very strong undertone to the market, and this may assert itself and result in additional advances. Certainly continued unfavorable seeding conditions in the spring wheat territory, and even in the corn belt, will surely result in a short spring wheat crop, and probably reduced corn acreage, both of which will influence the price of wheat as well as the price of coarser grains.

We would not care to be short either flour or wheat under present conditions, for while speculation on the long side of the wheat market at this time, in the face of new crops, appears inadvisable, the market does possess symptoms that could readily develop in good-sized bull campaign, if matured, and squeeze short interests too hard for comfort.

The present market will bear watching; keep posted on crop reports covering wheat, corn and oats; on export business on wheat and flour, and, while these letters are merely informative, not advisory, it appears advisable to keep flour requirements well covered for thirty to forty days.

Lloyd E. Smith.

Urge Substituting Potato For Rice in Japanese Diet.

Tokio, Japan, March 29—Substitution of potatoes for rice as the main article of diet for the Japanese people is being urged by some of Japan's leading economists as a solution for the empire's food problem, which is growing more serious as the population increases. Dr. Ko Nasu, professor of economics at the Imperial University, in an address before the Institute of Pacific Relations, declared that, while Japan now had twice the population she had 50 years ago, the total area of cultivated land has not increased in proportion. The country's food problem, he said, would become more and more menacing unless some other food, such as the potato, was substituted. Potato advocates, however, admit that the main drawback to the universal use of the potato by the Japanese is their age-old appetite for rice. It will be extremely difficult, it is said, to induce the people to change to Ireland's popular diet.

Ancient Apple Orchard Is Still Bearing Good Fruit.

Manzano, N. H., April 30—An ancient apple orchard, variously estimated to be from 250 to 400 years old, is still providing dessert for the small boys and girls of this village, as it did centuries ago. The apples are above the size of a plum. The old orchard was planted in the days of Spanish exploration by early clerics. On Sundays, when the people of the village are observing the day of rest, they find shade and fruit under the old trees and the orchard has become the resting place of the village. A miniature park has grown around the trees.

Work of the Milk and Milk Products Research Bureau.

As the result of several years of investigation, of intensive study of the needs of the milk industry as a whole in the United States and Canada the formation, preliminary work and objectives of the Milk and Milk Products Research bureau were made known recently in Grand Rapids by W. H. Hassett, managing director, of that city. The North central headquarters of the bureau are in Grand Rapids. Other executive offices are to be established soon, it was said, in Battle Creek, Washington, and later in Chicago.

The aims of the bureau, according to Mr. Hassett, are by educative methods to effect the expansion of the sale of milk as a food to a degree commensurate with the sale of other food commodities, establishment and maintenance of a National standard of purity, enlargement of the volume and increase in the certainty of milk supply, gain in public knowledge as to the dietary properties of milk, advancement of the vital position of milk in relation to the welfare of the child, enhancement of instruction as to sanitation and hygiene in cow barns and milk plants, promotion of new uses for milk, extension of the scientific knowledge of milk within the industry, co-operation with public health officers, medical bodies, school authorities and the like, systematization of transportation and marketing, improvement in the breeding and feeding of herds and in the growth of feed crops, and statistical and other forms of research the results of which are to be disseminated to the public.

"In 1925, according to Federal statistics," said Mr. Hassett, "the annual consumption of whole milk in the United States totaled 116,505,395,000 pounds. Of that amount 25 per cent. entered the production of butter, 11 per cent. into farm butter, 47 per cent. was used by households, and 17 per cent. was converted into cheese, condensed milk, evaporated milk, iced cream and like commodities. The number of pounds of whole milk consumed by households was 54,757,535,650." The total monetary value of dairy products in this country in that year, as cited by Mr. Hassett, was \$2,740,000,000 and of milk used by households \$1,287,800,000.

"Data published by the United States Government," Mr. Hassett continued, "show that the per capita annual consumption of milk as reckoned in dollars was ten. That meant that less than three cents per day was spent for milk in its various forms by each person in this country. Therein lies one of the greatest needs of the milk industry.

"Despite the fact that milk is praised by the highest medical scientists as an ideal food, despite the fact that it is essential to private and commercial baking and cooking, less than eight per cent. of the total annual food bill of the 115,000,000 persons (more or less) in this country was expended for milk." The remedy for that situation which he described as deplorable Mr.

Hassett said was the betterment of marketing or sales methods.

One of the greatest difficulties encountered by the milk industry as a whole, according to Mr. Hassett, is insufficient and uncertain supply. "It shall be our duty," he said, "so to improve the present contact of producer and distributor as to assure both a ready, constant market. There does not seem to be now a widely organized effort to regulate the flow of milk from the farm to the dairy or the plant. It is that lack of reliability which harms not only the productive and distributive factors of this business but ultimately the public as a whole."

Variation of standards of milk throughout the United States especially exerts an obstructive influence on the industry. opined the chief of the Milk and Milk Products Research bureau. "The need for a milk standardized nationally never was so urgent as at present," he declared. "The benefits which would ensue from such standardization are obvious. The trade as a whole would benefit as would the public. Once the latter were assured that the milk it consumes is of the highest national standard, once the maximum bacterial count were nationally defined, once the butter fat content were nationally established, once the manner in which milk is handled is fixed by a national standard of sanitation, the confidence of those who consume milk, especially the households, would be very greatly increased. The greatest result would be of course an appreciable increase in sales. That gain in the movement of milk would certainly accrue to higher profits for the producers and the distributors."

The properties of milk not only as a nutrient but as a therapeutic should be more widely known, asserted Mr. Hassett. "What the right application of milk will do for the sick, for the lean and the fat, what the vital importance of milk is in relation to the health of the community and that of the Nation has not been sufficiently emphasized," he maintained. "The public should be relieved of the apparent idea that 'milk is just milk.' An industry so necessary to the life of the Nation should occupy its proper or appropriate place therein."

How milk may be converted into commodities other than food, how the correct breeding, feeding and care of herds enrich and safeguard the supply of milk—those and kindred phases of the industry are to form the basis for the educational program of the Milk and Milk Products Research bureau.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: United States Heat & Power Co., Detroit.
Forest Greenhouse Co., Lansing.
Alger Telephone Co., Alger.
Homer Detroit Furnace Co., Detroit.
McCormick Specialty Co., Pleasant Ridge.
Keweenaw Rink Co., Mohawk.
Hikrest Land Co., Ann Arbor.
B-Metal Refining Co., Detroit.
Webster, Oliver, Streeter Co., Detroit.

Central West Elevators Co., Monroe.
Cadillac Cigar Box Co., Detroit.
Ira Lee Suction Cleaner Corp., Detroit.
Miller Pharmacies, Detroit.
Clermont Construction Co., Detroit.
Franklin Automobiles, Detroit.
Bay City Theater Co., Bay City.
Citizens' Realty Co., Ann Arbor.
Richards-Nicklin Co., Detroit.
Miller Coal & Dock Co., Port Huron.
C. F. Battenfield Oil Co., Detroit.
Indiana Electric Utilities Co., Angola, Ind.
Hercules Explosives Corp., Ishpeming.
Lawyers' Guaranteed Directory, Inc., Detroit.
Manistique Dairy Products Co., Manistique.
Ziezer & Co., Inc., Detroit.
National Survey Service of Florida, Detroit.
Duluth Superior Milling Co., Detroit.
Arbela Cheese Co., Millington.
Cleveland Ice Machine Co., Detroit.
Leith & Young, Detroit.
Crystal Corporation, Detroit.
Adams-Karow Co., Detroit.
Detroit-Grand Rapids Airline Co., Grand Rapids.
Tawas Fish Co., Bay City.
Kloster Building Corp., Detroit.
Oakley Park Amusement Co., Walled Lake.
Detroit & Florida Highland, Inc., Detroit.

Sports Trophies Are Selling.

With the opening of the outdoor season a noticeable improvement has come about in the demand for sterling and plated silver sports trophies. Quite a few of the best-selling articles are of the strictly amateur prize type, such as cigarette boxes and servers, combination cigar and cigarette servers, flasks, etc. In the higher-priced trophies a good call is reported for beverage sets, or, in other words, cocktail shakers and cups. Some of the finer sets of this kind have the cups gold-lined, and they run into a tidy sum of money when made of solid silver. The usual range of "loving cups" is also being bought well for trophy purposes.

Henry Smith FLORAL Co., Inc.

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GRAND RAPIDS

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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

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Canary birds may be beautiful to behold whether they can sing or not, but the store which sells birds with nothing to say for themselves is going to have an uncomfortable time with a lot of irritated customers. "Beautiful but dumb" is no recommendation for a canary. This all goes back to the old and time-honored game of road salesmen and occasionally a wholesale bird dealer who make a business of getting retail stores to put on big sales of canary birds. Sometimes everything is right and proper. Once in so often we hear that the sale has been held only to be followed by a stream of complaints from customers that the birds won't sing.

A case is before us now. A store in a Southern Michigan city writes that a traveling salesman, by the name J. H. Steffen, arranged to put on a two day canary bird sale on a 10 per cent. basis, all birds guaranteed to be singers. The contract exempted from any commission the exhibition birds and half of the sales came under his class. A substantial number of birds were returned by the customers because they would not sing. They apparently had not been parties to the guarantee. The salesman left instructions with the store that all birds which were returned within ten days because of failure to sing would be shipped to a large department store in Indiana. The birds were sent, but the latter store shipped them back with word that it had never heard of Steffen. Several other addresses were left, but the salesman could not be located at any of them. The merchant also was told by the salesman that after the first ten days any birds which were unsatisfactory should be returned direct to Louis Rauhe, 351 Bowery, New York, a wholesale bird dealer who would replace them at half price. Rauhe advised the store that Steffen was in no way connected with him and that their only relations were that occasionally Rauhe sold Steffen a lot of birds for cash.

Since the store had advertised the birds in its own name, it had to make good to all dissatisfied customers. We understand that the male canary does the vocalizing, while females do not sing and should never be sold as singing birds. Apparently the importers get a considerable number of females in their shipments and dispose of them for what they will bring. The buyers then mix in some singers and peddle the whole lot out as singing birds. This scheme isn't very reputable at best and, unfortunately, it is difficult for retailers to tell when they are getting the right kind of birds. Merchants should exercise extreme caution in staging these sales. Particular care should be taken to investigate the reliability of the bird distributor and the truth of the representations of the man who approaches the store.

The money had not come so easily to

a Western Michigan family that they were willing to invest it recklessly. Obtaining excellent advice from a competent source before parting with a penny, they purchased the stock of a Michigan business concern of unquestionable soundness. The assured return upon this investment was as high as is commensurate with safety. Then the high pressure salesman entered the picture. He was engaging, convincing, overwhelming. He said that the stock which they held was good, but that there was no prospect of its increasing in market value or dividend yield. He offered a security of equal soundness and a far, far higher yield. At length they parted with their well-planned holdings and signed up for stock in the enterprise which the salesman represented. Reflection, after the salesman's departure, raised a lingering doubt. They investigated the market for their new acquisition and found that there was no demand, that its earnings were invisible, and its promoters persons of doubtful repute. Panic stricken, they engaged counsel to retrieve some part of their lost savings. Upon careful investigation it was found that the salesman had left with his clients little competent evidence of misrepresentation and that the jurisdictional defense of the promoter had been carefully thought out. A visit to local law enforcement officials verified the attorney's analysis of the situation.

As a last resort they went to New York and laid their problem before an officer of the concern with whose securities they had so unwisely parted. Knowing the broad ramifications of Better Business Bureau work he sent them to the Better Business Bureau of New York City. Now, it is only incidentally and occasionally that restitution of money or securities ensues as the result of a Better Business Bureau's intervention. In this instance, however, the promoter elected to reimburse these Michigan investors.

The time to call for assistance however, is before making an exchange at the instance of a glib salesman. The most valuable service which Bureaus render every day to thousands of investors is not the salvaging of lost savings which, now and then, result from their efforts, but the ounce of prevention which they furnish without cost to the many enquirers who hesitate on the brink of almost certain losses. It is better to get the facts first, than to take chances on successfully retrieving money once paid out.

Vogue For Ostrich Wraps.

A growing vogue for soft uncurled ostrich feather wraps is noted in wholesale circles. The wraps, recently brought out by Maria Guy and Agnes of Paris, are being worn by young women in the fashionable restaurants and on Fifth avenue. Developed in both two-tone and solid color effects, the wraps are worn over coats and tailored suits. The fashion is said to be stimulating the sale of uncurled ostrich feathers.

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Quality First—Then Cost

The wise buyer of insurance, the man who buys *protection*—looks ahead to this hour of test and makes quality his first buying requirement. He makes certain that the insurance will be good when the emergency comes. Then, as further evidence of buying wisdom, he buys where he can get the quality he demands, at the lowest cost.

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ORIGIN OF MOTHERS' DAY.

The idea of observing Mothers' Day is said to have originated in Baltimore in 1892. Rev. Royal H. Pullman, brother of the inventor of the Pullman car, was pastor of the Universalist church in Baltimore. At the morning session of the Sunday school, May 22, 1892, the death of Mrs. Emily C. Pullman, the pastor's mother, was announced. The superintendent of the Sunday school proposed that the service be made a memorial one for Mrs. Pullman. Later the superintendent proposed that the Sunday nearest May 22 be observed every year, not as a personal remembrance of Mrs. Pullman alone but as a service in honor of universal motherhood. Mothers' Day has been observed annually ever since in that church.

However, Miss Anna Jarvis, of Philadelphia, is generally given credit for making Mothers' Day a national event. She apparently knew nothing of the practice of the Baltimore church. She organized the International Mothers' Day Association to promote the idea. The second Sunday in May was adopted. Nebraska was the first state to make that day a legal holiday. In 1913 Congressman Thomas Hefflin, of Alabama, at the request of Miss Jarvis, introduced a joint resolution whereby the President should designate by annual proclamation the second Sunday in May as Mothers' Day. The first proclamation in pursuance of this resolution was issued by President Wilson in 1914. The white carnation was suggested by Miss Jarvis as the floral emblem for the day. This was the only color used at first, but later usage has introduced the wearing of the red carnation in tribute to living mothers and the white carnation for a mother who is dead. But this rule is far from being universal.

THE COTTON SITUATION.

Cotton has recently been a good subject for speculative activity. Before the great floods came it looked as though prices would remain stable until the outlook for the next crop could be at least guessed at. But the inundation of a few million acres of land has changed the situation and given opportunity for the imaginative. With the coming in of successive reports of the damage caused by the waters, the quotations were forced up to levels higher than any attained since last Fall. It may turn out that many of the apprehensions are unwarranted because floods subside almost as quickly as they come, and there is yet time to do planting for a crop to be gathered four to six months hence. The rise in the price of the raw material has not yet been reflected in the goods market, but there is a little more firmness in maintaining the levels hitherto set. Trading in gray goods has been a little spotty and the transactions have not been in large volume. In finished fabrics gingham and denims have been somewhat conspicuous because the old prices have been announced for continuance a few months ahead. A surprising result followed this announcement. Within forty-eight hours the orders for denims were so great in volume

that the largest producer of such goods issued notice withdrawing further offerings from sale. The sale of cotton fabrics to cutters and retailers keeps up well and forecasts a good season. This is especially the case as regards the finer constructions and the rayon mixtures. There is little new in the situation regarding knit goods. Light underwear is taken as freely as it can be had, while the heavies remain neglected. Hosiery orders are still infrequent.

THE METHANOL WOODPILE.

It is not alone in bootlegging circles that the subject of wood alcohol keeps attracting attention. Under its trade name of methanol it has a way of bobbing up to confute theories and puzzle the curious. A short time ago, for instance, President Coolidge raised the rate of duty on the article from 12 to 18 cents a gallon under the flexible provisions of the tariff act. This followed a report from the Tariff Commission purporting to show that synthetic methanol from Germany can be landed here at a cost of 24 cents a gallon less than that at which American producers can make it from the destructive distillation of hardwood. Two things will naturally occur to the average person in contemplating such a situation. One is what good it can do to raise a tariff rate to 18 cents a gallon when the differential in favor of the foreigner is 24 cents. The second, and equally obvious one, is why did not American manufacturers make methanol synthetically and so offer real competition to the German material. These two things do not appear to be so unrelated as might appear at first thought. When the Tariff Commission's report was made to the President some methanol was already being made synthetically in this country. Now it is announced that a plant for such production on a large scale is in operation in West Virginia. The output will be sufficient, it is declared, to take care of all of the country's needs in a short time. What will become of the plants making methanol from wood, for whose benefit the tariff rates were raised, can readily be imagined. But the advantage to the domestic makers of synthetic methanol is beyond question. They will be able to establish a monopoly in the American market and put up the price correspondingly. The cynical might be inclined to infer that there was a Senegambian in the methanol woodpile.

SEQUEL TO THE FLOODS.

How many interests have been hit by the disastrous floods in the West and Southwest it is hard to calculate. Cotton production and the yield of grains come naturally to the minds of most as being outstanding. Then there are the ruined homes and the destruction of personal property of some hundreds of thousands, the latter including not only actual personal effects but also farm animals and the tools of husbandry. The curtailment, and in some instances the wiping out, of the purchasing power of the flood sufferers is bound to be reflected in the business of the stores throughout a large section of the country. In turn

the stores will buy less from manufacturers and producers. These are some of the main elements. But there are also certain incidentals which loom up as equally important to those interested. An episode, not at all unusual in stories of floods, occurred last week which visualized a phase of such events not quite so obvious as those stated. It related to the sharing by refugees of their rations with a bear who had been driven by the rising waters to share their place of safety. This brought to mind the plight of other wild life in the flooded regions and especially of the small fur-bearing animals who are hunted or trapped for their pelts. It is now conceded that many of these have been destroyed and that there is likely to be somewhat of a dearth of raccoon and opossum furs and even of certain kinds of muskrat. As one of the incidental and minor results of the great calamity the circumstance is perhaps worth mention.

WORKS MORE THAN ONE WAY

It is pretty well established now that the seller of an article may choose his customers and may refuse to deal with those who are objectionable to him because they are given to price cutting. The last of a series of decisions on this subject was rendered by the United States Supreme Court a few weeks ago. But it is a poor rule that will work only one way. Of this the members of the National Wholesale Dry Goods Association are told in a letter just sent to them from their headquarters. If a seller can pick the buyer he will sell to, the buyer can likewise select the seller from whom to buy and refuse to have dealings with any whose course he deems inimical to his interests. This puts a weapon in the hands of wholesalers in fighting producers who try to combine direct dealing with retailers while at the same time endeavoring to keep the trade of the wholesalers. But care has to be taken in making use of this weapon. It would be a simple enough process if an association of wholesalers could get out a blacklist of manufacturers of the kind referred to and agree to sever business relations with them. If they did so, however, they would come under the ban of the law and stand a good chance of going to jail. But there is nothing to prevent wholesalers individually from ceasing to trade with producers who sell to retailers. If enough of them do this, each on his own account, the result might well be that the practice complained of would cease. There is a ray of hope in this.

WOOL AND WOOLENS.

Another one of the sales of Colonial wools is scheduled to begin in London this week. It is likely to attract some interest, although there is no expectation that any marked change in prices will be witnessed. From Sydney, Australia, Trade Commissioner Squire reported under date of April 21 that the market tendency was lower there. At Bradford, England, on the same date there were decreases of 1 penny per pound in tops of 60s super

merinos and 56s crossbred Colonial carded. English spinners are still complaining that wool prices are too high, considering the prices that can be obtained for fabrics. In this country shearing in a number of places out West was delayed by the cold weather, but the demand has not been great for any kind of wool. A greater activity on the part of the domestic mills is awaited to spur up matters in this direction. Imports of wool for the week ended April 23 totaled 9,544,987 pounds, the bulk of which was combing wool. More attention is being paid to men's wear fabrics for Fall, now that the Spring business is pretty well disposed of and the clothing manufacturers are hearing from their salesmen on the road. Some mills report a fair amount of business in Fall dress goods, but most of them do not. The real volume of such buying is not expected to materialize for a month or more yet. Garment manufacturers are in no hurry to lay in stocks of piece goods much in advance of the time for marketing the garments themselves.

THE TRADING STAMP BILL.

House bill No. 274 is expected to be reported out by the Judiciary Committee of the House some day this week. The bill absolutely prohibits the use of trading stamps. It is practically a copy of the Wisconsin law, which has been sustained by the Wisconsin Supreme Court and is said to prove very satisfactory to Wisconsin merchants. It was introduced by Hon. Ate Dykstra, of Grand Rapids, who has been very energetic in promoting the measure in the House. It is understood he has secured the affirmative votes of seven of the nine members of the Judiciary Committee. A public hearing two weeks ago Monday was largely attended by representative merchants from all parts of the State. The bill has the solid backing of the Merchants Council, the Michigan Retail Dry Goods Association, the Retail Grocers and Meat Dealers Association, the Merchants Association of Battle Creek and the Retail Merchants Association of Detroit. Merchants who would like to see this bill become a State law should wire their Representatives to support the measure in the House and then do the same by their Senators when the bill reaches the Senate, which will probably be early next week.

The scholar only knows how dear these silent, yet eloquent companions of pure thoughts and innocent hours become in the season of adversity. When all that is worldly turns to cross around us, these retain their steady value. When friends grow cold, and the converse of intimates languishes into vapid civility and commonplace, these continue the unaltered countenance of happier days, and cheer us with that true friendship which never deceived hope nor deserted sorrow.—Washington Irving.

Many a sale has failed because of too much talk about the weather, too many asides about this or that external matter.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

There are four different ways of covering the distance between Grand Rapids and Flint—out M 16 to the Ada road and thence directly to Flint over M 21; out M 16 to a point eight miles South of Ionia, North to Ionia, thence East on M 21; out M 16 to Lansing, thence North on M 14 to St. Johns, thence East on M 21; out M 16 to Williamston, thence North on M 47 to Owosso, thence twenty-six miles East to Flint. All of these main thoroughfares have their advantages and disadvantages. The Ada route is the shortest and the Williamston route the longest, being about 135 miles. Because we had never navigated the longest stretch, we took the Williamston route in going to Flint to attend the grocers and meat dealers' annual convention last week. We reached our destination in time to listen to the closing speeches at the annual banquet Wednesday evening. We found the gathering to be thoroughly representative of the two great lines of business embodied in the membership of the organization.

The Thursday morning session lasted less than two hours, being devoted mainly to the election of officers and the selection of the next place of meeting. The remainder of the day was devoted to calls on the trade and an inspection of some of the gigantic industries which are enabling Flint to make such giant strides toward the rank of Michigan's Second City. The Buick plant is a mile and a half long, the Fisher body plant will be about the same length on the completion of the two wings now under construction and the Chevrolet plant is turning out 4,000 cars every twenty-four hours, thus eclipsing anything Henry Ford ever accomplished during the time he held a dominant position in the automobile industry.

I became well acquainted with Flint about 1880, when I was invited to remove to that city and establish a political newspaper there. I have always been glad I did not avail myself of the opportunity so generously offered, because politics never had an attraction for me and never will. If I remember correctly, the city then had a population of 12,000. I made many acquaintances during the period named, most of whom have since gone to their reward. I especially recall Chas. F. Bridgeman, the banker-merchant, Mr. Stone, manufacturer of woolen goods, and Charles T. Warren, the cigar manufacturer. One man whose acquaintance I made in 1880—now nearly fifty years ago—still survives and is still active at 83 years of age. I refer to Geo. W. Hubbard, who engaged in the hardware business over sixty years ago and is now regarded as one of the financial giants of the city. He has long been President of the Citizens Commercial Savings Bank. One of the directors of that institution assured me that Mr. Hubbard's personal holdings exceed \$1,000,000, which I was glad to learn, but I am much more

pleased over the wonderful life he has led—the service he has given wholeheartedly to his community, the assistance he has rendered many young men in getting started and the example of business probity he has been to his fellow citizens. I would rather have the reputation George Hubbard enjoys in the city of Flint than the billion dollars Henry Ford has accumulated in twenty years by methods not in keeping with the best thought of the age.

The first night I was in Flint I noted that five floors of the business block across the street from the hotel were lighted up brightly. I asked a Flint man what that meant and he remarked that it was the home of the Industrial Mutual Association, composed of 14,000 of the employees in the automobile factories of Flint. The next night I introduced myself to an officer of the organization and was given a card of admission to all departments—except the prize fight then in progress. I could hardly believe my eyes. There were bowling alleys and billiard and pool tables on three floors. One floor contained a well-conducted eating place. Another floor was given up to technical instruction classes which meet every evening. When I asked as to the cost of membership in the organization I was informed that the expense was only 16 cents per week, so far as the individual employee is concerned. At the end of the year any deficit is made up by the manufacturers. Shower baths are provided at 5 cents each, which is about what it costs to launder the towels.

I was also informed that any member of the organization could provide against sickness and accident by paying 15 cents per week into the benefit department and receive \$15 per week when disabled or ill. Of course, this proposition necessarily involves substantial contributions by the employers. I was handed a publication showing that \$35,341.50 was paid out in benefits during the month of March.

All of these wonderful advantages to the worker are predicated on the theory that no union man is permitted to gain entrance to any factory in Flint. Whenever a union organizer puts in an appearance for the purpose of creating trouble, he is taken before a committee of the manufacturers, shown the payrolls and the advantages the workers now enjoy and asked to specify what the union can give the men better than they are now receiving. He has to admit that the benefits of union affiliation are not equal to the conditions now in possession of the workers of Flint and leaves town without creating the machinery to foment strikes, boycotts, mobs and slugging, which are the universal accompaniments of trades unionism.

In talking with Flint merchants and bankers I find they attribute the marvelous growth of the city largely to the fact that the labor union element has been entirely eliminated. Unions are necessarily destructive. The policy of the manufacturers and working men of Flint has been constructive to a remarkable degree. So long as the

unions are kept out of Flint, the city will continue to advance with rapid strides and both employer and employed will continue to work in harmony, live in peace and prosperity, with full confidence in the sincerity and good faith of each other. Both share in equal proportions the beautiful atmosphere which prevails wherever the vile and unscrupulous walking delegate and strike manager are relegated to the obscurity they deserve. The experience of Flint in this respect affords an excellent example for other cities to follow in the fierce strife for advancement and commercial and mercantile supremacy.

A drive around the city with a long-time resident disclosed remarkable growth and improvement in every section. The General Motors Co. has recently purchased a large tract of land adjacent to the city for the avowed purpose of creating a new battery of buildings which current report says will be occupied by the Cadillac organization, now located in Detroit.

I greatly enjoyed my two day visit in Flint and had the pleasure of adding ten new names to our subscription list at the convention, as follows:

John Alex, 1734 Glenwood avenue, Flint.

Geo. A. Davis, 5809 North Saginaw street, Flint.

Jay C. Clarkson, 602 Gillespie avenue, Flint.

C. H. Burleu, 841 Margaret street, Flint.

Scott & Bros., 701 West Court street, Flint.

Kardux Grocery, 167 River avenue, Holland.

C. F. Shreve, 4529 Grand River avenue, Detroit.

Fred W. Walton, Ypsilanti.

A. L. Foirer, Davison.

D. H. Wyckhoff, Williamston.

Saturday afternoon I called on the merchants at Dutton, Caledonia and Middleville and added two new names to our list—Tape & Huyck, at Caledonia, and H. G. Benaway, at Middleville. At the suggestion of Roy Smith, of Caledonia, I visited the new park and tourist camp located on the bank of the lake which has always afforded a beautiful setting for the town. A good gravel road has been constructed along the side of the lake to the high ground where the tourist camp is located in a grove. Ample tables and benches have been provided for visiting tourists. I do not know of a tourist camp anywhere which is more complete in creature comforts than the Caledonia camp. E. A. Stowe.

Necessity of Clean Stores.

One of the main reasons for the success of the chain cash and carry stores lies in the fact that they maintain attractive, clean stores. Another is that they go in for package goods just as far as it is possible to use them. In the store where the customer helps herself, on the cafeteria system, not many clerks are needed, and that means a considerable saving in clerk hire. Clerks do put up some bulk goods in packages, but the wholesale or buying department, much prefers buying package goods, and does so in

so far as it is able. Package goods look well on the shelves, give a clean and neat appearance, and the customer is satisfied with the weight, which while it may only be 14 ounces, is plainly marked on the package, and sold at a price.

The chain store in selling package goods is not losing anything through clerks over-weighting the package through carelessness. Guesswork has been largely taken out of the handling methods of the chain stores.

As a result of the chain store methods, and increasing demand from the public for package goods, resulting in greater demand from independent retailers for package goods, there are some grocery jobbers to-day who operate considerable packing establishments, which employ considerable forces in putting up attractive packages of various lines, including staples, specialties and even some of the common drug store items. The independent retailers over the past few years have replaced many, many items, which they formerly handled in bulk, with nicely put up packages, which are clean and attractive and which make a good showing on their shelves.

The wholesaler who is not taking an interest in furthering movement and consumption of ready packed merchandise is finding it harder and harder to get volume of business, as retailers no longer are grabbing bulk goods, that is in city stores where the public has gotten into the habit of buying package goods, in paper, tin, glass, wood, glazine or paraffine, or foil. Combinations in which foil or glazine are used have increased materially over the past few years.

Novel Excuse For a Sale.

In California there is a shoe store that each year runs what it calls its "Coupon Sale." A number of good values are advertised, and each one is blocked off in a little coupon in the advertisement. To get the advertised bargain at the special price it is necessary to clip the coupon and bring it to the store.

The advertisement states that each year the store likes to test the effectiveness of its advertising in the various newspapers it uses, and that different bargains are offered in each paper so that the coupons brought to the store will show which newspaper gets the best results.

Whether the idea really results in a worth while test of the advertising value of the various papers we do not know. If the values are equally good in each paper it probably does. But at any rate it provides the opportunity for a special selling which is put over in an unusual way and no doubt produces much extra business.

Result of the Flivver Boycott.

In March, 1926, 2757 Ford cars were sold in the city of Detroit. In March of this year the sales were 643 cars.

Chicago shows a falling off from 1,584 to 638 during the same months.

The new flivver is due the latter part of June, but the boycott will still continue working overtime.

SHOE MARKET

Selling Hosiery For Birthday Gifts.

Most of us would not think of selling hosiery for birthday gifts, yet the hosiery department of a Chicago shoe store has found it very much worth while.

This store has a "Birthday Box," attractively made up, containing three pairs of good quality hose, the entire to retail for \$5. Somewhere in the hosiery department there is always a display of this special box, where it will catch the eye of shoppers, and frequently the box is given window space. The store finds these displays result in a steady sale for the box, and since \$5 is larger than the average unit of sale this business adds handsomely to the total.

Any store could do as much—or more. If this box were advertised in the newspapers occasionally it would certainly help sales, and we believe at least two mailings a year featuring the box would be worth while. An item like this gets considerable word-of-mouth advertising, and any store that features it consistently is going to find sales increasing steadily.

Getting Business Against Competition

A suburban shoe retailer in Chicago has been very successful in meeting downtown competition by sending out each month a circular to every one in his territory, on which are advertised all his new styles, together with a few specials. He always emphasizes the inconvenience of taking the children in to the crowded city shop, and has built up a considerable children's business by hammering away.

He stays open evenings, and a recent circular addressed to the man of the house invited him to "bring the youngsters in this evening and see for yourself that you can save money by shopping at home." He carries a good line of smart men's and women's footwear, and by using the children's lines as an entering wedge has built up an unusually fine business in all lines.

Another suburban shoe retailer in the Chicago area boldly advertised "It costs you 88c and a day's time to go to the city to save a dollar on a pair of shoes. We'll save you the day, the 88c and the dollar too!"

The Men Probably Liked This Offer.

Spoden's Shoe Store of Wheaton, Illinois, offered a popular make of safety razor in a cabinet with every pair of men's shoes sold on a certain Saturday. Most men use safety razors nowadays and a good many of them are continually experimenting with new makes in the hope they will find one more to their liking. For that reason we believe this unusual offer a good one to bring in extra business and in quantities the razors were no doubt obtained at a reasonable figure.

Advertise Hosiery For Mothers' Day

Your hosiery department should certainly cash in on Mother's Day, which this year falls on Sunday, May 8. A box of hosiery makes an ideal Mother's Day gift, and a very acceptable gift box can be made up, by using

a plain white box and pasting a Mothers' Day greeting card on the cover.

Window displays during the first week of May featuring such a box, and newspaper advertising referring to it will certainly bring considerable extra hosiery business. In this connection it would be good to address an advertisement to men who wish to remember their mothers on that day. Many men are perplexed as to what to buy, and the suggestion of a box of hosiery would probably result in numerous sales.

Selling Men on Style.

A smart advertisement from Murkland's of Beloit, Wisconsin, emphasizes a theme that too few retailers of men's shoes bring out in their copy. Men may not be as susceptible to the style appeal as women, but every man is interested in presenting a good appearance, and it is this that the Murkland advertisement emphasizes.

One way to solve the problem of selling men's shoes satisfactorily is to sell them on some other than a price basis, and we believe any shoe retailer will find it productive of business to address an occasional advertisement to men in which he talks up appearance and the part good footwear plays in appearance.

Take Advantage of Friday the 13th.

There is a lot of superstition connected with Friday the 13th, but a lot of merchants have found that the surest superstition is that it is a good business day if you do something unusual to make it so. And since May 13 falls on Friday, why not hold a special "Friday the 13th sale on that day?"

You might run a series of specials at prices ending in 13, such as \$6.13, \$8.13, etc. Or you might advertise a special prize for every 13th customer. Anything you do that calls attention to the day, and at the same time gives the customer some special reason for coming to the store to buy will help your day's business.

An Interesting Window Display.

In a metropolitan shoe store window we recently saw a display that any shoe retailer could duplicate. It was drawing a crowd constantly, and provoking much comment—and the idea was so simple that nine out of ten of us would never think it worth using.

It was merely a display of various shoe styles, with little cards on each shoe pointing out the meaning of various common every day shoe phrases.

A Reptilian Vogue.

One especially interesting feature of the season is the eccentric fancy for everything reptilian. Collars and cuffs, belts, bands of trimmings on gowns and wraps, are all matched with entire coats of snake skin, shoes, hats, bags and numerous smaller accessories. These include cigarette and vanity cases, and now umbrellas are being shown with the handle covered with the skin of a boa constrictor, black snake, or other specimen of the creepy things.

Shoe Wholesalers Fairly Busy.

Although the usual post-Easter slowing up in the demand for shoes, particularly women's continues, there is enough buying going on to keep the wholesalers fairly busy. In the women's end of the business strap and tie patterns are still moving better than plain pumps, and there is little indication of much change during the remainder of the season. Trimmed patent leather and colored kid pumps are moving best, with the latter gaining steadily in favor as the weather grows warmer. Light shades, among them such hues as blond and parchment, rank high. The approach of warmer weather has also brought about in some quarters an improvement in the call for men's tan shoes, which had been a bit slow. Retailers are likewise taking more interest in white canvas and other shoes suitable for sport and camp wear.

Trends in Pajama Sales.

Fall lines of pajamas are about ready, manufacturers say. They comment on the trend toward "loud" wallpaper designs in collar-attached garments. Flannel lines will be about 10 per cent. cheaper than a year ago, according to one wholesaler. Blazer and awning stripe effects are prominent in this class of merchandise. It will be possible to secure a "pretty good" pajama to retail at \$1, it was said, the quality of this number being better than at any time since the war. The chain stores are selling the dollar retailer in plain effects, but the specialty shops and department stores are seeking fancies to retail at that price. Percale and broadcloth merchandise, particularly the latter are in demand for mid-summer wear.

Knitwear Demand Shows Gain.

Taking the Spring demand as a whole, knitted outerwear producers assert that it showed a marked gain over that of previous seasons. They took the view that knitted merchandise has now regained its style favor with consumers and also that material improvement has come in the production and merchandising aspects of the wholesale market. Reorders are continuing to reach distributors, who have begun the clearing of present stocks. Slipover sweaters are the most active items.

ARE YOU INTERESTED IN IMPROVING THE APPEARANCE OF YOUR STORE

We can help you. We can supply you with:

New Opera Chairs
Fitting Stools
Show Cases

You will always find our Findings Stock complete in staples, also latest novelty creations.

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



The
BERTSCH LINE
of
EARLY SUMMER
NUMBERS FOR
MEN
are
real "WINNERS!"

Smart styling, combined with foot-fit, make these "BERTSCH" SHOES and OXFORDS real values!

GET IN ON THE MARKET.

Write the

Herold-Bertsch
Shoe Company

Manufacturers of Quality Footwear
Since 1892

GRAND RAPIDS, MICHIGAN

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

"Satisfaction" Contracts of Employment.

The continued success of any retail business may depend in a great measure upon the ability of the owner thereof to select, and keep in his employ, the right kind of employees. It follows, that in order to get the kind of employees demanded, the merchant may be compelled to enter into long term contracts of employment with what may be termed his "key" employees.

Now, if the employees contracted will give entire satisfaction all may be well. However, in entering into long term employment contracts, the merchant is bound to run some risk of employees proving unsatisfactory, in which event the contract may become a substantial source of embarrassment.

With this in mind, common prudence would seem to dictate that a merchant, in entering into contracts of employment, should protect himself in so far as possible against "bad bargains." And in this connection so called "satisfaction" contracts, that is contracts whereby the employees agree to work to the "satisfaction" of the merchant, have much to commend them.

In the first place, the courts have quite generally held that where an employee agrees to work to the "satisfaction" of an employer, the latter has the right to terminate the contract whenever he is not satisfied. And in construing contracts of this character, it has been held that the employer is the sole judge of when he is satisfied. For example.

In one well reasoned case of this kind, an employee was hired for the period of one year. The contract was in writing and stipulated that the employee should diligently perform his duties to the satisfaction of the employer.

The employee took up the duties of his employment, but after several months, the employer discharged him. The employee thereupon brought an action to recover his salary for the entire year on the ground that he had been wrongfully discharged.

In this action, the employee took the position that so long as he performed his duties in an efficient workmanlike manner he could not be discharged, until the expiration of his term of employment. And he offered evidence to the effect that he did faithfully perform his duties in all respects.

On the other hand the employer pointed to the "satisfaction" clause of the contract, and contended that he had the right to discharge the other any time he became dissatisfied with his services. Further, the employer insisted that under this contract he was the sole judge of when he was dissatisfied. The case reached the higher court on appeal, and here in upholding the contention of the employer it was said:

"It is settled law that, where a person contracts to do work to the satisfaction of his employer, the employer is the judge, and the question of the reasonableness of his judgment is not a question for the jury.

"Here the contract contained inde-

pendent provisions. It is clear and explicit in its terms. Had it been the intention that the contract should continue in case plaintiff [employee] should 'perform all of his duties and should serve first party diligently according to his best ability in all respects,' it would have been quite unnecessary to have added the clause, as to the satisfaction of the defendant.

"To give the 'satisfaction' clause any force, it must refer to the mental condition of the defendant, [employer] and not to the mental condition of a court or jury. We think that the construction of the contract by the circuit judge was a correct one.

In the light of the foregoing, it is clear that by the insertion of a so-called "satisfaction" clause in a con-

tract of employment, the merchant may in a great measure protect himself from errors in judgment, in the selection of long term employees. In other words, by this method he can reserve the right to terminate a contract if he becomes dissatisfied with the services, without incurring an excessive liability.

If, on the other hand, an employee objects to such a clause in a contract of employment, this difficulty may usually be overcome by an agreement to pay an agreed amount, in case of the discharge of the employee before the term expires. This will usually satisfy objections of this kind, and will permit the employer to retain the "satisfaction" clause in the contract, which after all is the important thing

in situations of this kind. Truly, in view of the foregoing, the question of inserting "satisfaction" clauses in long term contracts of employment is one that may well be given careful consideration by retail merchants in general, when employees are being engaged in this manner. Leslie Childs.

If you are gradually educating your customers to buy a better grade of merchandise, you are gradually working toward lines that pay better profits and are cut less.

If you lack confidence in the store, to succeed you must do one of two things; assume a confidence you do not feel, or change to a store that can acquire your confidence.

Only as our
candies excel for
the price asked
do we hope to ob-
tain your interest
and merit your con-
tinued patronage

Walker
NET WEIGHT
ONE POUND

A. R. WALKER CANDY
CORPORATION
Owosso, Michigan

FINANCIAL

Teagle Sees Peril in Oil Flow.

A danger signal calculated to warn everybody against over-production in the oil industry will be hoisted by Walter C. Teagle, president of the Standard Oil Company (New Jersey), in the April issue of that company's periodical entitled the Lamp. A 43 per cent. drop in the average price of gasoline crude oil since the first of November is the unmistakable warning that the industry faces. Despite the segregations of 1912 the New Jersey company to-day is the largest in the country and when such a leader declares that "the present cycle of overproduction differs from those that have gone before in that its duration for a much longer period than any of its predecessors is almost certain," the matter assumes real importance.

If overproduction in the oil industry is so serious as it appears a frank statement of the problem will go far toward its solution. Earlier in the year Mr. Teagle sounded his first warning. About ten days ago E. W. Marland, president of the Marland Oil Company, said plainly that something must be done. Now Mr. Teagle's organization again declares that the problem is increasing rather than diminishing in complexity. The decline in the price of crude to a level below the average cost of production would not be so serious were this a period simply of flush production. Its significance lies in the fairly certain prospect that over-production will continue for "an extended duration."

Precisely what should be done nobody knows. Restoration of an equilibrium between supply and demand involves a variety of things and more than anything else the united efforts of the industry. Development of new sources of crude oil for a considerable time is one of the evils that the Standard Oil group is combating. "A wholesome ambition would be to effect the utmost economies of operation in every phase of the business," says the Lamp, "to recognize that the development of new sources of crude for a considerable time promises to be hurtful, and to more nearly bring about an equilibrium between production and consumption by means which will inflict the minimum of injury or loss to any unit. There are complexities in the present outlook which are new, but there are also compensating opportunities for greater efficiency and the ultimate prosperity of the industry, which are only now being recognized."

The supply of motor fuel is derived principally from the distillation of crude and the cracking of fuel oil. One pertinent question is, therefore, whether from naphtha-bearing crudes enough natural gasoline can be recovered to supply the total demand. It now appears that to meet the 1927 demands the industry will be obliged to produce by cracking about 86,000,000 barrels. That being the case it would seem unlikely that the cost of natural gasoline content will decline to a price below the cost of gasoline obtained by

the cracking process. The cost of cracked gasoline is determined by the price of fuel oil, which to-day is the foundation of the petroleum price structure. Since fuel oil through the price of gasoline controls the value of crude the New Jersey company concludes that any further decline in crude prices will make fuel oil compete only with itself. Paul Willard Garrett.

[Copyrighted, 1927.]

Retail Business Equaling Year Ago.

That mid-April finds underlying conditions in business as good as they were a year ago, if not better, is the belief of the National Bank of Commerce in New York. The authorities of this bank right along have stuck to the view that the present business structure rests on a foundation more solid than is commonly appreciated. From the beginning of the year they have held out many definite hopes for a prosperous 1927 and the bank's monthly bulletin, published to-day, reiterates this attitude.

While retail distribution is apparently about as high as a year ago in dollar aggregates, allowance should be made for the difference in price levels. Commodity prices are distinctly lower than they were at this time in 1926 so a total in sales of retail stores, chain stores and mail order houses equal to last year really reflects a larger physical volume of goods. Reasoning along this line the bank reckons that consumers are taking more goods than they did a year ago which, as the bank says, "is certainly a healthy situation."

Still another indication that conditions are as good as they were at mid-April 1926 is to be found in the increased stability of business that results from the lower level of commodity prices. Gently falling commodity prices tend "to lessen risks" and to inject a more cautious spirit. Says the bank, "Manufacturers and merchants are scanning credits carefully with a disposition to restrict them more rigidly than heretofore. This policy, together with sharp competition, is likely to result in the further weeding out of weak concerns, but the final effect is to strengthen the business structure as a whole."

In commenting upon the increase in loans by banks for stock market operations, economists of the National Bank of Commerce find no reason for alarm. They believe that the total "has been comparatively small when considered in relation to new securities marketed in the United States last year, which amounted to over \$6,000,000,000 excluding issues for refining." The total market value of securities listed on the New York Stock Exchange at the beginning of 1927 was \$75,544,000,000. What the future of money rates will be the bank does not presume to guess but to them the available data does not indicate "any imminence of extremely easy money, unless gold should flow toward us."

Paul Willard Garrett.

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Iowa has a law that forbids the sale of certain kinds of canned heat because there is alcohol in it.



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Treasury May Call Second 4¼s.

A large number of owners of United States Liberty Second 4¼ per cent. bonds have apparently decided to hold these securities until their redeemable date on November 15 rather than avail themselves of Secretary Mellon's offer to exchange them now for new 3½ per cent. notes, despite the fact that they stood to receive a rather attractive bonus in the event the trade was made.

This is evident from the fact that only about one-half of the bonds have been so exchanged. The reason for this undoubtedly lies in the belief, or rather hope, that the Government will not exercise its option to call the remaining bonds or will make a more attractive offer for an exchange.

In the opinion of C. F. Childs & Co., specialists in Government securities, those who expect to profit by holding out for a better offer are certain to be disappointed. In its latest investment bulletin that firm says in part on the subject:

"The Treasury, in effect, is virtually committed to call the balance of the outstanding Seconds for redemption on November 15, 1927, since failure to do so would indicate that the current yield level of the Seconds and the Government's credit level of all its loans are too high.

"However, no better terms than the 3½ per cent. rate on the notes need be offered to refund the remaining Seconds. Nor should the Treasury be expected to offer a more attractive exchange to present-day holders of Liberty Seconds who did not tender them in March, since to do so would be to favor and reward those who rejected the Treasury's previous invitation.

"The Treasury wanted the public to respond and co-operate. Its desire and object was to reduce interest charges. It cannot get results in the future if it rewards those who reject and penalizes those who acquiesce as each proposition is presented.

"Either the Treasury must allow the untendered Seconds to remain outstanding in the hope of being able to refund at a later date or call them promptly and tender in exchange a Treasury note of the same rate of 3½ per cent. or a lower rate if possible."

The above reasoning appears sound in every respect, and in view of this firm's long experience as specialists in Government securities it would seem advisable for investors, in lieu of any official announcement, to make their plans accordingly.

Ralph Hendershot.
[Copyrighted, 1927.]

Wholesale-Retail Co-operation Begets a Chain.

Chain store evolution is evidently "evolving" in Minnesota and in a way which is regarded by students of the drift as wholly logical and consistent. Perhaps it is prophetic.

Clear analysis of chain store economics long ago disclosed to many people throughout the country that, so far as operating costs go, the wholesaler-retailer combination, of which there are many and various experiments on trial throughout the country, is an exact parallel of the

chain system—many stores, buying in co-operation at lowest prices and selling together through the use of modern efficient store keeping and advertising methods—usually under more or less centralized direction of a higher order than was available to the individual store. That such plans have produced results is amply testified.

But, after all, it was not a radical experiment. The savings were only such as were made through quantity purchasing, unified sales effort, joint sales advertising and the elimination of competitive waste, especially of needless salesmen. Any wholesaler who could secure the entire patronage of his retail customers without fighting for it or dividing it could do the same on the savings end and any retailers willing to unite in selling campaigns could produce the sales results, if he had the brains to devise the detail material. It is logical, and always has been, for a seller in any class to secure that kind of co-operation from his customers. The new plan was only one of adaptation.

But having created a parallel for the chain system in all economic and effective details, one step only was needed to make it actually as well as virtually a chain—common ownership. Some of these co-operative plans have already developed such a close understanding and demonstrated efficiency that partial ownership has resulted and now word comes from Minneapolis to the effect that the co-operative joint plant evolved by the Slocum-Bergren Co., a Minneapolis jobber, under the name of "Red and White Stores," has been incorporated as a regular chain organization, with capital of \$50,000.

Perhaps it may be only a forerunner of similar combinations elsewhere. Whether it is or not, it illustrates how narrow are the lines of demarcation.

Little Jim.

Written for the Tradesman.

Can any thing be as sweet
As what a baby is?
This one has got all beauty beat
Around the premises.
The roses on the garden wall
In loveliness do not at all
Begin with Little Jim.

A baby! Why? What happened when
In councils held above
They gave the greatest gift to men
To tell us what is love;
Lo! In a stable manger lay
Beside a mother on the hay
A babe like Little Jim.

Gather the lovely things of earth
The pearls from every sea,
All heaped together lack the worth
That just a babe can be;
And when men ask where heaven is
I walk 'em round our premises
Then show them Little Jim.
Charles A. Heath.

Laying Synthetic Eggs.

Synthetic pullets are laying synthetic eggs, according to A. R. Winter of the poultry department of the Ohio State University. The pullets were fed on purified foods from the time they were hatched. They never tasted corn, wheat, oats, milk or grass, the things that make up a large part of the diet of the ordinary laying hen. "There was only one thing that kept us from producing a real synthetic chick," Mr. Winter observes, "that was, the eggs would not hatch."

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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
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AROUND CAPE OF GOOD HOPE

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Durban, March 8—Johannesburg or, as they call it, Joburg for short, is a city of 300,000, the largest of South Africa, 5,735 feet above sea level. The country from Mafeking up is good looking farm land and as we near the city out on this level farm land are immense piles or almost mountains of light colored sand or waste from the gold mines. They dot the landscape in every direction. Some of the older mines have two or three of these refuse dumps. When waste comes from the plant it is in liquid form and they usually start it on a hillside, run it down as far as they want to, then stop it with boards. It hardens and gradually fills up until it looks like a white brick wall. When it gets above the level they use dump cars and send it up in the air two or three hundred feet.

The city is a busy bustling place with good streets, stores and public buildings. They have as fine a zoo as far as its layout is concerned as I ever saw. They combine the buildings, which are of sandstone, large and of good architecture, with a park. The grounds are nicely laid out with great gardens of flowers, plants, grass and trees with the usual park lake. They have the usual zoo animals, but the novelty was an enclosure of wire netting about three feet high out on the lawn, in which were eight lion cubs, three months old, about as large as a Newfoundland pup. Think they weighed about fifty pounds. They were so tame the keeper invited the ladies in one at a time to hold them and many of the ladies had their photos taken holding two of these cubs. They also had in the enclosure two leopard cubs two months old, hardly any larger than a good sized kitten. The ladies also held these and were photographed.

We were driven out twenty-five miles to the Hodderfontein Mines, Limited. The reef or rock on which these gold mines are located (there are some fifty of them in this vicinity some of which have been worked out) showed on the surface and as they followed the gold bearing rock formation they found it dipped at an angle of about 20 degrees a number of miles wide. The government had this divided into claims and to go to the cost of operating required the grouping together of a number of these claims just as in Oregon the lumbermen had to buy a number of claims in order to get a group of timber together to warrant the cost of a big mill. When a company secured enough of these claims they commenced drilling a vertical shaft to cut the vein at right angles. The best claims were those nearest the outcropping. The first shaft might run down 200 feet, the shaft for the next mine a quarter of mile further would run down 500 feet and so on along the vein until some of the mines at great distance from the outcropping are down 7000 feet. The vein is marked by the ore in a general way, the good ore being in veins or leads. The rock which looks like our gray granite does not all carry the same percentage of gold. The engineer keeps close track and only works ore which carries a certain percentage of gold.

You may or may not be interested in what profit there is in these gold mines. The mine which we visited was organized in 1901 with a capital of \$2,500,000. Gold produced, \$76,734,882; \$1,296 per ton milled. Working costs, \$26,265,530; \$443 per ton milled. Net profit after taxes, \$35,952,165. Government income taxes \$6,297,580. Dividend paid twenty-five years, 1370 per cent. or 54 per cent. yearly. They are now milling 1700 tons per day at a profit of \$10 per ton or \$17,000 per day.

To give you an idea of the courtesy

of the places we inspected the cruise managers had arranged for the visit. When our division, consisting of ten autos, arrived we were greeted by the manager and several of his assistants. We were invited into the office where the girl stenographers had tea and a great layout of sandwiches and French pastry. After having tea they took us in small groups, each with one of the superintendents, through the mine and those who cared to go down into the mine to see the men at work getting out the ore, were allowed to do so.

In the afternoon we were taken to a native compound to see the natives give their war dance. They were dressed with loin cloths of skins, feathers in their hair, ornaments on their ankles. They jumped in the air, did the native Charleston, rolled on the ground, stamped their feet in unison much like our Indian dances in the West. Quite exciting to see them do it.

Sunday morning at 9 the train pulled out for Pretoria, a two hour run. We were driven out twenty-five miles to the Premier diamond mine, one of the oldest diamond mines in the country, but different from the Kimberly mines in that it is an open mine, no shaft. It did not seem possible that the two round holes in the ground about a quarter of a mile across and 500 feet deep would furnish enough ore for that number of years and before the war they worked as many as 16,000 natives per day, but the ore is a solid bed of the blue clay and is all pay dirt.

We were taken to the hotel for luncheon and in the afternoon driven to the Governor General's house and to their union building, built crescent shape on the hillside with great stone pillars and front like the forum at Rome. I spoke in a former letter of two of the union's, but was not sure as to the function of each, but the Senate and Legislature have their building for meeting which they do for two or three months every year. The records and books are kept at Pretoria and when the session adjourns all the government come to Pretoria for the remainder of the year and all the business of the different state departments is conducted here.

The flowers through this country are about the same as ours at home. Some of our party have been greatly disappointed at not seeing any wild animals. Some of them had an idea we would see them from the train. One lady said she was going to close her car window every night, so they would not jump in, but none were seen. They are getting further back from the railroad every year.

Leaving Pretoria, which with Joburg is in the Transvaal province, Sunday night, in the morning we were in the province of Natal, which they call the garden province of the four states of the union of South Africa, because it is along the coast and has few dry times.

At Glenco, 280 miles East of Pretoria, we enter the coal mining area and from here to Petermaritzburg, 160 miles, the road is electrified. We had coupled onto the train three electric engines like those on the N. Y. C. out of New York. The road winds around the foothills of the Drakensberg mountains, the Alps of Africa, with one of its peaks 11,000 feet high. We dropped from 5400 feet at Volksrust to 4300 feet at Glenco in three hours. The road runs over one range of hills, then down through a fertile valley, then up over another hill or mountain. At 9 o'clock we stopped at Ladysmith for twenty minutes. This name is probably more familiar to Americans than any other in South Africa, because so much of the Boer war news spoke of it on account of its siege lasting four months. Extensive coal mines are located just East of the town. Southeast of Ladysmith, thirty miles, is the town of Colenso, the site of the battle

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in which Field Marshal Lord Robert's son was killed.

The Tugla river flows through Ladysmith and on to Durban. The country around has many separate mountain peaks and at the time of the siege the river was a raging torrent on account of the rains and the British forces could not get across on account of the Boer guns on the hill tops raking them every time they attempted to cross. As we run along we see little cemeteries here and there and little monuments marking different engagements.

We talk of the Horse Shoe Bend on the Pennsylvania Railroad, between Pittsburgh and Harrisburg, but this road twists and turns and has not only one but dozens of Horse Shoe Bends. The mountains are different from those in our country. In place of a long mountain range, like the Blue Ridge Mountains, of Virginia, or Allegheny mountains, running like a backbone down through the country, these are broken into groups or individual hills, making it hard to get a railroad through. All forenoon we were running through a good looking agricultural country. We just passed a town, Mooi River, noted for its cheese factories and we saw at several stations cabbages in boxes for shipment.

At Merrivale we stopped and were taken in autos out to Howick Falls, 365 feet high, then on to Petermaritzburg, seventeen miles. This is the capital of Natal province, a nicely built town, and we were quite surprised to have the driver say that on the hills in the distance, 4,000 feet high, they had snow at times. The ride from this town to Durban is seventy-one miles, during which we drop down 2,300 feet and pass some fine mountain views and gorges.

The first train division had arrived at the boat the day before and gave us a hearty welcome home. Tuesday morning we were driven thirty miles out to a Zulu village to see a native dance which was quite interesting because some of the native girls had on a costume in some instances hardly more than a bead girdle. The men gave their war dance and the women several dances, but we have seen so many we were not so enthusiastic over this one.

We were taken to Mountain Hotel for lunch and back to the boat. It does not seem true, but in our 300 mile trip into South Central Africa, there was not a night we did not sleep under a blanket and none of the days were at all uncomfortable. We saw no flies and no mosquitos. The people here say we have had unusually pleasant weather, for which, of course, we were thankful. There came back with us eight lion cubs bought by different people on the trip to take back home for their town or city zoo.

In the vicinity around Petermaritzburg they have a new farm crop I never heard of before—Wattle trees—which they plant and in six or seven years it is a tree of five or six inches. They cut it down, strip off the bark and ship it to South America for tanning purposes. They are planting it all over that section. A resident told me it was the most profitable crop they could raise. Land and labor is cheap and if they had land enough they could keep a harvest coming every year after the first crop matures.

Durban is a lively seaport town. All of these South African towns have good public buildings. Where they get the money for them I cannot understand. Here they have a city hall covering one of their small blocks which cost over a million and a half. They have a kaiser's war monument which cost twice as much as ours at home. They have a big sugar factory here and we drove through the sugar fields. They must have at least 2,000 acres planted to cane.

Every country has its worries. The diamond mining country is worried

over the new surface mining diamond fields just discovered, for in order to hold the price in the past the big companies have held the diamonds, letting them go only at certain prices and it is stated they have some millions of dollars' worth of stones on hand. As they cannot control the new fields they are very uneasy about prices. The gold mine pessimists say the mines will be all worked out during the next ten years.

Politically, the Nationalist party is strong in Natal and they are trying to have passed a \$5,000,000 grant to build iron mills in Pretoria. There are two private companies North of there which have been operating successfully because this country can about consume their output. To build government works will swamp the market and make competition the present companies cannot meet, but it would give the politicians a juicy public utility to milk for their friends.

We are sailing from here to-morrow. I think everybody has enjoyed their stay and leave with a very good impression of this country and with our very best wishes for its future success.

C. C. Follmer.

Not More Laws But Competent Courts.

There are occurrences which give offense to an individual or the public which violate no known legal enactment, and people say, "There ought to be a law against it."

The question arises, "Is there no immediate remedy in such cases? Must it ever be that such offenses shall recur or increase until public sentiment is so aroused that laws are enacted to deal with them?"

It seems absurd that our established courts cannot dispose of such cases until our legislatures have enacted laws specifying each and every kind of offense.

Provision could be made to avoid consuming the time of magistrates with trivial and needless complaints by requiring that complaints be signed by an adequate number of reputable citizens.

The matter was brought to our attention by a lady who protested against profane and brutal signs upon automobiles. Perhaps she might have obtained satisfaction if she had made a complaint. Possibly some law could have been found broad enough to cover the case. One great trouble is that the great majority of us know but little about law—only a fraction of what we should know—and so consider ourselves without redress when in fact there may be laws which are adequate for our need.

E. E. Whitney.

Fabric Numbers Versus Names.

The women's garment trade is again being cautioned against the practice of featuring fabric names in the selling of finished garments. It is argued that such tactics are productive of price cutting and giving the buyer an opportunity to say that garments of the same material are being shown elsewhere for less. It was added that two leading mills, specializing in style fabrics, have realized this situation and are now substituting numbers for names. These mills are credited with saying that they can help the cutting-up trade a great deal by not broadcasting detailed information about their cloths as they have done in the past.

What about your Insurance Money?

If you will leave Insurance money as a part of your estate, you should take means to protect the investment and distribution of it after it comes into the possession of your family. In a majority of cases, insurance money left in bulk to beneficiaries is entirely consumed after eight or ten years have elapsed.

By creating an Insurance Trust fund with this company you can assure that the principal of your insurance money will be soundly invested and that the income will be paid regularly to your family. You also can make arrangements whereby special extra payments will be available to meet certain unusual contingencies.

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St. Mary's Col. & Acad.	5½%	1933	100	5.50%
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Fox Office Bldg.	6%	1942	100	6.00%

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Duquesne Light Co.	4½%	1967	Mkt.	4.65%
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Pennsylvania State Water Corp.	5½%	1952	98	5.65%

MUNICIPAL

Berkley, Mich. Sewer	5%	1954	4.35%
Village of Memphis, Mich.	5%	1948	4.40%
Manistique, Mich., Water	5%	1931	4.40%
Ashe County, North Carolina (Mich. Tax Free)	5¼%	1947	4.50%

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THE RETAILER'S PROBLEMS

Some Difficulties the Independent Grocer Must Face.*

Believing that changes in the distribution of fresh fruits and vegetables have raised all but impassable barriers to further expansion and development of the industry, the Advisory Board of the Western Fruit Jobbers Association in October of last year decided to make an investigation for the twofold purpose of determining two things—actual conditions in the retail market and what remedy or remedies are needed to bring this most vital part of the Nation's scheme of food supply out of chaos and into its rightful state of prosperity.

As wholesale distributors we recognized that our success depends on the success of the service retailer. While not attempting to take sides for or against any system of distribution, we realize that we cannot ourselves enjoy prosperity if the retailer does not reap a reasonable profit on his time and investment. In comparing the operations of independent dealers with those of their chain store competitors it was not our purpose to find a way to eliminate the latter but to suggest ways to improve the lot of the former.

We recognize that the chain store performs a real service, so far as a certain class of consumer is concerned. From the standpoint of the population as a whole, however, it is apparent that there is a limit at which chain store encroachment must stop. Whether that limit has yet been reached, or whether it has been passed, remains to be seen, but the fact that certain chain organizations, in the food industry as well as in other lines, are planning marked expansion of their systems, would indicate that they do not themselves believe their mode of merchandising has yet reached the saturation point.

It remained for us, then, to attempt to discover what chain store methods are applicable to independent retailers, and to help apply them, so far as we are able. The independent retailer is keen for a solution of his problems, but the very nature of the business of retailing makes it impossible for the individual to work out his own salvation. We must look to producers and wholesale distributors for ammunition with which to wage his war against the more ably financed chain store and its greater buying power.

We chose as the locale for our survey a prosperous Mid-Western city on which we settled for the following reasons: (1) its accessibility to all sources of supply; (2) its cosmopolitan characteristics; (3) the willingness of its jobbers to co-operate. We felt with respect to the first consideration that we wanted a market to which carlot shipments are being made from all producing sections. With respect to the second consideration, we wanted a market with all the characteristics of a large city, yet not so large that the effect of our experimental work might be lost. With respect to the third consideration, it is obvious that no

*Paper read at Grocers' convention at Flint by William Garfitt, Secretary Western Fruit Jobbers Association.

such operation can succeed without the whole-hearted support of those who will benefit by it.

The city we chose is a typical American community. It has a population of 148,000 with 458 independent retail grocers, employing 1,215 people, including the proprietors themselves, who are sometimes the sole operators of their establishments. It has three typical chain store organizations, while a fourth is about to enter that market. The Great Atlantic and Pacific Tea Co. conducts eighteen stores, and it is announced that it plans to add forty-two to the string this year, bringing the total up to sixty. The Piggly-Wiggly chain, we found, has twenty-four stores, to which it will add eleven in 1927, making a total of thirty-five. A locally managed chain, now has thirty-five stores in our Mid-Western town and does not plan expansion during the current year, so far as we know. Skagg's, a National institution, is planning to enter the market with ten stores in 1927. Evidently the chains are not ready to cry quits.

It was apparent, therefore, that our retail facilities consisted of 535 outlets, 458 or approximately 80 per cent. of which were independently owned and operated, with slightly less than 20 per cent. controlled by national or local chains. With a population of 148,000, each of the 535 outlets has an average of 375 consumers or seventy-five families, and the fact that some stores have many more is proof that others must exist on the patronage of less than seventy-five families. As in most other cities we found a retail grocers' association and, like most other cities, it represents only a small percentage of the entire trade, having only sixty-eight members. Not much evidence of co-operation, you'll admit.

Our first task was to get a picture of the mental attitude of the retailer himself, not by high-spotting the trade, but by a thorough canvass, a store-to-store investigation which started in one end of the city and did not stop until it had reached the other end. In twenty-three days we made a total of 392 calls, 342 of which were original visits, forty-seven repeat calls and three were calls upon chain store managers. One of the most encouraging circumstances in connection with these calls was the fact that with few exceptions, the storekeepers were willing to talk of their troubles and listen to suggestions.

Roughly speaking, we found the independent retail trade divided into three classes. In each class we found a typical mental slant toward the perishable food end of the business. The top layer, or "upper crust," represents the high-class, full-service, charge-account type of retailer who has a nice store in a good location. He serves a fine class of consumers, grants judicious credit, sells the best the market affords, is progressive in his buying and selling and has little to worry about. This man is a merchant. He needs little help from the outside, but, strangely enough, he is the quickest to grasp a new idea, the first to put suggestions into operation. Almost with-

RECOMMEND

Mueller's Products

"As A Change From Potatoes"

Mueller's Spaghetti

Mueller's Egg Noodles

Mueller's Elbow Macaroni

Mueller's Cooked Spaghetti



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

MOTHER'S DAY

SPECIAL GIFT PACKAGES

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

ORDER WHILE THE ASSORTMENT IS COMPLETE

NATIONAL CANDY COMPANY, INC.

PUTNAM FACTORY
GRAND RAPIDS, MICHIGAN

FAST SELLING IONIA FLOWER POTS

Fancy, Plain or Assorted.

If we send you this crate of quick sellers we will sell you more.

36 — 4 in. pots and saucers @ 2½c	\$.90
36 — 5 in. pots and saucers @ 5c	1.80
24 — 6 in. pots and saucers @ 7c	1.68
12 — 7 in. pots and saucers @ 11c	1.32
6 — 8 in. pots and saucers @ 16c	.96

Total net.....\$6.66

You can double or treble your money on this assortment.

IONIA POTTERY COMPANY
IONIA, MICHIGAN

out exception, merchants of this class tell us that their green grocery departments are profitable.

The next layer is what you might call the "filling." It represents the rank and file of commodity stores and outnumbers the high-grade establishments many times over. It is presided over by a hard working conscientious but more or less unimaginative class of proprietor who is willing to be helped but who has little time to help himself. This class of store is hit most directly by chain-store competition. It is this class of store which finds it necessary, or thinks it necessary, to meet down town price competition, at the same time performing all delivery and credit services of the top notch specialty stores. Many merchants in this class consider perishables a mere "accommodation" to their trade and do not look on them as potential profit makers.

The bottom layer may be considered all but hopeless. It is composed of storekeepers—the term of merchant would be a serious misnomer—of the most unprogressive type, frequently foreigners. Its establishments are located in the poorer sections. They are generally dirty, illy kept and illy stocked. Their proprietors, often the wives of workingmen, are suspicious of strangers and lack sufficient understanding to profit much from suggestions. While this class of store is in the minority, it represents a sufficiently large portion of the retail trade to make consideration of it worth while.

The retail trade, as a whole, we found to be predated with an atmosphere of gloom. The average store keeper seems to be at sea. He feels that, as an institution, independent retailing is doomed. He refers to cut-throat competition, encroachment of chain stores, lack of co-operation by jobbers, lack of sympathy with his problems. Rarely, if ever, does a retailer refer either to lack of capital or lack of business ability, but it is apparent that both of these items figure largely as causes underlying conditions in which he finds himself to-day.

Lack of capital is, perhaps, the most prevalent disease of retail merchandising to-day. It is based primarily upon lack of business understanding, which often tempts the inexperienced to venture into the field of storekeeping as means of an easy living. Too many men and women turn to grocery retailing as a last resort when all other attempts at earning a livelihood have failed. There are too many dwelling house grocery stores. Too many widows and cripples are deceived into believing that a few hundred dollars of insurance money will set them up in a "nice little business."

Lack of business ability is bred in the bone. Our investigation convinced us that the rank failures in retailing are not always the result of heavy competition, chain store encroachment, lack of credit or other ills enumerated by some of the unsuccessful men on whom we called, but are frequently caused by their own inability to solve the simplest problems in merchandising and salesmanship. That a large

number of these unfortunate storekeepers realize their shortcomings and are anxious to be helped seems to us a most hopeful ray of light through the gloom.

As jobbers, we may be responsible for having put some of these unfit people into business. We are certainly responsible for having kept some of them in business by extension of credit and by encouraging them to purchase our wares. But whether or not we heed our responsibility from the standpoint of the good of the retailing industry, we cannot overlook our responsibility to ourselves. That responsibility is concerned with the fact that these merchants are the last line of defense between our products and the goods of other and more aggressive distributors who are competing for the consumer's dollar.

Objection has been raised to many plans for promoting the sale of fresh fruits and vegetables on the ground that a man has but one stomach; that he can eat just so much and no more. This theory presupposes a condition which a few minutes' investigation in any town, or in almost any home, will prove to be untrue. It assumed that your man with only one stomach is already eating all the fresh fruits and vegetables he can afford. Such is not the case and the question is: Who is getting the consumer's dollar?

A review of the chattel mortgage notices in the newspapers will prove the best answer to this question. Chattel mortgages to secure the purchase price of automobiles, diamonds, musical instruments, fur coats, mahogany furniture and other luxuries will show that the present day buying habits of the average citizen have become extravagant if not exotic. This tendency to hypothecate earning power, to mortgage the future for to-day's pleasure, is responsible in a large way for the troubles of the dealer in staple necessities.

Many retailers realize what is wrong, while the rank and file merely know that something is wrong, but haven't the faintest idea how to correct the evil. Our investigation indicated that a too liberal credit policy with customers of small earning capacity is responsible for the tendency of this class of citizens to over spend on luxuries and under spend on necessities. Storekeepers in the middle and lower classes tell us that credit is a necessity with them, that they couldn't do business without it, while the competition they complain most bitterly about, the chain store, does not extend one penny of credit to any customer.

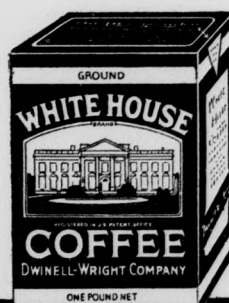
They tell us that they are frequently compelled to open charge accounts with some of their customers because of temporary financial stringency, lack of employment and the like, and that, when the buy-and-charge habit has been formed it is hard to break. If these customers get far in arrears, which they frequently do, and the store keeper either demands payment or cuts off the credit, they simply transfer their patronage to the chain store or some other competitor and pay cash for their purchases. The

WHITE HOUSE COFFEE

National Distribution for Over
40 Years

When you sell White House Coffee, you profit from a reputation that has grown through nearly half a century. Yet the acid test is the serving of White House Coffee in your own home. Try this test. Compare the aroma, the rich coffee taste, with any other brand of coffee. After drinking White House Coffee, yourself, you will push it all the harder among your trade.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

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

small independent retailer feels himself helpless against such conditions.

We believe that education as to the proper relationship between charge and cash business will do much to release the average retailer's frozen assets. We also believe that the timid merchant, who hesitates to offend a slow-pay customer by asking him to pay up, will have to learn that it is better to lose the customer now than to lose both customer, goods and capital later on. Many retailers need a lesson in hard heartedness.

Appearance of the store is an unfailing indication of its prosperity and the business ability of its proprietor. You will generally find the unmistakable signs of thrift and industry in the profitable establishment. Clean, well dressed windows; clean floors, counters, showcases and shelves; neatly arranged stock; attractive displays of the more quickly selling commodities; the absence of boxes, barrels and other empty containers; and, above all, a neat, cheerful and well-informed corps of helpers—all these indicate a store that is not only catering to a profitable trade, but giving pleasure to its owner. Such an establishment need not fear encroachment of the chain store.

Proprietors of these high-class establishments always seem to have time to listen to constructive suggestions. They ask questions and apparently are keen to try any ideas to improve the appearance of their stores or increase the volume of their sales. These men are members of the local grocers' association. They go to conventions, read trade papers and try in various ways to improve their merchandising ability.

The middle class merchant generally operates a middle class store from the standpoint of appearance. He washes his windows whenever he has the time, which is generally not very often. His place of business is usually too small for the size of his stock. His equipment is generally not of the best and his help is indifferent. Frequently, however, he occupies a position of respect and confidence and as such he is an important factor in the commercial life of his community. He is a type capable of improvement and, realizing his need, he is easily approached.

In our work we had nothing to sell and our only message was one of earnest, sincere desire to help. The first thing needed was to establish a feeling of open-minded interest on the part of the retailer; to convince him of the similarity of our needs and difficulties. The average retailer has, through one cause or another, come to look upon the wholesaler and even upon the manufacturer as an antagonist, if not an enemy. It is hard for him to see that, unless both wholesaler and retailer profit, there is something wrong with the whole scheme of distribution.

After overcoming this feeling of antagonism, we usually found the retailer willing to listen to suggestions as to (1) improving his display; (2) better location and accessibility of stock; (3) cleanliness of his windows, racks, cases or bins; (4) a reasonable margin as against prohibitive prices;

(5) the value of rapid turnover; (6) potential profits in the perishable food line; (7) systematic credits; (8) personal appearance and training of his help. Lastly, we endeavored to arouse his enthusiasm, to make him proud of his business, his store, his customers, himself and his employees.

In sections inhabited by the poorer classes, by unskilled laborers, drifters, foreigners, negroes and the like, we found store conditions at their worst. Here we found the installment evil and ruinous credits hand in hand. Practically everything offered for sale, aside from groceries and perishable foods, is offered on easy payments. The average wage earner has little trouble spending his income some weeks or months in advance of getting it. Naturally, the local grocers suffer, and feeling themselves helpless against the time payment evil, they seemed to have little incentive for improvement.

As to the unsightly condition of their stores, many retailers told us frankly that they dared not clean up, because their customers would be suspicious of them, thinking that they were either making too much money or getting too good for the neighborhood. That this is a false theory is proven by the fact that inhabitants of these sections will patronize spick-and-span chain stores and apparently object not at all to being waited on by clean and polite sales people.

It is difficult to foretell what can be accomplished with store keepers of this class, even with the most elaborate educational program, but it is certain that any improvement in the methods employed by middle class stores must result in a gradual transference of more and more business in their direction. Chain stores are attacking this class of trade as the most vulnerable point in independent retailing, and it seems to us the average middle class retailer stands a very good chance to share in it, if he will improve his facilities.

That the retail trade is willing to listen to suggestions and to co-operate in carrying them out was evidenced, not only by the friendly reception given us during the nearly 400 calls we made, but by the attendance at a meeting held under the joint auspices of the local jobbing trade and the retail grocers' association. One of the main purposes of this meeting was to demonstrate to the retailer that the jobber's chances for success are tied up with his own. The educational work thus launched was continued by the sales forces of the several jobbing houses with the result that an almost immediate improvement was noted in store conditions and in the relations between retailers and their jobbers.

Price cutting was a topic frequently referred to at meetings and in talks with individual grocers. Apparently there is a feeling that some compulsory method of price maintenance must be devised by legislation or otherwise or the retail business of the country will eventually gravitate into the hands of a few large selling organizations. The fact that chain store overhead averages as high as that of independent retailers and that price cutting is in-

dulged in by the chains for advertising advantages, rather than because of a desire to "split profits with the consumer," does not seem to mean much to the average store keeper, who feels that he must meet the chain's prices and perform extra services to boot. A point which will have to be gotten across to the retail trade is that price cutting is not the answer to the problem of competition.

We did not find serious price cutting with respect to fresh fruits and vegetables. In fact, we more frequently found these items loaded with unbearable margins. This overloading of perishables is the result of two things, namely: (1) a desire on the part of merchant to recoup his spoilage losses; (2) the necessity for an extra profit from his quick-moving items to make up for losses on some of his shelf-warmers and cut-price articles. That this practice is unfair both to the perishable commodities and to the consumer is not so important as the fact that it is injurious to the profits of the retailer himself.

We found some reflection of roadside buying habits of motorists, a number of merchants complaining that their best trade drives into the country during the summer and fall months, to purchase farm produce at the fence rail at prices often far in advance of local store prices, and that such buyers frequently accept products of a quality that would be rejected in the neighborhood store. We do not consider this phase of the retail distributing business a serious matter, except for the fact that it is evidence of lack of public confidence in our present retailing system. It is human nature to want to "buy from the manufacturer," no matter how much trouble and how much extra expense is involved, and the only way we can overcome this tendency is to make our service to the consumer so efficient and so attractive that he will not want to buy "a la fence rail."

Thus far we have covered the major difficulties of the retailing industry and have discussed in a general way our activities in getting at the bottom of conditions as they apply to a typical market. We have touched but lightly on methods for improvement, as it is our opinion that individual applications of the remedy or remedies will be found in each case. We wish to summarize our findings, however, and to itemize a few points wherein we believe that the wholesale industry is able to co-operate with the retailer in producing mutually prosperous trade conditions.

1. We found the retail trade in a depressed and somewhat hopeless frame of mind. It is divided into three strata; the first or upper class needing no help but glad to receive suggestions; the second or middle class needing help, but not knowing where to get it; and the third class badly in need of help, but more or less incapable and unwilling to accept it.

2. We found chain stores expanding at the apparent expense of independent retailers, while the rank and file of the independent trade is ill organized to combat this highly effi-

cient and well-financed method of retailing.

3. We found that the problem is not so much one of competition between retail grocer and retail grocer, as it is between food commodities and luxuries offered for sale on the installment plan.

4. We found credit condition in most small stores to be bad and the proprietors with little understanding of the principles of finance.

5. We found store conditions generally unsatisfactory as to cleanliness, condition and display of stock and other points affecting quick sale and reducing deterioration.

6. We found the trade as a whole eager to receive our suggestions and apparently willing to give them a trial.

While the above findings are based on information gathered in the survey of but one city, we believe that they are typical of conditions generally. We are convinced, therefore, that a remedy exists, and to that end we offer the following suggestions:

1. We suggest that the Advisory Board be authorized by the Association to organize a Dealers Service Bureau or Department capable of carrying on educational work of the nature described above.

2. That this service be at the disposal of members or groups of members of the Western Fruit Jobbers Association to promote better merchandising methods in the various markets where it is employed.

3. That the cost of organizing and training the necessary staff be absorbed by the Western Fruit Jobbers Association, but that the actual cost of work in each market be met by the trade in that market.

4. That the work of such Bureau or Department be expanded ultimately to include contacts with certain classes of consumers and those having influence upon the consuming and buying habits of the public, such as domestic science instructors, nurses, dietitians, women's club leaders, parent-teachers organizations and the like.

We believe that education, like charity, should begin at home, and that before attempting any national program of appeal to the consumer, we must put our own house in order. We believe that the experiment described above is the most constructive step that could have been taken in the direction of better merchandising of perishable foods and we ask you to give it careful consideration at this meeting.

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 00
Pelts.	
Lambs	50@75
Shearlings	10@25
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@30
Unwashed, rejects	@25
Unwashed, fine	@25

DRY GOODS

Michigan Retail Dry Goods Association.
President—H. J. Muhline—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.

Blouses Shown in New Models.

Some evidence is apparent of the return of the short-sleeved frock, with the result that many of the new blouses and vestees are being shown with only cap sleeves. Naturally, if this is any indication of the Summer styles, many women will not begrudge buying several blouses to go with their new three-piece Spring suits. For a blouse makes a big difference in the appearance and liking of a suit. Blouses are made in fabrics that will go well with the woolen skirts, and in their styling there will be little hesitancy, for the jumper idea seems to predominate.

Neck treatments are varied, the collar effects being mostly shown with long sleeves having mannish cuffs. The straight neckline copied from Vionnet, with either long or cap sleeves, is often finished with fagotting at sleeves, lower border and across the neck banding. Fine horizontal tucking takes the place of other trimming on the round or square neck models. When a more elaborate note is required there are several attractive blouses now being shown with finely pleated jabots that extend from the side of an open neck treatment that has a collar, or again this jabot idea is used with a Vionnet neck on the side in a cascade effect from the shoulder line.

Syles of Elders Adapted For Child.

The extent to which the styles in women's dress are copied in miniature for children is interesting and amusing. Belts are used in many of the new Spring models, even on frocks for very little girls. In a daytime dress which is suitable for one of six, or one of the age of ten or more, English broadcloth in China blue is made with a round neck yoke of white muslin, to which the dress is attached in box pleats with fagotting in blue silk. A narrow string belt tied at one side lifts the frock into a slightly bloused effect, and a band of white is added with fagotting around the bottom. Another model is shown in which the material, peach colored crepe de chine, is laid in small side pleats in front, with yoke and short sleeves of the crepe scalloped at the lower edge. The bottom of the frock is finished with a narrow band of blue crepe, and a string sash of the blue lifts the dress to blouse slightly about the hips.

Sweater Demand Irregular.

Manufacturers of sweaters who sell to the jobbing trade report irregular buying of the current season's lines, although some activity has been brought about by increased consumer purchases from retailers as the outdoor season approaches. Right now fancy numbers on the order of "crickets" are getting attention, especially in attractive small patterns in two-tone combinations in which heather figures to

quite some extent. Also for sports purposes there is a pretty fair movement of crew neck "pullover" in black and navy. Ribbed effects in heather mixture sport coats also are wanted in some quarters. For later delivery a fair movement of shaker sweaters of the better qualities is reported, with cardinal, navy and other staple shades leading.

Spring Trends in Stout Wear.

Firms specializing in stout wear are said to have been successful in their drive for business during the Spring and are credited with having absorbed a good share of the orders that ordinarily go to the producers of regular sizes. It was added that the variety of garments available in the specialty lines was probably greater than in any previous season, both in styles and fabrics used. The general range of materials and colors prevailing in regular sizes was made available with slenderizing effects and sturdiness, however, being featured. The price difference between the "stouts" and "regulars" was said to be smaller than in other seasons.

Girl's Party Dresses Active.

Current business in girls' and juniors' party frocks is being stimulated by the approach of the commencement season and by the demand for pastel colored "picture" frocks for use by attendants at weddings. The present style trend indicates a preference for "robes de style" developed in taffeta, and also for such novelties as printed organdies in floral patterns. The silk frocks are lavishly trimmed with net and with ruffles of the same materials, and the organdie dresses are set off with silk in pastel shades to match the colors in the prints. Tight bodices and very full skirts are the favored silhouettes.

Velvets Have Good Outlook.

The outlook for velvets for the Fall has been favorably commented on by a number of silk wholesalers. Much more comprehensive lines than last year have been prepared, with attention given to both staple and high novelty varieties. Velvet factors are watching with great interest the possible development of a strong vogue next Fall for coats of the material. Coat manufacturers have tried out the possibilities of these garments for Spring and results are said to be favorable enough to warrant their showing them in a larger way for the new season.

Orders For Men's Ties.

Business in men's neckwear continues to be largely confined to cut-silk merchandise. Foulards, mogadores and moires have all been well reordered. It is expected that the foulards and lighter-weight crepes will do well for the Summer. White grounds and bright-color combinations are still selling in volume, but the trend toward solid-color effects in moires and other silks has spread from the big cities to the smaller ones. Tie manufacturers are said to be placing good early orders for tie silks for Fall delivery.

Vestees Lead in Neckwear.

Although the demand for vests for wear with women's two-piece suits has passed its peak, vestees in designs suitable for use with dresses and sweater suits are being actively sought in this market, according to a bulletin from the United Neckwear League of America. Georgette models are liked most, they showing tucking and other tailored details. Crepes de chine are also proving acceptable in these lines. This Spring is also witnessing a revival of interest in organdie as a material for neckwear, particularly in the collar and cuff sets designed for wear with silk frocks.

Look For Big White Season.

Preparations of both wholesalers and retailers indicate confidence in a big "white season" directly ahead. Coat manufacturers are already showing new models featuring white or cream sports and dressy fabrics, and the belief is that the demand for this type of merchandise will surpass that of last year. The silk trade is showing wash silks and satins in white and ivory. These fabrics are intended not only for sports wear, but also for confirmation and graduation dresses, wedding gowns, party frocks, etc. In a number of important accessories the trend to white is also noticeable.

Men who succeed in your line of business have to know more about the business than was necessary a couple of decades ago. Do your best to keep at the head of the procession.

10 REASONS

Why You Should Sell

Duro Belle HAIR NETS

- 1 **STRENGTH**—every net is skillfully tied by hand with its famous duro knots.
- 2 **DURABILITY**—Does not easily tear—retains its original shape after being worn.
- 3 **SIZE**—A size that fits every head comfortably. Comes in cap and fringe styles.
- 4 **BOB SIZE**—A special small size net for bobbed heads.
- 5 **COLOR**—Perfect! Matches any shade of hair.
- 6 **FOR MODERN COIFFURES**—specially adapted for the latest modes.
- 7 **PROFITS**—greater for you because our discounts are liberal and turnover is rapid.
- 8 **SANITARY DOZEN PACKAGE**—an exclusive Duro Belle feature.
- 9 **FREE ADVERTISING**—an elaborate array of beautiful lithographs for store and windows.
- 10 **SERVICE**—Supplied direct by your jobber. Immediate shipments.

NATIONAL TRADING CO.

630 South Wabash Ave.,
Chicago, Ill.

Governor Place & 14th St.,
Long Island City, N. Y.

When a boy is old enough
to take pride in his appearance help to
encourage that spirit of pride by selling
him shirts that bespeak dependable
quality and good taste. Happylad
shirts are distinctively different. The
addition of this line will be a profitable
investment for your store.

Happylad Shirts

FOR THE BOY OF CHARACTER

A. KROLIK & CO., Inc.

Exclusive Michigan Distributor

DETROIT

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Grocer's Figures Fine—Do They Reflect Facts?

Written for the Tradesman.

The most reliable guide any business man can find is a successful manager in his own line. That is why I like to publish stories of good management.

A Southeastern grocer sends me a splendid statement and asks for suggestions, especially relative to margin earned—whether too high, too low or about right—and how his expenses look to me. He operates a self-serve store, no delivery; but he sells about half on credit, which is a variation from the usual. The statement is one of operation. It is complete for that purpose. I cannot tell, however, what he makes on his capital because he gives no data for that. Figures follow:

Total sales	-----	\$65,498.77
Merchandise bought	-----	54,859.54
Inventory first of year	-----	3,253.65
Inventory end of year	-----	2,282.50
Fixtures	-----	1,000.00
Cash on hand	-----	108.33
Accounts receivable	-----	1,557.36
Notes receivable	-----	415.00
Notes payable	-----	200.00
Bills payable	-----	1,640.34
Expenses		
Supplies	-----	\$ 459.73
Wages, self included	-----	4,463.00
Interest on indebtedness	-----	6.67
Taxes	-----	113.78
Property losses	-----	39.00
Bad debts	-----	165.26
Rent	-----	855.00
Insurance	-----	99.62
Repairs	-----	294.85
Automobile	-----	49.75
Water and lights	-----	54.56
Ice	-----	97.75
Advertising	-----	387.21
Office supplies	-----	55.03
Telephone	-----	38.30
Donations	-----	75.00
*Laundry	-----	25.00
New equipment	-----	294.48
Depreciation	-----	100.00

\$ 7,673.89

Inventory at sale ----- \$ 2,857.56

Inventory at cost ----- 2,282.50

Margin ----- 575.06

Let us begin at the finals: margin and expense. The spread of \$575.06 between inventory at sale and cost shows a margin of 20½ per cent. The expenses tabulated figure 11½ per cent., both within trifling fractions. So here is an apparent net profit of 8¼ per cent. That would be wonderful, if it could be true. Trouble is, it can not be true; for there is no such average net in the grocery business.

What, then, is the difficulty? This: that at inventory time there is always a light stock of bread, butter, cream, vegetables and fruits; very likely a light stock of sugar; perhaps a light stock of potatoes and many other items which run to huge volume in sales, but which are purchased weekly, daily, for immediate sale. Such

staples are handled on a margin of 8, 9, sometimes 10 per cent.; and because they run to large totals, those margins run down the average far below what the inventory spread would indicate.

In Findlay's store, for instance, our inventory spread was over 30 per cent., although the average spread was around 21 per cent. Without complete figures for at least two years, I cannot say whether this store is profitable or exactly tell what the average margin is; but I feel that this man makes money. I also feel that inventory margin of 20 per cent. may be correct for him, against my former 30 per cent., because of the difference in the plan of operation—mine having been a full service store.

I judge this business prosperous because of certain basic factors being apparently in line with the best practice. Advertising is just less than six tenths per cent.—perhaps half a cent too conservative. Rent is one and three-tenths per cent., about as right as it could be. Bad debts figure a fraction over one-quarter per cent., which is on the inside of good business. The tabulation runs so to detail that it indicates a mighty careful and exact knowledge, plus watchfulness. Sound practice would indicate interest charge on all the capital used, for reasons hitherto discussed. Interest thus charged can be credited to loss and gain after deduction of whatever is actually expended. Bad debts account should be charged with half per cent. and surplus carried forward. Both such items would then constitute additional safeguards against unforeseen contingencies.

The item of new equipment, \$294.48, does not belong in expenses. An allowance of ten to twenty per cent.—depending on its character—should be covered into depreciation annually. Yet such extreme conservatism is not always wrong—better than being too liberal. In this case, this item takes the place of omissions I indicate, so the total is probably about right anyway and the less than 12 per cent. expense is certainly creditable.

Unless my friend wishes to say what other specific things he wants to discuss, I believe I have said all I can say usefully—that he apparently knows rather accurately where he is going and is headed right. May he continue to prosper.

Recently I quoted a grocer's advertisement in which he told his customers some of the things he did for them. The secret is to tell what you do, carefully avoiding any mention or hint of anything anybody else does not do.

An automobile stored over night in a small town garage had on the steering wheel in the morning a card on which was printed this:

"Good morning, or howdy free: your windshield has been cleaned. Your radiator has been filled. Your tires need no attention. Your gas tank is three-fourths full. Your engine oil is full. Your fan belt is O.K." Followed a suggestion of what might be done for what charges. Then: "Free. Ask us to look at your transmission and

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

Mix Pleasure with Business at the Convention

Omaha . . . the place! June 20th to 23rd . . . the time!
Also, a good time, chockful of good fun, good fellows, and lots of good ideas to take back to your own business!

Don't miss the annual convention of the National Association of Retail Grocers. Come over . . . help put it over! Ask your local secretary or your Fleischmann man.

THE FLEISCHMANN COMPANY
Fleischmann's Yeast Service

Don't Say Bread

— Say

HOLSUM

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE
MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

MEAT DEALER

Utilization of Fat.

Considerable fat results from cooking, and if this fat is wisely used the meat bill is proportionately reduced and the feeling that something has been wasted is kept out of the mind. Beef fats and those from lamb and mutton when used alone are apt to be less satisfactory than those which are normally more soft, such as lard and the oils either in their natural state or stiffened by added hydrogen.

Beef, lamb and mutton fat will adhere to the roof of the mouth if added to certain kinds of food or if used in cooking vegetables. This disadvantage may be removed by mixing them with lard or oil. As shortening products they are excellent and they do not burn at high temperatures that render lard useless for further cooking. This is an excellent point in their favor if deep frying is to be done.

The flavor of mutton or lamb may be somewhat pronounced and it may be used for modifying these flavors. Mix two parts of lamb or mutton suet with one part of leaf or other pork fat. Grind the mixture fine and heat in a double boiler with about half its weight of whole milk. By this method the fat is quickly released from the tissues and when strained and allowed to cool forms a cake on the surface of the liquid. The fat possesses little of the characteristic lamb or mutton flavor.

When fat from lamb or mutton, as well as beef, is used to make cream gravy, both the texture and the flavor of the gravy will be better if the flour is browned in the hot fat before adding water. In this connection it might be pointed out that it is not well to use too much fat. If there is considerable fat in the pan it is better to pour off some before adding to the flour so the gravy will not be too rich or greasy.

The rendering of fats in a big commercial way is not materially different in principle from simple methods employed in homes. When water or steam is added in packing houses this is removed by drawing it off from the bottom, or by drawing the hot fat off, leaving the other liquids to be drawn off later. This is possible because the hot fat floats on water after time has been allowed for settling. This plan may be used in the home through the use of a decanter of sufficient size, made of glass that withstands intense heat. By a careful pouring process the melted fat is almost entirely removed and will be found clear and good.

The Meat Dealers' Daily Dozen.

1. Arms outstretched to meet customers and make them feel that in your store they can get what they want.

And at a fair price.

2. Bend leg muscles to show customers foods they are interested in, for many times a satisfied eye springs the pocketbook open.

And they return again—and again.

3. Hands behind back when weighing

ing food, for many humans have eagle eyes.

And heavy hands belong to the Dark Ages.

4. Rise lightly on tip-toes to hand out samples of ready-to-serve meats over counter to skeptical customer.

Because summer housewives are not crazy to cook over hot stoves.

5. Hands on hips as you listen patiently to neighborhood gossip.

Shrug shoulders as you answer, with mouth closed.

6. Inhale deeply as you breathe fresh, pure air of your store with all meats under refrigeration.

And cheeses under glass.

7. Run lightly to open door for customer with many bundles leaving your store.

For this saves a delivery expense.

8. Parry a grouch with a smile, for it causes the cleaver to descend oftener.

And the packer salesman to make extra visits.

9. Buy right or you'll get left.

For all losses are not over your counters.

10. Lay down rules for clerks.

And live up to them yourself.

11. Raise right leg to angle of 45 degrees on dead-beat trade and thumbs down.

For an impostor is more to be dreaded than the shrinkage of meat.

12. Exhale your business success to your family.

But keep your troubles to yourself. Selah.

John C. Cutting.

Fillets of Fish Universally Used.

Market reports the past week speak of the tremendous advance that has been made in the practice of marketing fish by way of fillets either in vegetable parchment wrappings or in tin or box containers in bulk. That there must be waste incident to this method of marketing stock the meat trade is fully aware. Boning, trimming, discarding of much sound material, is necessitated. Not for a moment could meat packers consider such a project otherwise than for fancy cuts; but, nevertheless, it appears to suit the fish trade fairly well. These individual fillets passed over the counter direct to the housewife cause no muss or litter in meat and grocery markets. They can be further processed by use of small pastry cutters, and so forth. Brine covered as they are it is possible to keep them for some time in a cool atmosphere, and they create no unpleasant odors around the house. Naturally fillets cost more, but considering their many conveniences it is not surprising to learn that they are in ever-increasing demand wherever fish is being marketed at retail.

Holland—C. J. Lawrence & Bro., Inc., has been incorporated to manufacture paper boxes and containers, toys and novelties, with an authorized capital stock of \$50,000 preferred and 2,000 shares at \$100 per share, of which amount 10 shares has been subscribed and \$1,000 paid in in cash.

Uncle Jake says—



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

K. V. P. DELICATESSEN

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

KALAMAZOO VEGETABLE PARCHMENT CO., KALAMAZOO MICH., U. S. A.

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of *PINE TREE Brand*

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

WORDEN GROCER COMPANY
The Prompt Shippers

A Big Winner

QUAKER COFFEE
HOT FROM THE POT
SATISFIES

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Makes Customers Repeat

WORDEN GROCER COMPANY
Wholesalers for Fifty-seven Years
OTTAWA at WESTON GRAND RAPIDS
THE MICHIGAN TRUST COMPANY, Receiver

HARDWARE

Michigan Retail Hardware Association.
President—C. L. Glasgow, Nashville.
Vice-Pres.—Herman Dignan, Owosso.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Catering To the Kitchen Shower Trade.

Written for the Tradesman.

In the hardware store, there are timely lines which are in season only for a limited period each year, and hence must be pushed for all they are worth during that limited period. But there are other lines which, while especially timely at certain seasons of the year, are saleable all the year round.

In the hardware calendar, June is inevitably associated with the wedding gift trade. In recent years the average hardware store has catered more and more to the demand for wedding gifts. The tendency steadily growing, to purchase "practical" and "useful" gifts, has helped this. And it is eminently in order for the hardware dealer to give his wedding gift lines, during June, an especial degree of window display and newspaper publicity.

The wedding gift trade, however, isn't by any means confined to this one month of June. Weddings occur at all times of the year; and wedding gifts are always saleable.

The reason for especially featuring these lines in June is that June is generally recognized as the month of brides; more weddings take place then than in any other month; the public mind is especially interested in the subject at that particular time; and consequently the hardware dealer with his gift displays and gift talks, is appealing to a very receptive audience. June is the "psychological moment" to push your gift lines.

But if the first June wedding occurs on June 1, the first of June will be a little late to appeal to this trade. It is consequently good business for the hardware dealer to put on his first gift display in the latter part of May. It is a safe rule to display and advertise a little in advance of the actual selling season.

Another fact is worth remembering. In these days, every wedding is preceded by one or more "showers"—little social affairs to which the more distant friends of the prospective bride and groom are invited and to which they bring the less expensive class of gifts. Some maid or matron invites her immediate circle of friends to a little party in honor of the bride. Each person invited brings some small gift of a specified sort.

Thus there are linen showers, where all the gifts are of linen; handkerchief showers; china or crockery showers. The hardware dealer, however, is particularly interested in kitchen showers, where the gifts are some of the smaller kitchen utensils.

These "showers" usually take place in the month or six weeks preceding the wedding. Sometimes they come earlier. If June is the month of weddings, May is the month of showers; and this month is just the right time

to make the strongest appeal to this class of trade.

The hardware dealer might very well make his initial appeal to the "shower trade" quite early in May.

There are three or four dependable methods of reaching this class of trade. One of these is window display. Another is newspaper advertising. A third is the circular letter. But the fourth and in many ways the best is by intelligent personal solicitation.

Right now, or within the next two weeks, it will be good business to put on a "shower display."

Some things should in this connection be kept in mind. There are certain well recognized forms of "showers"—the tinware shower, the enamelware shower, the woodenware shower, or the more general kitchen shower. These events will inevitably be put on.

But the average young lady or matron who undertakes a shower for the prospective bride will quite often be anxious for new ideas. Perhaps someone else has already put on the "kitchen shower" for this particular bride. Here is where the hardware dealer's interest and ingenuity will help him to develop business.

One hardware dealer in such a case said, "Why not an aluminum shower?"

That was rather a new idea. The larger aluminum articles are, of course, rather expensive for "shower" purchases. But there are numerous small articles in aluminum very suitable for such an occasion. The hardware store carries most of them.

Another suggestion is an electrical shower, devoted to electric irons, toasters, and other handy devices of the less expensive sort. An enamelware or tinware shower is less novel, but can be suggested. And it will pay the dealer to look over his stock, and thoroughly canvass the possibilities. The ability to make intelligent and helpful suggestions will help materially to develop business.

In your display you should aim, not merely to stress the suggestion of a "shower" but to suggest some of these new possibilities. Your display can be helped out by bright show cards: "Showers for the June bride." "May showers for June Brides." "Why not an electric shower?" "An aluminum shower will please." "Don't forget the kitchen shower."

In your window display, show as wide as possible a range of goods. The acceptability of your aluminum shower suggestion, for instance, will depend on your ability to sell low-priced aluminum articles in so wide a variety as to avoid needless duplications. Show the public what you can furnish for shower purposes in any one line—keeping always in mind the fact that, for showers, low priced gifts are usually the rule.

If you can inject into your display some striking or novel effect, suggestive of June brides or otherwise appropriate to the occasion, so much the better. One hardware dealer took a couple of large hoops, bound them about with wire and cheesecloth, and covered the whole with gift paper. The resulting product looked enough like a gold wedding ring to suit the dis-

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

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Automobile Accessories
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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 NESCO STOVES

Nesco dealers are increasing their sales because they offer the housewife the combination she demands—*quality merchandise at an attractive price.*

The new 1927. The greatest of range value on the market. Built-in oven, right or left, with thermometer. White porcelain surfaces.

Foster, Stevens & Co.
Founded 1837

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

play. Inside this ring he stood a miniature bridal couple, with wedding veil, orange blossoms, bouquet, etc., complete.

Another dealer secured the dummy figure of a bride, holding over her head a huge parasol. Over this, suspended by invisible wires from the top of the window, dangled a wide variety of "shower" gifts. Others were sprinkled about the floor of the window. Orange blossoms, a bridal bouquet and real rice were further realistic accessories. The accompanying slogan asked, "What about that kitchen shower?"

Where dummy figures and elaborate effects are too difficult, it is still possible to introduce into the window a lot of helpful accessories. For instance, the dealer can get hold of magazine pictures, covers, etc., showing June brides, bridal parties, and the like. These can be bulletined in the window or pasted on show cards. Accessories such as these help to make your display of goods very much more effective.

The dealer who has earned the reputation of making helpful suggestions to his customers will have a distinct advantage in catering to this class of trade. For instance one dealer suggested an electrical shower. "But electrical goods are expensive, aren't they?" challenged the prospective hostess. "That," said the dealer, "is one reason why your electrical shower will be a novelty. But we have a lot of little articles that do not run into very much money." He instanced a number of smaller articles. "Then," he added, "why can't two or three of your guests club together and buy something more expensive? Individually it won't cost them any more, and it will make the shower very much worth while."

Another dealer has rather specialized in this class of trade. He keeps a scrap book in which are pasted suggestions, clipped from the household magazines and the newspaper, regarding showers of one sort and another. The material includes menus, games, decorations, gift suggestions, and the like. The dealer has been collecting this material for some years; and the prospective hostess who doesn't know just what sort of shower to put on or how to make her arrangements will find a mine of suggestions in the handy scrap book.

Pretty nearly every young woman in town knows of the existence of that helpful scrap book; and of the further fact that one of the salesmen in that particular hardware store has given a close study to the matter and stands ready to make helpful suggestions to all comers. There is no obligation to buy anything at the store. That fact is stressed. But the free service given helps to attract business. Anyone thinking of putting on a shower for the June or any other bride thinks almost automatically of that store. The hostess can, with the aid of the well-posted salesman and the scrap book, work up the entire program for her shower in an hour or less, instead of spending days on the job. Naturally, the helpful store gets the preference.

If the store can provide some method of avoiding duplication in "shower" gifts, that fact is also helpful in attracting trade. Some dealers put forth considerable effort to prevent duplication of actual wedding gifts. One dealer who tries to do the same thing with his shower trade has evolved a comparatively simple system. He has a mimeographed list of shower gifts in the various lines. At the top of a list he will write the name of either the hostess or the prospective bride. As a rule, a young person buying a gift of this sort volunteers what event it is for. It is an easy matter for the salesman to glance through the list, check off the article—and, when a similar article is asked for by another guest, to state that it is already provided by someone else, and to suggest some suitable alternative. What this merchant does to prevent duplication is widely known; and the tendency is for trade to gravitate to his store in order to avoid duplication.

Of course almost any dealer will readily exchange an article where there is duplication. But there is little difference in the amount of work involved; and where the list is kept and checked off it has a certain advantage in attracting trade.

Coincident with your window display, it may be worth while to do some newspaper advertising. If you change your "copy" every other day, your advertising program might include two "shower" advertisements, one early in May and another about the middle of the month; with a wedding gift advertisement toward the end of May, and another about the middle of June. Or the second shower advertisement and the first wedding gift advertisement can be combined.

Circulars can be used if you have an intelligently compiled mailing list. Here, personal work on the part of your clerks is helpful. Particularly your younger clerks; for it is these who are in touch most intimately with happenings among the younger people of the community.

One hardware store some years ago had a bookkeeper who, at first glance, seemed a positive blight. She was quick and clever but with a strong propensity to linger and gossip with everyone. She went to all sorts of parties and quite often brought a headache to work with her at a somewhat late hour in the morning.

But she brought in, as a result of her gossip, a lot of helpful information. She brought in longer and more accurate prospect lists in various lines than the men clerks could secure. Among other things, she had advance information of practically every wedding. She turned this over to the boss. He would say:

"Miss Brown going to be married, eh? Well, what's her address? Now, who are her most intimate girl friends—or young married women friends? Which of these are the most likely to give showers for her? When is the wedding? Who will likely be invited? And to one set of friends of the prospective bride the dealer mailed "Suggestions for Showers;" to another list he mailed wedding gift suggestions.

It is worth while to encourage the younger members of your staff to be alert for such information and to turn it in promptly. Train them to be constantly on the lookout for news of this sort, which spells business opportunities for the store.

Your shower campaign in May will, of course, pave the way to your wedding gift campaign in June. This in turn leads to a "follow up" of the newly married couples who remain in your community; for every such home represents a receptive prospect for the hardware dealer. Victor Lauriston.

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

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Write for our FREE BOOK

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HART BRAND CHOICE OF THE LAND



Look for the Red Heart
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The Food of the Future
CHEESE of All Kinds
ALPHA BUTTER
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BEST FOODS Mayonaise Shortening
HONEY—Horse Radish
OTHER SPECIALTIES
Quality-Service-Cooperation

COMMERCIAL TRAVELER

Verbeck Pays Tribute to Genius of the Mormons.

Salt Lake City, April 10—The Western Pacific Railroad, operating between San Francisco and Salt Lake, unfolds to its patrons some of the choicest scenery it was my privilege to view on my entire trip. It is of recent construction and has much to accomplish before its roadbed and equipment reach the efficiency of the older lines, but nature has provided it with the Grand Canyon of the Feather River in passing across the Sierra Nevada mountain range, and the effort expended in making the passage is worth while.

Ranging from sea level at San Francisco to 5,907 feet at Flower Lake Pass, in Eastern Nevada, and covering the thousand miles of peak, plateau, canyon and valley, separating the wonderful inland sea and the dazzling Pacific, its flight is notable. Its rails are the only thoroughfare to the West's greatest phenomenon, next to the Great Salt Lake—the great salt beds.

The route from San Francisco, after leaving Marysville, through Sacramento to Stockton, gives glimpses of the extensive bay and river traffic of the lower Feather, the Sacramento and the San Joaquin rivers, and displays the immense truck garden system of the famous delta region—America's Nile.

The Grand Canyon of the Feather River supplies the long trail by which the Western Pacific gradually ascends and descends the Divide. It starts in at the city of Oroville at the Coast end and continues to Portola, a distance of something over a hundred miles. In places, as in the Red Gorge, below Keddie, and the tremendous gorges of the Merlin and Cresta localities, the canyon is a chasm; in other places it widens out into gentler aspects. The railroad also changes its course, from the stream's edge to the canyon walls a thousand feet above the boiling current. But ever the blue misted high Sierras hedge about, emerald clad to their summits, and the air is sweet with the perfume of flowers and shrubs.

The Canyon of the Feather was the scene of the earliest placer workings in California. The sluices and excavations are still in evidence. Some of them are in actual operation at this time, although small in comparison with the days of '49. Some of the railroad station names date back to camps of over a half century ago. Then the pass was available only to the most hardy pioneer. Now you view them from the window of the Pullman. The old trails are still in evidence, but paralleling same, either above or below, you will discover busses and automobiles being propelled over modern highways.

The altitudes vary from 202 feet at Oroville to 3,223 at Keddie and 4,832 at Portola. Along the gorge are numerous resorts, cottages and camps. Power plants supply electric voltage to San Francisco and other coast cities, the fall being so great the water of the stream is used over and over again. Surrounding peaks rise to the altitude of 8,000 feet.

After leaving Winnemucca, Nevada, the rails spread over one of the most desolate stretches ever known to the traveler. For scores of miles you pass through regions where rainfall has never been heard of, where wells and water deposits are unknown. Sage brush has a hard job to keep in existence and jack rabbits and prairie dogs are unknown. Water for use on locomotives has to be hauled by rail in tank cars.

But it is all solemn and grand. No towns or habitations except an occasional abode of section men. All is endless solitude. There is no grade,

just an endless level plateau and the atmosphere clear and crisp.

For at least thirty miles, the road bed is laid on white, solid salt from one to fifteen feet thick and extending for miles on either side. Here you will find the dredges of the Morton Salt Co. actually scooping up the saline crystal, 98 per cent. pure.

After traveling the salt beds you approach a trestle crossing the Southern edge of Great Salt Lake for a dozen miles or so and then Salt Lake City.

Salt Lake City was founded by a band of Mormon pioneers from the State of Illinois, in 1847. When the pioneer leader, Brigham Young, declared "This is the place," the weary and footsore pilgrims were almost discouraged but with unparalleled faith and devotion they pitched their camp built a fort for protection from the Indians, and commenced on the very day of their arrival to build a city. It is claimed that on the very day of their arrival they turned the waters of a mountain stream over the sun baked soil and began plowing. The first Sunday was spent in thanksgiving and prayer and the work of exploring the valley quickly followed. A site of ten acres was selected for the temple and work of constructing same began immediately.

There can be no doubt but what these pioneers labored under great difficulties, but they certainly built well. Absolutely isolated from any form of outer civilization or any means of communication, they were compelled to create for themselves any advantages their location did not provide. Laying aside all feeling of religious prejudice one cannot but admire the sturdy heroism of the men and women who laid the foundation of the present city under adverse physical conditions probably without parallel in American history.

The winters were severe, fuel scarce and food was procured only through the occasional capture of the habitat of that region. Within a short time, however, the desert began to teem with food providing vegetation and small farms, averaging about ten acres each, were assigned to the colonists.

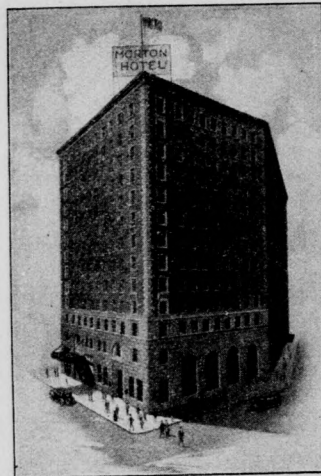
Their efforts bore fruit, a city began to raise itself above the barren plains, and to-day a magnificent monument commemorative of their efforts is evidenced by beautiful Salt Lake City.

Approximately, Salt Lake City and its suburbs has a population of 150,000. The total length of its beautiful streets is 478 miles. The standard width of its streets is 132 feet. Its standard blocks cover about ten acres. With the single exception of Washington, D. C., no other city in the entire world equals these and, as a rule, on both sides a constant stream of pure water flows, a sanitary provision unknown in any other city I ever visited.

Most of the streets are paved, and its street car system is unexcelled. These streets were all laid out by the original Mormon colony, and diverge from the tabernacle, well known in history.

This enormous auditorium, elliptic in shape, seats comfortably 8,000 people. It is 250 feet long, by 150 feet wide and is 80 feet in height. The self supporting wooden roof is a remarkable feat of engineering. It rests upon pillars of red sandstone which stand from 10 to 12 feet apart in the whole circumference of the building. The pillars support wooden arches, ten feet in thickness and spanning 150 feet without other details. These arches are of lattice construction, all put together with wooden pins, there being no nails or iron whatever used in the frame work. The building was started in 1863 and finished in 1870. Its original cost was about \$300,000.

At the West end of the tabernacle is the great organ originally constructed over fifty years ago. It is world renowned on account of the purity of its tones. Especially notable among



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E. S. RICHARDSON, Proprietor

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WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

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.

its pipes is the large open 30 foot diapason. Many of the pipes were built in pioneer days, but the organ has been equipped from time to time with modern improvements. Every day of the week, except Sunday, a concert, free to all, is given to all who desire to attend, but you must enter before 12 o'clock or else "sit on the fence."

The Mormon Temple is always the great attraction for tourists. It is 186 feet long, 99 feet wide and its central tower rises to a height of 222 feet. Its construction was begun in 1856, the rock being hauled from the quarries, twenty miles away, by ox teams. After nearly forty years of hard labor it was finally completed in 1893, at a cost of over \$4,000,000.

At the corner of Temple Square, head of Main street, is the bronze monument erected to the memory of Brigham Young. It is much admired by visitors of artistic temperament and weighs 120 tons exclusive of its foundation, which is of granite.

A building, exceeding in cost the sum of one million dollars, near at hand, is used by the various offices of the Deseret (Mormon) organization. It is sightly and its exterior is designed in the highest type of architecture.

The Eagle Gate, a historical place of interest, formerly the entrance to the residential grounds of Brigham Young, is of hand wrought construction and interesting. Within the enclosure formerly guarded by a wall and this gate are the Beehive and Lion houses which in the days when polygamy was rampant housed the somewhat numerous family of the so-called saint, and within a short distance therefrom is the unmarked grave of Brigham Young, surrounded by a river enclosure, and graves of numerous departed help-mates and other relatives. That his final resting place is unmarked is said to be in accordance with his own request.

The Utah State capitol, overlooking the city from an eminence North therefrom, is a sightly affair, costing some \$3,000,000, which it is claimed was constructed without the slightest evidence of graft of any kind, which is, to be sure, quite noteworthy.

Let no one get an idea that there is anything wrong with Salt Lake, or the Mormon residents who are very much in the majority. Its administration has been wonderfully free from abuses of every description and without any form of dissatisfaction or disorder.

Polygamy as practiced by some of the devotees of the Mormon creed, in its early days, was never any part of its doctrines. It was a mistaken practice, no doubt, but was corrected upon the entrance of Utah to statehood and is now a forgotten topic.

Salt Lake City is an industrial and commercial center and draws its support from a territory reaching out for hundreds of miles in every direction, which area is equal to the British Isles and France combined; it has wonderful railroad facilities and highways of the highest type reach out over dale and mountain.

It is tributary to a mining district which is still a source of much profit, and has the advantages derived from an intensive production of sugar beets. With the aid of irrigation there is no longer any gamble in the question of production. Given a certain amount of water, fertilizer and cultivation, you are sure to be there with satisfactory results.

Its business streets are lined with beautiful and imposing structures, its stores are busy marts, and you will find the usual congestion that is noticeable in other cities of its class, with the exception that there is plenty of parking space for its automobiles.

It is quite noticeably a city of homes. There are very few apartment buildings. The early residents as well as those of to-day were home builders, and passing through its wide streets in every part of the city you will find palatial residences, as well as modest,

comfortable homes, side by side. The claim is made that the number of people owning homes is larger in Salt Lake City than in any city of similar size in America. But what made the city beautiful from its inception was its streets, broad sidewalks and lawns intervening between sidewalks and houses. All the homes of the earlier days were fenced, but in such a manner that the passerby was able to enjoy the flower gardens, shrubbery and orchards. Many of the streets have become parks, for in the middle of the blocks many of the thoroughfares have parks and flower gardens.

Much building of business blocks is going on everywhere, structures which would do credit to any metropolitan city.

The city of Salt Lake is in the heart of the Great American Desert we used to read about in our geographies as school children, and yet it is now the common pride of the Mormon and Gentile and is a monument to their wisdom and hearty co-operation in any movement to promote municipal prosperity.

Saltair is the great resort on Great Salt Lake, a few miles away, and easily reached by various methods of transportation. While it is not a very busy place at this time of year I can imagine that in the season it is a busy place. Bathing in Salt Lake is absolutely devoid of the element of risk, the specific gravity of the water being so great that one cannot sink, and a plunge therein is pronounced to be exceedingly refreshing.

Among the interesting points adjacent to Salt Lake City are numerous canyons which afford ample opportunities for summer homes, and the rugged mountain scenery makes it attractive to nature lovers.

Fort Douglas, one of the most beautiful and largest military reservations in the United States is here located and is the scene of much social activity. It is 700 feet above the city.

Its water works system, supplied by mountain streams, has a capacity equal to the demands of a city twice its size, and supplies electricity for the operation of its street railroad, which has more than 150 miles of trackage, with a most excellent equipment and service.

A mean temperature of 51½ degrees prevails here; the high extreme being 98 and the lowest at zero, and they claim 71 per cent. sunshine.

Next to the sugar industry, which I have spoken of, is mining, when measured from the standpoint of production. The nearest important mining districts are Bingham, Tintic and Park City, really suburbs of the great city. It is claimed that Bingham is today the greatest of all known mining camps. In one mine alone she has 225 acres of ground with copper ore developed over the whole area. There is said to be 360,000,000 tons of ore developed, so that at the present rate, say 30,000 tons per day the life of the mine will be at least thirty-five years. With this vast amount of shipping ore, there is associated the crushing of waste rock for highway building. The steam shovels of this mine are moving daily more material than the greatest amount ever handled by the Panama Canal. To mine, transport and treat these ores requires the services of 10,000 men. Tintic has a record of producing \$200,000,000 since its opening. Park City has been ranked for years as one of the Nation's great silver mining camps.

Within a short distance of Salt Lake City are important coal mines which are turning out annually millions of tons of a very excellent grade of bituminous coal, which supplies the Rocky Mountain region.

The salt industry would reach prodigious heights in importance were it not that the railroads hold it down to a minimum by the application of prohibitive rates.

When it comes to absolutely criminal waste of energy the Western Pacific Railroad easily supplies the "horrible example." The passenger train on which I made my trip from San Francisco to Salt Lake City was made up of passenger coaches and six sleepers. The total train occupancy was eleven passengers. One Pullman, it was claimed by train employees, would accommodate demands for sleeping accommodations at almost any season of the year, and yet the locomotives of this system labor over hundreds of miles of steep grades to haul these empty cars, just because each road diverging from Denver must have an individual sleeper over this particular line of travel. Secretary Hoover, in his very laudable effort to standardize industries of the country on an economical basis, should begin on this unpardonable waste. Denver is the natural terminal, with ample facilities for transferring passengers and an enormous saving could be made for the railroads, and finally the paying public, if one, or not more than two Pullmans were employed in this service, the passengers to be turned over to connecting lines at terminals with a minimum of inconvenience.

It is such railroad administration as this which is making it necessary for the public to pay excessive rates for transportation. That I am not alone in making this observation, I attach extracts from an editorial of Arthur Brisbane, along a similar view:

"Railroad men, doing their best to help stockholders, as they are bound to do, have concentrated on getting increased passenger fares and freight rates from the public authorities, and that has seemed good business. The time is not far off when good business will consist in finding a way to carry passengers and freight for less and thereby making more money."

"For instance, the train on which this is written, bound East from the Pacific, traveling now 7,000 feet in the air over the border of Arizona to New Mexico, is on as well managed a road as there is anywhere in America. It must be profitable, as its stock is well up in the market."

"The danger to the railroads is a small, ridiculous looking thing on four wheels running along the highway, paralleling the railroad on a 'right of way' that costs the motor omnibus and motor truck nothing but the price of their license. Every day four motor busses leave Los Angeles carrying passengers to Chicago. That doesn't amount to much, but each bus is in reality carrying more passengers than there are on this magnificent limited express train with its expensive equipment. And the bus 'overhead' is just the wages of one man to drive and another to relieve him. It is claimed by the railroads that busses are uncomfortable and cannot successfully compete with an express train, but in the language of Grover Cleveland, 'it is a fact, not a theory, which confronts us,' and what will it result in when passengers are carried, as they soon will be by flying machines?"

"And what about freight hauling by truck? On the Mojave Desert, farmers buying agricultural machinery from Los Angeles, hundreds of miles away, do not ask the railroad company to carry it. The farmer calls up the dealer and the freight motor truck delivers the particular machine which he requires right in his farmyard, at a cost of but a trifle more than the railroad, and he gets it the next day, without being compelled to wait a week and being stalled by the depot agent."

Nearly a decade after the cessation of hostilities, the railroads are still collecting a so-called "war tax" and in a constant struggle to get even higher rates. The bus man is satisfied with what one might call an equitable charge for services he renders, promptly and satisfactorily, and makes money

sufficient to keep up the quality of his equipment and purchase new ones.

And our government abets the suicide policies of the rail transportation companies. Frank S. Verbeck.

Helium, being noninflammable, is being used to inflate toy balloons and thus make nursery airways safer.

FOR SALE—Up-to-date thirty room hotel. Steam heated. Only hotel. County seat. Enquire of McCall Bros., Ithaca, Mich.

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 Rooms with Bath \$2.50 and \$3



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS
Division and Fulton

RATES

\$1.50 up without bath
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION



The PANTLIND HOTEL

The center of Social and Business Activities in Grand Rapids.

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

750 rooms — Rates \$2.50 and up with bath.

DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.
Coming Examinations—Detroit, June 21, 22 and 23; Marquette, Aug. 16, 17 and 18.

Most Essential Ingredients Used in Perfumery.

The source of musk has been attributed to every kind of an animal known under the name of musk, as musk-rat, musk-ox and musk anything else, but the musk used in perfumery is obtained from only one source, namely the musk-deer. This is considered the best. The deer from which this grade of musk is obtained is an active, graceful animal somewhat resembling a roebuck and inhabits the mountainous regions of Tibet. Its movements are remarkably quick and light, the limbs being long and slender but have become modified by the animals' habits so that the hinder ones are somewhat stouter. The average deer measures 2 feet 3 inches in height at the shoulders and 2 feet 9 inches from the sole of the hoof to the top of the haunch. The hoofs are narrow, long and pointed and the lateral pair are exceedingly large, assuring the animal a firm grip on the slopes and slippery rocks where it makes its home. They have no antlers and the ears somewhat resemble those of a hare. The most peculiar characteristic is their canine teeth which project from the upper jaw sometimes as much as three inches. The animal when pursued usually seeks a high altitude where it is almost impossible for man to follow. They very seldom travel in herds but wander alone in pairs. During the day they lie concealed in a "form" similar to that of a hare, only issuing forth to feed in the evening and early morning.

The special gland from which the musk is obtained is a small hairy sack about the size of a tangerine, lying beneath the skin of the abdomen. This sack, or pod as it is called, has a narrow tubular orifice. The secretion of musk accumulates until the pod is full, usually being discharged by a compressor muscle when the animal is frightened. The musk while in the pod of a living animal is of a viscid consistency, hardens when dried and becomes dark, granular, soft and more pleasant in smell. This pod is cut out together with a small portion of the skin and tied up until it hardens. When sufficient pods have been collected they are sold to dealers and in turn shipped to Europe. The amount of musk contained in these pods and the odor depends very greatly upon the age and health of the animal. In the young the pod is quite empty and in the old it contains a little musk and that of a poor quality. Musk seems to be secreted in the largest quantities during the rutting season and it is then most powerful. The musk of the deer inhabiting Tibet and China is more powerful than that of Siberia. The odor of this species of musk (Tonquin) is so powerful that the hunters themselves can hardly endure it and when fresh and in large quantities it pro-

duces violent effects on the nervous system. Inhalation often seriously affects the eyes and ears. One of the most interesting and important properties of musk is the power of imparting an odor to everything with which it becomes in contact. Its taste is bitter, acrid and somewhat astringent. As noted above the smell is extraordinarily lasting and diffusible. In fact one part of the musk is said to be able to impart its odor to some 3,000 parts of any inodorous powder. The exact source of this odor is unknown but it is supposed to arise from some slow putrefaction of the grain. It has a strong ammoniacal smell especially noticeable in that which is kept in closed space for some time.

There have been many attempts to manufacture musk synthetically. There are many musk products in the market at the present time but "natural musk" still holds its value as a base with the leading perfume houses throughout the world.

Turn Over Your Stock.

There is more money in turning your stock five times a year at a net profit of 25 per cent. than in turning over the same stock twice a year at a net profit of 50 per cent.

It has been figured out that if the cost of doing business is 20 per cent. to the druggist, every sale on which he makes a gross profit of less than 20 per cent. means an actual loss to him. This theory is all right and is practiced to a certain extent, but the matter of turning over the stock must be considered at the same time.

For instance, an article costs 2½ cents a package, and, selling at 5 cents shows a profit of 50 per cent. Selling three packages for 10 cents, costing 7½ cents, pays a gross profit of only 25 per cent., but on the other hand, the profit in money on each transaction is 2½ cents.

If your cost of doing business is now 25 per cent. on your gross sales and you increase the volume of your business to double or treble the amount with the same cost, the same clerk hire, the same interest on investment, the same rent, and the same store costs throughout, of course, you naturally reduce the cost of doing business as far as percentage on the gross results are concerned, and, of course, you increase your profit, even though the percentage on each sale is lessened.

Another illustration: Buy a gross of \$1 articles at \$96 to save 5 per cent. on gross quantity. Take the same article and buy it in one dozen quantity, turning the gross over in a year and only getting 1 per cent. discount; yet you turn your stock over twelve times a year, saving 12 per cent. instead of 5 per cent. and practically no money invested, and at the close of the year you have made 7 per cent. by turning over your stock.

L. G. J. Mack.

Druggists Score Twice at Lansing.

The Michigan State Board of Pharmacy sponsored two bills at the present session and both have been passed. One provides that all containers in which denatured alcohol is sold must

be labeled "Poison," in red letters. A Federal law requires that this be done. It is reported to be but loosely enforced, perhaps because Government enforcing officers have so many other duties. Loosely, too, it is further reported, is enforcement of the Federal provision against advertising by signs or other ways denatured alcohol as just "alcohol." The new Michigan act also requires that all denatured alcohol must be advertised so purchasers will know it is poison. It in no way conflicts with the Federal provision, but vests in State officers the same enforcing powers as Federal officers. The act does not apply to denatured alcohol sold to be poured into radiators at time of sale. The other Department bill will require that all clinical thermometers be certified by the Federal Bureau of Standards. It is explained that there is considerable trade in cheap clinical thermometers, which often are inaccurate to the extent of two degrees; and inasmuch as family use of these thermometers is increasing, and uncertain instruments can not be depended upon to denote an exact fever temperature, there may be a dangerously high temperature without the unskilled being aware of it. This would not be the case with certified thermometers, used exclusively.

Making Prescription Labels Readable.

P. I. Minton says that sometimes when a prescription bottle is brought in to be refilled and the label is partially or wholly unreadable, he has found that a strong solution of oxalic acid, generously applied for a few minutes, will often revive legibility to a surprising degree. The explanation of this action he believes to be as follows:

There is iron in the writing fluid or ink, with which the directions have been written. Most prescription mixtures contain a percentage of tannin. Iron tannate is formed. We are all more or less familiar with the behavior of oxalic acid in the presence of ink, or iron formations. Of course this will not always turn the trick, but it is worth trying on an otherwise unreadable label.

Glycerin of Cucumbers.

Yolk of egg ----- 1 only
Glycerin ----- 2 ozs.
Tincture quillaja ----- 2 drs.
Expressed oil of almond ----- 1 oz.
Essence of cucumber ----- 1 oz.
Rose water, enough to make 8 ozs.

Mix the yolk of the egg with the glycerin, and add the tincture of quillaja. Gradually beat in the essence of cucumber diluted with 2 ounces of rose water. When all has been added make up the volume to 8 ounces with rose water.

Liquid Bandoline.

Irish Moss ----- 2 ozs.
Water ----- 16 ozs.
Boracic Acid ----- 2 drs.
Cologne Water ----- 2 ozs.

Boil the Irish moss and boracic acid with the water, strain, add water to make 14 fluid ounces, and mix with the cologne water.

INLAND POWER & LIGHT CORPORATION

Collateral Trust Sinking Fund Gold Bonds

Price 96 to Yield 6.30%

Convertible into 11 shares 7% Preferred. Sinking Fund Commencing 1928 to retire entire issue by maturity.

81.5% of net earnings from electric power and light.

Net earnings over 2.28 times interest requirements.

HOWE, SNOW & BERTLES INC.

Investment Securities
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New York Chicago Detroit
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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
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Corduroy Cords

Let Your Next Tire Be a Corduroy
--Built as good as the best and then made better by the addition of Sidewall Protection



THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN

Sidewall Protection
(REG. U. S. PAT. OFFICE)
Added Reinforcement. An original Patented and Visible Plus Feature

Leading National Advertisers Gather in Detroit.

Detroit, May 3—On May 9, 10 and 11 representatives of more than 200 of the leading National advertisers of the country will gather at the Hotel Statler, Detroit, when the Association of National Advertisers holds a three day anniversary convention. This convention marks the seventeenth anniversary of the founding of the organization, which occurred in June, 1910, at the old Pontchartrain Hotel, Detroit. Fifteen of the original signers of the charter are still living and these are all expected to attend.

The occasion will mark, therefore, the seventeenth anniversary and will be made the feature of the formal dinner on the evening of May 10, when these fifteen original members will be the guests of honor.

The Association has a membership of more than 335 of the leading industrial concerns of the country and more than 200 will be represented. Many famous men in the great industrial fields of to-day will be among those in attendance. Among the speakers are a number of prominent Detroiters. C. F. Kittinger, Vice-President and director of research of the General Motors Corporation, will inaugurate a full session on Tuesday, May 10, having to do with research problems and planning of advertising. Ralph Yonker, advertising manager of the J. L. Hudson Co., is another speaker, and Theodore MacManus, President of MacManus, Incorporated, pioneer Detroit advertising man, will violate his rule of avoiding public addresses and will be the principal speaker at the formal dinner Tuesday night, May 10, when James Schermerhorn will also speak. Verne Burnett, Secretary of the advertising committee of General Motors, Incorporated, is chairman of the newspaper committee and also chairman of the program committee. Many of the prominent advertising men of Detroit—members of the Adcraft Club—are members of the committee who are handling the arrangements of this affair. On Tuesday noon the A. N. A. members join the Detroit Adcraft Club at a special luncheon. S. E. Sangster, Director of Publicity.

The Superman.

Written for the Tradesman.

In recent years — more especially during the kaiser's war—we heard much about the need of supermen in government and in large business enterprises. People wondered if he would ever appear. He will not. The superman is already with us; always has been; always will be. We call her woman.

God made man and pronounced him good. Then he made woman—an improvement over the previous creation—the superman. Minion.

Crystal earrings made in round and oblong shapes are much larger than the button earrings being worn at present. They are mounted in silver frames, but are not backed with silver, so that a lovely transparent effect is possible. To match these earrings are dainty bracelets of the crystal either in bangle form or made into interesting links. The necklaces are short and lie flat about the neck, and give a glittering effect when the pendant part is made of tapering stones exquisitely faceted.

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.

COLA LINE



"Rite Shape" Fountain Glassware

The leading glass used at Soda Fountains. Millions used last year, make it billions this year. Packed 3 and 6 dozen of each size in a shipping carton.

PRICE
in 6 Doz. Cartons
Doz.
No. 395. 6 oz. 53c
No. 396. 7 oz. 58c
No. 397. 8 oz. 63c
No. 398. 10 oz. 68c
No. 399. 12 oz. 78c
In three doz. lots of any size add 2c to above prices. Order your supply today while stocks are complete.

Hazeltine & Perkins Drug Company
Manistee MICHIGAN Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 25 @ 1 45	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Eigerson	6 50 @ 6 75	Benzoin Comp'd	@ 2 28
Carbolic	34 @ 40	Eucalyptus	7 50 @ 7 75	Buchu	@ 2 40
Citric	52 @ 70	Hemlock, pure	1 25 @ 1 50	Cantharides	@ 2 16
Muriatic	3 1/2 @ 8	Juniper Berries	2 00 @ 2 25	Capsicum	@ 2 52
Nitric	9 @ 15	Juniper Wood	4 50 @ 4 75	Catechu	@ 2 28
Oxalic	16 1/2 @ 25	Lard, extra	1 50 @ 1 75	Cinchona	@ 1 44
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 55 @ 1 65	Colchicum	@ 2 16
Tartaric	47 @ 55	Lavender Flow.	1 25 @ 1 40	Cubeb	@ 2 76
Ammonia		Lavender Gar'n.	85 @ 1 20	Digitalis	@ 2 04
Water, 26 deg.	06 @ 16	Lemon	4 50 @ 4 75	Gentian	@ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 90	Gualac	@ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl.	@ 93	Gualac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld, less 1	00 @ 1 13	Iodine	@ 1 25
Chloride (Gran. 09	20 @ 20	Linseed raw, less	97 @ 1 10	Iodine, Colorless	@ 1 50
Balsams		Mustard, artifi. oz.	@ 35	Iron, Clo.	@ 1 56
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	@ 1 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	3 75 @ 4 50	Myrrh	@ 2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,	2 85 @ 3 25	Nux Vomica	@ 1 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	@ 5 40
Tolu	2 00 @ 2 25	Olive, Malaga,	2 85 @ 3 25	Opium, Camp.	@ 1 44
Barks		green	2 85 @ 3 25	Opium, Deodor'd	@ 5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 2 50	Paints	
Sassafras (pw. 50c)	@ 50	Origanum, com'l	1 00 @ 1 20	Lead, red dry	14 1/2 @ 15
Soap Cut (powd.)	18 @ 25	Pennyroyal	3 25 @ 3 50	Lead, white dry	14 1/2 @ 15
Berries		Peppermint	7 00 @ 7 25	Lead, white oil	14 1/2 @ 15
Cubeb	@ 1 00	Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Juniper	11 @ 20	Sandellwood, E.	@ 10	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	@ 8
Extracts		Sassafras, art'l	75 @ 1 00	Putty	@ 5 @ 8
Licorice	60 @ 65	Spearment	8 00 @ 8 25	Whiting, bbl.	@ 4 1/2
Licorice, powd.	50 @ 60	Sperm	1 50 @ 1 75	Whiting, 5 lb.	@ 2 05
Flowers		Tany	9 00 @ 9 25	L. H. P. Prep.	2 90 @ 3 05
Arnica	@ 75	Tar USP	65 @ 75	Rogers Prep.	2 90 @ 3 05
Chamomile (Ged.)	@ 60	Turpentine, bbl.	@ 67	Miscellaneous	
Chamomile Rom.	@ 50	Turpentine, less	74 @ 87	Acetanalid	57 @ 75
Gums		Wintergreen, leaf	6 00 @ 6 25	Alum	58 @ 12
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00 @ 3 25	Alum, powd. and	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, art	75 @ 1 00	Bismuth, Subli-	3 03 @ 3 24
Acacia, Sorts	20 @ 25	Worm Seed	6 00 @ 6 25	trate	@ 10
Acacia, Powdered	35 @ 40	Wormwood	9 00 @ 9 25	Borax xtal or	07 @ 12
Aloe (Barb Pow)	25 @ 35	Potassium		powdered	1 50 @ 2 00
Aloe (Cape Pow)	25 @ 35	Bicarbonate	35 @ 40	Cantharides, po.	2 70 @ 2 90
Aloe (Soc. Pow.)	65 @ 70	Bichromate	69 @ 85	Calomel	2 70 @ 2 90
Asafoetida	50 @ 60	Bromide	54 @ 71	Capsicum, pow'd	35 @ 40
Pow.	75 @ 1 00	Chlorate, gran'd	23 @ 30	Carmine	7 00 @ 7 50
Camphor	96 @ 1 02	Or Xtal	16 @ 25	Cassia Buds	35 @ 40
Gualac	@ 80	Cyanide	30 @ 90	Cloves	50 @ 55
Gualac, pow'd	@ 90	Iodide	4 26 @ 4 50	Chalk Prepared	14 @ 16
Kino	@ 1 10	Permanganate	20 @ 30	Chloroform	51 @ 60
Kino, powdered	@ 1 20	Prussiate, yellow	40 @ 50	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 60	Prussiate, red	@ 70	Cocaine	12 10 @ 12 80
Myrrh, powdered	@ 65	Sulphate	35 @ 40	Cocoa Butter	70 @ 90
Opium, powd.	19 65 @ 19 92	Roots		Corks, list, less	40-10%
Opium, gran.	19 65 @ 19 92	Alkanet	30 @ 35	Copperas	2 1/2 @ 10
Opium, 1 lb.	80 @ 80	Blood, powdered	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	75 @ 80	Calamus	35 @ 75	Corrosive Sublim	2 21 @ 2 42
Shellac Bleached	70 @ 75	Elecampane, pwd.	25 @ 30	Cream Tartar	32 @ 40
Tragacanth, pow.	@ 1 75	Gentian, powd.	20 @ 30	Cuttie bone	40 @ 50
Tragacanth	1 75 @ 2 25	Ginger, African,	20 @ 30	Dextrine	6 @ 15
Turpentine	@ 30	powdered	30 @ 35	Dover's Powder	4 00 @ 4 50
Insecticides		Ginger, Jamaica.	60 @ 65	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Ginger, Jamaica,	60 @ 65	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07	powdered	45 @ 50	Epsom Salts, bbls.	3 @ 10
Blue Vitriol, less	08 @ 15	Goldenseal, pow.	@ 80	Ergot, powdered	@ 2 50
Bordea. Mix Dry	13 @ 22	Ipecac, powd.	@ 6 00	Flake, White	15 @ 20
Hellebore, White	18 @ 30	Licorice	35 @ 40	Formaldehyde, lb.	15 1/2 @ 30
powdered	18 @ 30	Licorice, powd.	20 @ 30	Gelatin	80 @ 90
Insect Powder	35 @ 45	Orris, powdered	30 @ 40	Glassware, less 55%	
Lead Arsenate Po.	15 1/2 @ 27	Poke, powdered	35 @ 40	Glassware, full case 60%	
Lime and Sulphur	8 @ 23	Rhubarb, powd.	@ 1 00	Glauber Salts, bbl.	@ 0 2 1/2
Dry	22 @ 23	Rosinwood, powd.	@ 40	Glauber Salts less	04 @ 10
Paris Green	22 @ 23	Sarsaparilla, Hond.	@ 90	Glue, Brown	21 @ 30
Leaves		ground	@ 90	Glue, Brown Grd	15 @ 20
Buchu	85 @ 1 00	Sarsaparilla Mexican.	32 @ 52	Glue, White	27 1/2 @ 35
Buchu, powdered	@ 1 00	Glycerine	35 @ 40	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Squills	35 @ 40	Glycerine	34 @ 54
Sage, 1/4 loose	@ 40	Squills, powdered	60 @ 70	Hops	70 @ 85
Sage, powdered	@ 35	Tumeric, powd.	20 @ 25	Iodine	6 45 @ 7 00
Senna, Alex.	50 @ 75	Valerian, powd.	@ 1 00	Iodoform	8 00 @ 8 30
Senna, Tinn. pow.	30 @ 25	Seeds		Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Anise	@ 35	Mace	@ 1 50
Oils		Anise, powdered	35 @ 40	Mace, powdered	@ 1 60
Almonds, Bitter,	7 50 @ 7 75	Bird, Is	@ 16	Menthol	7 80 @ 8 50
true	7 50 @ 7 75	Canary	25 @ 30	Morphine	11 13 @ 11 93
Almonds, Bitter,	3 00 @ 3 25	Caraway, Po.	30 @ 40	Nux Vomica	@ 30
artificial	3 00 @ 3 25	Cardamon	3 75 @ 4 00	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,	1 50 @ 1 80	Coriander pow.	30 @ 25	Pepper black, pow.	40 @ 60
true	1 50 @ 1 80	Dill	15 @ 20	Pepper, White, pw.	55 @ 60
Almonds Sweet,	1 00 @ 1 25	Fennel	25 @ 40	Pitch, Burgudry	20 @ 25
imitation	1 00 @ 1 25	Flax	7 @ 15	Quassia	12 @ 15
Amber, crude	1 25 @ 1 50	Flax, ground	7 @ 15	Quinine, 5 oz. cans	@ 59
Amber, rectified	1 50 @ 1 75	Foenugreek, pwd.	15 @ 25	Rochelle Salts	30 @ 35
Anise	1 40 @ 1 60	Hemp	8 @ 15	Sacharine	2 60 @ 2 75
Bergamont	11 50 @ 11 75	Lobelia, powd.	@ 1 60	Salt Peter	11 @ 22
Cajeput	1 50 @ 1 75	Mustard, yellow	17 @ 25	Selditz Mixture	30 @ 40
Cassia	4 00 @ 4 25	Mustard, black	20 @ 25	Soap, green	15 @ 30
Castor	1 60 @ 1 85	Poppy	15 @ 30	Soap mott cast.	22 1/2 @ 25
Cedar Leaf	2 00 @ 2 25	Quince	1 25 @ 1 50	Soap, white castle	@ 15 00
Citronella	1 25 @ 1 50	Rape	15 @ 20	Soap, white castle	@ 15 00
Cloves	2 50 @ 2 75	Sabadilla	60 @ 70	less, per bar	@ 1 60
Cocunut	25 @ 35	Sunflower	11 1/2 @ 15	Soda Ash	3 @ 10
Cod Liver	2 00 @ 2 25	Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Croton	2 00 @ 2 25	Worm, Levant	5 00 @ 5 25	Soda, Sal	02 1/2 @ 03
Tinctures		Tinctures		Spirits Camphor	@ 1 20
Aconite	@ 1 80	Aconite	@ 1 80	Sulphur, roll	3 1/2 @ 10
Aloe	@ 1 56	Aloe	@ 1 56	Sulphur, Subl.	4 1/2 @ 10
Arnica	@ 1 44	Arnica	@ 1 44	Tamarinds	20 @ 25
Asafoetida	@ 2 23	Asafoetida	@ 2 23	Tartar Emetic	70 @ 75

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

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. 19.15

BAKING POWDERS
Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 75
Royal, 10c, doz. 2 20
Royal, 6 oz., doz. 2 20
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
30c size, 2 doz. 8 85
30c 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.



BLUING
The Original
Condensed

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

BREAKFAST FOODS

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

Post's Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Bran Flakes, No. 624 2 25
Post's Bran, 24s 2 70

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

BRUSHES

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

Stove
Shaker 1 80
No. 50 2 00
Peerless 2 60
Shoe
No. 4-0 2 25
No. 20 3 00

BUTTER COLOR
Dandelion 2 85

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

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

CANNED FISH
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 3 25
Clams, Haddie, 10 oz. 3 30
Finnan, 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
Sardines, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, K'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 2 80
Salmon, Red Alaska 3 10
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10@28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 65@1 80
Tuna, 1/2, Albocore 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT
Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 50
Beef, 3 1/2 oz. Qua. sil. 2 00
Beef, 5 oz., Qua. sil. 2 75
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, 3 45
Chili Con Ca., 1s 1 35@1 40
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/4s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 5 24
Potted Meat, 1/2 Libby 92 1/4
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans
Campbells, 1c free 5 1 15
Quaker, 18 oz. 85
Fremont, No. 2 1 10
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 85
Van Camp, Med. 1 15

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
Daisies 26
Longhorn 26
Michigan Flat 27
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

CANNED VEGETABLES.
Asparagus.
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 45@1 75
W. Beans, 10 7 50
Green Beans, 2s 1 45@2 25
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
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 25
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels 38
Mushrooms, Choice, 8 oz 45
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each 27
Swt Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 5 00

CLOTHES LINE.
Hemp, 50 ft. 2 00@2 25
Twisted Cotton, 50 ft. 3 50@4 00
Braid, 50 ft. 2 25
Sash Cord 3 50@4 00

CHOCOLATE.
Baker, Caracas, 1/4s 37
Baker, Caracas, 1/4s 35

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

COFFEE
Hume Grocer Co.
Melrose 34
Liberty 24
Quaker 41
Nedrow 39
Morton House 45
Reno 36
Royal Club 40

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

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 90
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

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

EVAPORATED MILK
Quaker, Tall, 4 doz. 5 00
Quaker, Baby, 8 doz. 4 90
Quaker, Gallon, 1/2 doz. 5 15
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

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 25
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 18 00
Bons 18 00
7 oz. Rose Tin Bon 9 00
Bons 9 00
13 oz. Creme De Cara-que 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 3 40
Langues De Chats 4 80

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

Mixed Candy
Kindergarten 17
Leader 12
K. L. O. 16
French Creams 17
Paris Creams 17
Grocers 11

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A 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 17
Peanut Squares 18
Horehound Tablets 18

Cough Drops Bx
Putnam's 1 25
Smith Bros. 1 50

Package Goods
Creamery Marshmallows
4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40
Specialties
Walnut Fudge 23
Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 38
Silver King M.Mallows 1 35

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.

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

CREAM OF TARTAR
6 lb. boxes 38

DRIED FRUITS
Apples
N. Y. Fcy., 50 lb. box 15 1/4
N. Y. Fcy., 14 oz. pkg. 16
Apricots
Evaporated, Choice 28
Evaporated, Fancy 33
Evaporated, Slabs 25
Citron
10 lb. box 40
Currants
Packages, 14 oz. 17
Greek, Bulk, lb. 17
Dates
Dromedary, 36s 6 75
Peaches
Evap. Choice 31
Evap. Ex. Fancy, P. P. 30
Peel
Lemon, American 30
Orange, American 30

BEANMAN'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

CIGARS
G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Worden Grocer Co. Brands
King Edward 37 50
Master Piece, 50 Tin 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Knickerbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Bering Apollon 95 00
Bering Palmitas 115 00
Bering Delosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

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Big Stick, 20 lb. case 20

Mixed Candy
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Leader 12
K. L. O. 16
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Paris Creams 17
Grocers 11

Fancy Chocolates
5 lb. Boxes
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Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 80
Nibble Sticks 1 85
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Chocolate Nut Rolls 1 85
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Malted Milk Lozenges 21

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

Cough Drops Bx
Putnam's 1 25
Smith Bros. 1 50

Package Goods
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4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40
Specialties
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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

Raisins
Seeded, bulk 11
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. 10 1/2
Seeded, 15 oz. 12 1/2

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

FARINACEOUS GOODS
Beans
Med. Hand Picked 08
Cal. Limas 10
Brown, Swedish 08
Red Kidney 11
Farina
24 packages 2 50
Bulk, per 100 lbs. 08 1/2
Hominy
Pearl, 100 lb. sacks 3 50
Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods
Elbow, 20 lb. 09
Egg Noodle, 10 lbs. 15
Pearl Barley
Chester 4 50
0000 7 00
Barley Grits 5 00
Peas
Scotch, lb. 05 1/4
Split, lb. yellow 08
Split green 08
Sage
East India 10
Tapioca
Pearl, 100 lb. sacks 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FLAVORING EXTRACTS
50 YEARS STANDARD
JENNINGS' FLAVORING EXTRACTS
Doz. PURE Dos. Lemon
Vanilla 1 35 1/2 ounce 1 35
180 1 1/4 ounce 1 80
3 20 2 1/4 ounce 3 20
3 00 2 ounce 3 00
5 50 4 ounce 5 50

UNITED FLAVORING
Colored
Imitation Vanilla
1 ounce, 10 cent, doz. 96
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 30 cent, doz. 2 25
Jiffy Punch
3 doz. Carton 2 35
Assorted flavors.
FLOUR
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

FRUIT CANS
F. O. B. Grand Rapids
Mason
Half pint 7 50
One pint 7 75
One quart 9 10
Half gallon 12 15
Ideal Glass Top Rubbers.
Half pint 9 00
One pint 9 30
One quart 11 15
Half gallon 15 40

GELATINE
DELICIOUS DESSERT
SURESET
JELLY POWDER
PURE FRUIT FLAVOR
MADE IN U.S.A.
26 oz., 1 doz. case 6 00
3 1/4 oz., 4 doz. case 3 60
One doz. free with 5 cases.
Jello-O, 3 doz. 3 45
Minute, 3 doz. 4 05
Plymouth, White 1 55
Quaker, 3 doz. 2 55

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 24
 Certified 18
 Nut 19
 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 72
 Choice 64
 Fair 41

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

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

Salted Peanuts
 Fancy, No. 1 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 50
 Bulk, 2 gal. keg 3 75
 Pint Jars, dozen 3 50
 4 oz. Jar, plain, doz. 1 35
 5 1/2 oz. Jar, pl., doz. 1 60
 9 oz. Jar, plain, doz. 2 35
 20 oz. Jar, Pl. do. 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, dz. 2 50
 9 oz. Jar, stuffed, doz. 3 50
 12 oz. Jar, Stuffed, doz. 4 50 @ 7 75
 20 oz. Jar, stuffed dz. 7 00

PARIS GREEN
 1/8 31
 1/4 29
 2/8 and 5/8 27

PEANUT BUTTER



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

PETROLEUM PRODUCTS
 Iron Barrels
 Perfection Kerosine 14.6
 Red Crown Gasoline 16.7
 Tank Wagon 19.7
 Solita Gasoline 39.1
 Gas Machine Gasoline 20.6
 V. M. & P. Naphtha 39.1
 Capitol Cylinder 21.1
 Atlantic Red Engine 12.1
 Winter Black



Iron Barrels
 Light 65.1
 Medium 65.1
 Heavy 65.1
 Special heavy 65.1
 Extra heavy 65.1
 Polarine "F" 65.1
 Transmission Oil 65.1
 Pinol, 4 oz. cans, doz. 1 50
 Pinol, 8 oz. cans, doz. 2 25
 Parowax, 100 lb. 9.3
 Parowax, 40, 1 lb. 9.5
 Parowax, 20, 1 lb. 9.7



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

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

Sweet Small
 30 Gallon, 3000 42 00
 5 Gallon, 500 8 25

Dill Pickles
 900 Size, 48 gal. 22 00
 1100 Size, 48 gal. 27 50

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

PLAYING CARDS
 Battle Axe, per doz. 2 75
 Bicycle 4 75

POTASH
 Babbitt's, 2 doz. 2 75

FRESH MEATS

Beef
 Top Steers & Heif. 17 1/2
 Good St's & H's 15 1/2 @ 16 1/2
 Med. Steers & H's 15 @ 15 1/2
 Com. Steers & H's 14 1/2 @ 15

Cows
 Top 15
 Good 14
 Medium 13
 Common 12

Veal
 Top 18
 Good 17
 Medium 13

Lamb
 Spring Lamb 32
 Good 30
 Medium 27
 Poor 25

Mutton
 Good 18
 Medium 16
 Poor 13

Pork
 Light hogs 16
 Medium hogs 16
 Heavy hogs 15
 Loins, Med. 22
 Butts 21 1/2
 Shoulders 17
 Spareribs 16
 Neck bones 07

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

Dry Salt Meats

D S Beilles -- 18-20 @ 20-22

Lard
 Pure in tierces 13 1/2
 60 lb. tubs advance 1/4
 50 lb. tubs advance 1/4
 20 lb. pails advance 1/4
 10 lb. pails advance 1/4
 5 lb. pails advance 1
 3 lb. pails advance 1
 Compound tierces 11 1/2
 Compound, tubs 12 1/2

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

Smoked Meats
 Hams, Cer., 14-16 lb. @ 27
 Hams, Cert., Skinned @ 29
 Ham, dried beef @ 31
 Knuckles @ 18
 California Hams @ 18
 Picnic Boiled @ 22
 Hams @ 45
 Boiled Hams @ 44
 Minced Hams @ 19
 Bacon 4/6 24 @ 36

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

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

Pig's Feet
 Cooked in Vinegar
 1/4 bbls. 2 50
 1/2 bbls., 35 lbs. 4 50
 1/2 bbls. 9 00
 1 bbl. 17 00
 Kitta, 15 lbs. 1 75
 1/4 bbls., 40 lbs. 3 50
 1/2 bbls., 80 lbs. 5 00

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

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

ROLLED OATS
 Silver Flake, 12 Fam. 2 25
 Quaker, 18 Regular 1 80
 Quaker, 12s Family 2 70
 Mothers, 12s, M'mum 3 25
 Nedrow, 12s, China 3 25
 Sacks, 90 lb. Jute 3 45
 Sacks, 90 lb. Cotton 3 50

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

SALERATUS
 Arm and Hammer 3 75

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

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

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

Lake Herring
 1/2 bbl., 100 lbs. 6 50

Mackerel
 Tub, 100 lb. fncy fat 24 50
 Tub, 50 count 9 00
 Pails, 10 lb. Fancy fat 2 00

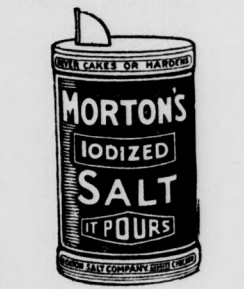
White Fish
 Med. Fancy, 100 lb. 13 00

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
 Stovoll, per doz. 3 00

SALT
 Colonial, 24, 2 lb. 95
 Colonial, 36-1 1/2 1 25
 Colonial, Iodized, 24-2 2 00
 Med. No. 1 Bbls. 2 60
 Med. No. 1, 100 lb. bg. 35
 Farmer Spec., 70 lb. 90
 Packers Meat, 50 lb. 57
 Crushed Rock for ice cream, 100 lb., each 85
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. 4 10
 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

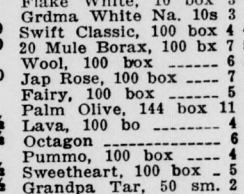


Per case, 24, 2 lbs. 2 40
 Five case lots 2 30
 Iodized, 24, 2 lbs. 2 40



SOAP
 Am. Family, 100 box 6 30
 Export, 100 box 4 00
 Big Jack, 60s 4 50
 Fels Naptha, 100 box 5 50
 Flake White, 10 box 3 80
 Grdina White Na. 10s 3 35
 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
 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



Green Label Karo, 5 19

Maple and Cane
 Mayflower, per gal. 1 55

Maple
 Michigan, per gal. 2 50
 Welch, per gal. 2 80

TABLE SAUCES
 Lea & Perrin, large 6 00
 Lea & Perrin, small 3 35
 Pepper 1 60
 Royal Mint 2 40
 Tobasco, 2 oz. 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large 5 20
 A-1, small 3 15
 Capers, 2 oz. 2 80

WASHING POWDERS

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

SPICES

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

Pure Ground in Bulk
 Allspice, Jamaica @ 13
 Cloves, Zanzibar @ 46
 Cassia, Canton @ 26
 Ginger, Corkin @ 38
 Mustard @ 32
 Mace, Penang 1 30
 Pepper, Black @ 50
 Nutmegs @ 60
 Pepper, White @ 32
 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 1/2
 Powdered, bags 4 00
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 4 80
 Quaker, 40-1 07

Gloss
 Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. 3 35
 Silver Gloss, 48, 1s 11 1/2
 Elastic, 64 pkgs. 5 35
 Tiger, 48-1 3 50
 Tiger, 50 lbs. 06

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

Maple and Cane
 Mayflower, per gal. 1 55

Maple
 Michigan, per gal. 2 50
 Welch, per gal. 2 80

TABLE SAUCES
 Lea & Perrin, large 6 00
 Lea & Perrin, small 3 35
 Pepper 1 60
 Royal Mint 2 40
 Tobasco, 2 oz. 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large 5 20
 A-1, small 3 15
 Capers, 2 oz. 2 80

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

SPICES

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 Allspice, Jamaica @ 24
 Cloves, Zanzibar @ 40
 Cassia, Canton @ 25
 Cassia, 5c pkg., doz. @ 40
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 Ginger, Cochin @ 30
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 Allspice, Jamaica @ 13
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 Ginger, Corkin @ 38
 Mustard @ 32
 Mace, Penang 1 30
 Pepper, Black @ 50
 Nutmegs @ 60
 Pepper, White @ 32
 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 1/2
 Powdered, bags 4 00
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 4 80
 Quaker, 40-1 07

Gloss
 Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. 3 35
 Silver Gloss, 48, 1s 11 1/2
 Elastic, 64 pkgs. 5 35
 Tiger, 48-1 3 50
 Tiger, 50 lbs. 06

CORN SYRUP

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 19—We have to-day received the schedules, reference and adjudication in the matter of Reuben Markman, Bankrupt No. 3143. 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 decorator. The schedules show assets of \$139 with liabilities of \$4,025.12. 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:

City of Grand Rapids	\$ 26.56
General Paint & Varnish Co., Chicago	498.00
J. B. Pearce Co., Cleveland	50.00
Indiana Indestructible Paint Co., Chicago	102.00
Great Western Oil Co., Grand Rapids	21.20
Lenox Wall Paper Co., New York	120.00
John L. Armitage & Co., Newark, N. J.	59.00
Varnish Products Co., Brooklyn, N. Y.	86.00
Gus-Kay Paint & Varnish Corp., New York	512.00
E. I. Dupont De Nemours & Co., Wilmington, Delaware	99.25
Gold Oil Co., New York	35.00
Adam J. Bosand, Woodhaven, N. Y.	212.00
Reliable Paste Co., Chicago	32.00
A. G. Hoffman, Grand Rapids	1,000.00
Stouten & Co., Grand Rapids	228.12
Leonard & Sons, Grand Rapids	212.00
West Side Coal Co., Grand Rapids	28.00
Modern Wilner Friends, Inc., N. Y.	600.00

In the matter of Rendezvous, a Michigan corporation, an order for the payment of current expenses of administration has been made.

In the matter of Zelda M. Phelps and Kenneth Bartholomew and Tri-City Baking Co., Bankrupt No. 2902, the trustee has filed his final report and account and a final meeting of creditors has been called for May 6. The report and account of the trustee will be considered and passed upon. The claims will be allowed and expenses of administration and a first and final dividend to creditors will be declared and ordered paid.

In the matter of Kent Building Co., formerly H. H. Albrecht & Co., Bankrupt No. 2987, the trustee has filed his final report and account, and a final meeting of creditors has been called for May 6. The trustee's final report and account will be passed upon. Expenses of administration, as far as the funds on hand will permit, will be ordered paid. There will be no dividend for general creditors.

In the matter of Ethel Rosenberger, Bankrupt No. 3025, the trustee has filed his final report and account, and a final meeting of creditors has been called for May 6. The report and account of the trustee will be considered, expenses of administration will be ordered paid and, if possible, a first and final dividend declared and ordered paid to general creditors.

April 17. We have to-day received the schedules, reference and adjudication in the matter of Wray J. Blackburn, Bankrupt No. 3117. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a merchant. The schedules show assets of \$847.15 of which \$500 is claimed as exempt, with liabilities of \$2,901.10. 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:

Hume Grocer Co., Muskegon	\$203.45
Moulton Grocer Co., Muskegon	257.36
Lee & Cady Grocer Co., Muskegon	46.64
Reid Murdock & Co., unknown	27.94
Levy & Son, Muskegon	154.65
T. Schillaci Co., Muskegon	339.81
Peoples Milling Co., Muskegon	52.12
Muskegon Candy Corp., Muskegon	115.85
Stiendier Paper Co., Muskegon	75.93
Sanitary Dairy Co., Muskegon	121.40
D. Christie, Muskegon	53.66
Winner Baking Co., Muskegon	48.26
Muskegon Baking Co., Muskegon	81.71
National Biscuit Co., Detroit	14.02
Kekman Biscuit Co., Muskegon	46.30
Wolffis Bros., Muskegon	10.25
Francis Jiroch, Muskegon	50.44
Horton Cato Mfg. Co., unknown	28.98
Wit & Van Andle, unknown	238.72
Swift & Co., Chicago	50.24
Standard Oil Co., Muskegon	6.14
J. J. Burggraaf, unknown	20.05
S. H. Fink, Muskegon	15.00
Van Westenbrugge, Grand Rapids	38.60
Lumberman's National Bank, Muskegon	300.00
A. J. Kasper, Muskegon	29.56
Merkle Broom Co., unknown	9.50
Renfro Brothers, unknown	17.10
Proctor & Gamble, Detroit	38.91
Arbuckle Brothers	31.65
Mona Lake Ice Co., Muskegon	4.00
General Cigar Co.	19.95
Anderson Packing Co., Muskegon	10.99
Heights	17.50
Terry Tea Co., Muskegon	113.13
Constan M. Collignon, Muskegon	17.50
John Hughes & Son, Muskegon	44.27
City of Muskegon	

April 25. We have to-day received the schedules, reference and adjudication in the matter of Carl A. Breurer and Adolph F. Breurer, individually and as copartners, trading as Grand Bowling Academy and Banquet Beverage Co., Bankrupt No. 3144. 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 \$4,955.18 with liabilities of \$4,801.80. Carl Breurer shows assets of \$665 of which \$250 is claimed as exempt, with liabilities of \$623.59. Adolph Breurer, shows assets of \$1,506.23 with liabilities of \$5,750. 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:

Walter J. Breurer, Grand Rapids	\$200.00
Mnaitowoc Products Co., Manitowoc, Wis.	2,300.00
Brunswick-Balke Collender Co., Detroit	280.49
U. S. Sanitary Specialty Corp., Chicago	19.25
M. Brandy & Sons, Grand Rapids	175.00
Marx-Rawolle, Chicago	18.25
Liquid Carbonic Co., Chicago	39.00
Muskegon Bottling Co., Muskegon	199.35
E. Comstock, Grand Rapids	31.75
General Tire Co., Grand Rapids	27.00
O'Reilly Hdwe. Co., Grand Rapids	2.25
Michigan Bell Tel. Co., Grand Rapids	24.85
Mich. Welding Co., Grand Rapids	9.50
Viergever & Berman, Grand Rapids	49.00
J. DeVogel, Grand Rapids	8.75
Great Lakes Coca Cola Bottling Co., Grand Rapids	5.00
Koltana Co., Grand Rapids	47.89
Vanden Berge Cigar Co., Grand Rapids	30.70
Aetna Window Cleaning Co., G. R.	2.00
Bert Corcoran, Grand Rapids	168.00
Crystal Candy Co., Grand Rapids	4.65
G. R. Gas Light Co., Grand Rapids	33.66
City of Grand Rapids	2.20
Consumers Power Co., Grand Rapids	21.33
Kent State Bank, Grand Rapids	1,000.00
A. Hansen, Big Rapids	100.00
Consumers Ice Co., Grand Rapids	9.67
Grombacher & Major, Grand Rapids	84.00
P. Steketee & Sons, Grand Rapids	123.65
Friedrich Music House, Grand Rapids	3.00
Scribner Coal Co., Grand Rapids	46.75
Ray Watkins, Grand Rapids	128.00
Friedman Spring Dry Goods Co., Grand Rapids	13.58
Winegar's, Grand Rapids	114.88
Naylor Upholstering Co., Grand Rapids	10.00
City Coal & Coke Co., Grand Rapids	28.00
Huyge & Backart Coal Co., Grand Rapids	25.00
G. R. Art Glass Co., Grand Rapids	11.80
Thor Electric Co., Grand Rapids	1.25
Consumers Ice Co., Grand Rapids	17.67
Dr. Wm. R. Barney, Grand Rapids	6.00
Dr. Horace J. Beel, Grand Rapids	10.00
Kent State Bank, Grand Rapids	2,750.00

April 25. We have to-day received the schedules, reference and adjudication in the matter of Kate L. Chase, Bankrupt No. 3145. 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 milliner. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$629.55. 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:

Madison Square Advertiser, G. R.	\$ 8.30
Mulder-DeVos Electric Co., G. R.	3.78
DuBois Munn Co., Grand Rapids	89.34
J. E. Bachelder, Grand Rapids	20.00
Koven Hat Co., Chicago	16.50
Reed Brothers Co., Cleveland	366.63
M. S. Johnson, Charlotte	125.00
April 25. We have to-day received the schedules, reference and adjudication in the matter of Arend Geldhof, Bankrupt No. 3146. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,652.03. 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:	
Battjes Fuel & Bldg. Co., Grand Rapids	\$ 76.78
Comstock & Graves Tire & Vul. Co., Grand Rapids	50.00
Douma & Son, Grand Rapids	20.00
Doyle, Clute, Carlisle Co., Grand Rapids	40.00
John Englehard, Grand Rapids	77.20
G. R. Savings Bank, Grand Rapids	50.00
G. R. Wood Finishing Co., G. R.	151.50
R. M. Hollingshead Co., Detroit	8.50
Kutsche's Hdwe. Co., Grand Rapids	100.00
Leitelt Iron Works, Grand Rapids	300.00
Frank J. McKnight, Grand Rapids	107.70
S. H. Metcalf & Co., Grand Rapids	220.00
Peake-VanderSchool Electric Co., Grand Rapids	35.00
C. P. Peterson Coal Co., Grand Rapids	50.00
John Rice, Grand Rapids	10.35
Rosendall Co., Grand Rapids	30.00
Schroeder & Treymane Co., St. Louis, Mo.	25.00
Van Rossum Plumbing Co., G. R.	300.00

April 25. We have to-day received the schedules, reference and adjudication in the matter of Robert Glach, Bankrupt No. 3147. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand

MICHIGAN BELL TELEPHONE CO.

Long Distance Helps Get Out Quick Information on Price Changes

KENTUCKY-WEST VIRGINIA COAL COMPANY

COAL AND COKE
GRAND RAPIDS, MICHIGAN

E. H. Dickey, Mgr.,
Michigan Bell Telephone Co.,
CITY.

December 7th, 1926.

Dear Sir:

We are great believers in Long Distance service, especially so during the winter months when our salesmen are unable to travel the territory on account of snow and ice, and, of course, the winter months are our big months, and without Long Distance service, we know our business would suffer materially.

During the time prices are changing, we can cover, at least, twenty five customers out of town on the Long Distance 'phone, whereas if we were to depend upon personal calls, we would not be able to get in touch with even half this amount.

Yours very truly,
E. H. Dickey
General Manager,
KENTUCKY-WEST VIRGINIA COAL CO.

HFS:E.

During the time prices are changing, we can cover, at least, twenty-five customers out of town on the Long Distance 'phone, whereas if we were to depend upon personal calls, we would not be able to get in touch with even half this amount.



VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Latest Arrivals — Strawberries, Pineapples, New Potatoes, Valencia Oranges, Texas Onions.

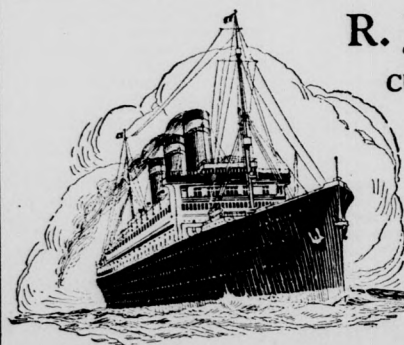
R. J. FERNEY CO.

CUSTOM HOUSE BROKERS

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

434 Kelsey Bldg.

Dial 8-2616



Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,908.53. 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:

Gilbert Kootz, Gladwin	113.00
Galdwin State Bank, Gladwin	288.65
Charles Wolahan, Gladwin	23.50
George Glach, Gladwin	1,295.00
Floyd Meyers, Gladwin	8.00
Home Fuel Co., Grand Rapids	44.00
Hills & Healey, Grand Rapids	4.93
Madison Square Hdwe. Co., G. R.	8.95
Madison Square Meat Market, G. R.	3.60
M. N. Parris Dry Goods Co., G. R.	15.00
Leo Benedekery, Grand Rapids	12.00
Jerry M. Miller, Gladwin	18.95
Mrs. Iris Gelsch, Grand Rapids	55.00
W. H. Hammond, Gladwin	18.00

April 25. We have to-day received the schedules, referee and adjudication in the matter of Jared W. Arnold, Jr., Bankrupt No. 3148. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of a laborer. The schedules show assets of \$175 of which the full interest is claimed as exempt, with liabilities of \$2,016.91. The first meeting of creditors will be called as soon as funds are received, and notice of the same will be made therein. The list of creditors of said bankrupt are as follows:

T. C. State Bank, Traverse City	\$516.21
First National Bank, Traverse City	472.64
Peoples Savings Bank, Trav. City	412.00
William Noteware, Traverse City	258.75
Bank of Williamsburg, Williamsburg	357.31

In the matter of G. Leslie Runner, Bankrupt No. 2962, the trustee has filed his final report and account, and a final meeting of creditors has been called for May 9. The trustee's final report and account will be considered and passed upon. Expenses of administration will be ordered paid, and a final dividend to general creditors will be declared and ordered paid.

In the matter of Louis A. Lambert, Bankrupt No. 2817, the trustee has filed his final report and account, and a final meeting of creditors has been called for May 9. The report and account of the trustee will be considered and approved. The expenses of administration will be ordered paid, as far as the funds on hand will permit. There will be no dividend to general creditors, and there may be a payment to preferred tax claims filed and allowed.

April 26. On this day was held the first meeting of creditors in the matter of John M. O'Brien, Bankrupt No. 3132. The bankrupt was present in person and represented by attorney A. E. Ewing. Creditors were represented by Jewell, Face & Messinger, attorneys. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without court and the case has been closed and returned to the district court as a case without assets.

April 26. On this day was held the first meeting of creditors in the matter of A. C. Weimar, Bankrupt No. 3128. The bankrupt was present in person and represented by attorney Leo C. Lillie. No creditors were present or represented. One claim was proved and allowed. One petition for reclamation was filed and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Fred R. Morse, Bankrupt No. 3121. The bankrupt was present in person and represented by Horace T. Barnaby, attorney. One creditor was present in person. No claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. C. Woolridge was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ernest F. Glinke, Bankrupt No. 3130. The bankrupt was present in person and represented by attorney Lucien F. Sweet. Creditors were represented by Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter present. M. N. Kennedy was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

April 28. On this day was held the meeting and show cause to creditors in the matter of Amos M. Carpenter, Bankrupt No. 2979. The bankrupt was present in person and represented by Jewell, Face & Messinger, attorneys. The trustee was present by Fred G. Stanley, attorney. One witness was sworn and examined, without a reporter. The attorneys present were directed to agree upon order upon the petition of the trustee and report to the referee. The hearing and show cause then adjourned without date.

April 29. On this day was held the

show cause on sale of assets free and clear of liens, the sale and the show cause on the acceptance of a compromise offer made to the trustee. The trustee was present by Mr. Johnson and represented by Corwin & Norcross, attorneys. Grand Rapids Trust Co. was present by Mr. Wells and represented by Travis, Merrick, Warner & Johnson. Creditors were present in person. The party offer in compromise was represented by Jewell, Face & Messinger. The property was decreed to be sold free and clear of liens and encumbrances, except on possible right of reclamation. The offer of E. C. McCobb in the sum of \$50,000 for the Grand Rapids plant was accepted and confirmed. This sum is to be paid part in cash and part by reduction of the lien of the mortgage securing the bond issue and by a corresponding reduction of the deficiency claim of such mortgagee. The offer of compromise was accepted and confirmed. The meeting then adjourned without date.

April 27. We have to-day received the schedules, reference and adjudication in the matter of James L. Deitz, Bankrupt No. 3135. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Niles, and his occupation is that of a laborer. The schedules show assets of \$150 of which the full interest is claimed as exempt with liabilities of \$876.50. 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:

Regina Corp., Kalamazoo	\$ 62.25
Troost Bros., Niles	255.00
Hamilton & Anderson, Niles	67.00
Amer. Dry Cleaners Co., Niles	4.50
Harry Bernard, Niles	2.40
Blackmond Jewelry & Optical Store, Niles	4.25
Consumer's Coal Co., Niles	14.50
B. F. Gousins, Niles	87.00
DePoy Motor Co., Niles	3.50
Diamond Tea Co., South Bend	10.50
Golden Rule Store, South Bend	11.85
India Tea Co., South Bend	4.50
Dr. L. R. Ingelright, Niles	10.00
International Correspondence School, Scranton, Pa.	85.00
Landsman Clothing Store, Niles	10.95
Long's Grocery Store, Niles	42.65
William Unruh, Niles	62.67
Niles Gas Light Co., Niles	9.50
Niles Transfer Co., Niles	3.50
Dr. L. M. Rutz, Niles	9.50
Judebaker Corp., Niles	40.00
Webber & Sears, Niles	4.00
Winters & Winters, Niles	5.48
Yellow Cab Co., Niles	6.00

April 28. We have to-day received the schedules, reference and adjudication in the matter of Donald H. Starks, Bankrupt No. 3149. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of a laborer. The schedules show assets of nothing, with liabilities of \$9,339.90. 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:

Automotive Parts Co., Grand Rap.	\$ 10.94
Alemite Lumber Co., Grand Rapids	8.54
Brown & Sehler Co., Grand Rapids	64.04
Builtwell Products Co., Bay City	35.50
Detroit Electric Co., Grand Rapids	83.57
Durwyllan, Co., Patterson, N. J.	27.43
Ero Mfg. Co., Chicago	43.36
D. F. Goodrich Tire Co., Detroit	668.78
Gillman & Moor Co., Saginaw	57.86
Greenleaf Corp., Detroit	22.50
Hazeltine & Perkins, Manistee	17.38
Harrison Co., Chicago	17.37
H. M. Hollingshead, Detroit	35.50
Independent Electric Co., Muskegon	43.48
Jenkins Vulcan Spring Co., Richmond, Ind.	33.00
Middleton Mfg. Co., Milwaukee	102.09
Reliable Tire Co., Muskegon	371.25
Sherwood-Hall Co., Grand Rapids	107.36
Safe Padlock Co., Lancaster, Pa.	11.34
Schroeder & Tremayne, St. Louis	4.80
Steindler Paper Co., Muskegon	2.68
Protection Products Co., Kalamazoo	14.40
Record Eagle, Traverse City	21.75
Mich. Bell Tel. Co., Traverse City	4.21
T. C. Light Co., Traverse City	12.90
U. S. Tire Co., Westfield, Mass.	5.38
Geo. Wilkenson, Muskegon	39.00
Northern Auto Parts, Traverse City	35.75
Robert H. Kirschmann, Muskegon	1,219.71
Robert H. Kirschmann and N. A. Cobb, Muskegon	6,159.53

Grocer's Figures Fine—Do They Reflect Facts?

(Continued from page 20)

differential. Thank you very much. Come again."

Regardless of your business, that is excellent advertising—optimistic, happy, smiling, cheerful. It suggests pleasure in service. It is a magnet to draw good will plus trade anywhere.

We may have drifted so far from old time respect for law that the saying, "It is the law," does not hit us so

hard as it should do. Yet at that there are few among us who really like to get mixed up in anything shady, regardless.

Quoting an Australian news item, many trade papers question: "Palm-olive maintains resale price in Australia—why not here?" The answer is that it is the law that the manufacturer who cares to do so can fix a minimum resale price on his product and the courts will back him up in Great Britain and many of the British offshoots.

The biggest drug chain the world operates in Great Britain. Virtually every advertised item it handles is sold under a minimum price regulation. It is unable to retail any of those things for the slightest fraction less than the smallest one-store druggist charges. Yet it grows and prospers. How?

Two ways: It renders exceptionally good, pleasing service. Its stores are gems of good arrangement, charm and convenience. It also manufactures many items under its own label, and those it can sell as it likes. But the first reason—exceptional service—is the principal cause of its success.

The Briton was a trader long before Columbus set foot in Santo Domingo. His experience is centuries longer than ours. Some day our lawgivers and courts will catch up with British trading common sense—no doubt about it—for the right of the manufacturer of an article to say how it shall be handled is grounded on common sense—"and the law is common sense."

But retailers everywhere can hasten the day of the maintained resale price—provided they are in earnest about it. This can be done by intelligent, concerted action; by talking up and writing up the issue; by jarring our congressional representatives; and—perhaps most important—by backing up those who protect our earnings now.

Paul Findlay.

Business Wants Department

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

Fixtures For Sale—Mahogany clothing cabinets with revolving racks. Others with pull rods, suitable for men's or women's clothing. Shelving and show cases. Going out of business. Will sell at fraction of original cost. Apply Kalamazoo, Mich., 110 West Main St., Martin Stores Corporation. 565

FOR RENT—Village Inn, at Walled Lake. Accommodates twenty-five roomers, seventy-five diners. Completely furnished. Beautiful grounds and lake front. Very low rent to worthy party. Address owner, Box 412, St. Petersburg, Florida. 567

FOR SALE—Pioneer building at Walled Lake; six stores, six flats. Big income property. For sale on easy terms. Good opportunity for theater, meat market, grocery, dry goods, etc. Will consider taking mortgage in on deal. Owner, Box 412, St. Petersburg, Florida. 568

WE SELL RETAIL AND WHOLESALE stores, manufacturing plants, or any going business, city or country. Quick results. FRANK P. CLEVELAND & CO., 1066-6 N. Clark St., Chicago. 569

Want to know of good location for a creamery. Must be in good dairy territory. Address No. 570, c/o Michigan Tradesman. 570

NEARLY NEW ELEVATOR FOR SALE—Electric, two-ton capacity. Made to serve first, second floor and basement. Slightly used as combination freight and passenger. Good as new. Cash or terms. Cheap. Burrell Tripp, Allegan, Mich. 564

CLOTHING and shoe business, established twenty-five years. Great tourist and farmer trade. Unusual opportunity. Healthiest climate. Lindquist & Jacob, Park Rapids, Minn. 552

FOR SALE OR TRADE—240-acre farm six miles from Petoskey. Good land, fair buildings, fruit, fine water. Lot of new seedling. Sell cheap, or will trade for stock merchandise. A. J. Crago, Petoskey, Mich. 554

FOR SALE—Grocery store. I am now offering one of the best groceries in Newton, Kansas, doing a strictly cash business. Better than \$50,000 a year. Low rent. Good reason for selling. Look me over. Greer Cash Grocery, Newton, Kansas. 555

GENERAL STORE WANTED — Have cash and gilt edge Detroit property for live business in small town, with or without building. Send particulars to N. Sutherland, 2955 Grand River, Detroit, Mich. 556

FOR SALE—Good clean stock of general merchandise and fixtures, located in a thriving little town. Old established business. Will inventory about \$10,000. Will give good lease or sell building. Reason for selling, to settle an estate. Address Box 19, Palo, Mich. 557

HUSSMAN, GRUENDLER and standard makes freezer display cases; butcher's coolers, grocers' boxes; 100 sets complete bar fixtures. Priced right. St. Joseph Transfer Co., St. Joseph, Missouri. 558

FOR SALE—100-foot lake and road front with garage and boat shop with equipment for doing most any kind of work. Located on Clam Lake, ¼ mile from beautiful Torch Lake, with very good business. For particulars, write Dan G. Berg, R. No. 1, Bellaire, Mich. 559

FILLING STATION—For sale or lease. Battery and tire repair shop in connection. On US-131. Harold Edger, Howard City, Mich. 561

For Sale—Dry goods, furnishing goods, stock in Detroit suburban town of about 6,000. Splendid surrounding business drawing territory. Clean stock. Inventory slightly over \$20,000. Worth investigating. No stock buyers. Address No. 562, c/o Michigan Tradesman. 562

For Sale—Something new in duplicate receipt books, two or four to the page; and scale books. The Observer, Saline, Mich. 563

THIRTY-FIVE ROOM SUMMER HOTEL AND SEVEN COTTAGES FOR RENT—New equipment. Electric light and running water. Located on beautiful point between Elk and Round Lakes and nine miles from M-11 at Elk Rapids, Michigan. Beautiful virgin timber, fine fishing, boating and bathing. Motor and row boats. Camp sites and two miles of excellent lake frontage. Owners will accept as rental one-half of gross income from rooms and cottages. Operator to have entire income from meals. State experience and references in first letter. Address Earl M. Grove, 321 Bay street, Traverse City, Mich. 563

FOR SALE—A general store on M-14 in Southeastern Michigan. Fine location. Reason for selling, ill health. Address Charles Salter, St. Johns, Mich. 547

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

FOR SALE—Up-to-date drug store, city of 13,000 about 100 miles north of Grand Rapids. Best location in city. No foundations, and about \$8,000 investment. Will net owner \$6,000 per year. Terms to suit buyer. Address No. 535, c/o Michigan Tradesman. 538

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

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. 566

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

Gobby Gleanings From Grand Rapids.

Grand Rapids, May 3—The Salesmen's Club of Grand Rapids will give a dancing party at the Capitol ball room Friday evening, May 6.

Milton Smith, who has been covering Illinois territory for the Duchess trousers, has returned to Grand Rapids.

The Phelps Hotel, at Greenville, has been sold to Mr. Ansted of Grand Rapids. All the boys visiting Greenville will certainly miss the Barnabys, who have conducted this hotel for some time.

R. W. Bentley, who has represented the Blackmer Pump Co. in Michigan for several years, has had his territory changed to Eastern Pennsylvania, Delaware and Maryland, with headquarters in Philadelphia. At the next meeting of Grand Rapids Council, the following letter of regret from Mr. Bentley will be presented:

"It is with regret that this letter must officially tender my resignation from the office of Conductor of Grand Rapids Council, but due to my being permanently transferred to Philadelphia, it must be.

"The friendships made with brothers so loyal and true will long be cherished and I can look back with fondest memories of the pleasant times I had with Councilors of No. 131.

"May the Grand Council at Grand Rapids be the greatest success ever this June and No. 131 ride on the high tide of success and prosperity through all the years to come."

Lee M. Hutchins left school at Ionia fifty-four years ago May 1 and entered the employ of Taylor & Cutler, wholesale and retail druggists. He was then 16 years of age. From Taylor & Cutler he went to the wholesale drug house of Williams, Davis, Brooks & Co., at Detroit. He came to the Hazeltine & Perkins Drug Co. twenty-nine years ago June 13. It happened that June 13 that year fell on Friday. Dr. Hazeltine undertook to convince his new associate that it would be unlucky to start in with a new house on Friday, the 13th, but Mr. Hutchins laughed at the idea and kept to work. And he has been working ever since, with few absences from illness and none from idleness. Last week he attended the annual convention of the National Wholesale Druggists Association at St. Louis and acted as toastmaster at the main banquet. He took active part in every feature presented at the convention.

Harvey Gish left Saturday for a trip through Wisconsin, Minnesota and Manitoba. He will be gone until some time in July. He has given up his apartments in the Morton House and reopened his home on Gladstone avenue.

Benj. F. Parmenter, the veteran traveling man, who has been on the retired list for about a dozen years, is now located at Grandville, where he is under observation.

Jackson D. Dillenback, a former newspaper man of Grand Rapids, who has resided at Denver for nearly fifty years, suffered a stroke of paralysis about seven weeks ago, and is slowly recovering from the effects of the attack. He still has many friends in Grand Rapids who hope to see him make his usual annual visit to Grand Rapids next fall. Roy H. Randall.

Interesting Reunion of the Old Time Travelers.

The first annual reunion of the Old Time traveling salesmen was held at the Hotel Pantlind Saturday evening April 30. Invitations were sent out to a great many men who had traveled out of Grand Rapids between 1880 and 1910 and about 200 men and their ladies responded to this invitation.

A meeting was called for 3 o'clock in the afternoon and from 3 to 6:30 some of these men who had not met each other for years renewed old ac-

quaintances and had a very enjoyable time.

At 6:30 a banquet was served in the English room and after the banquet, George W. McKay, chairman of the evening, read about fifty letters of regrets from some of these old time salesmen scattered all over the United States. Mr. McKay then introduced Leo A. Caro as the toastmaster of the evening. Mr. Caro recalled a great many interesting incidents which came to his mind during his many years of traveling and introduced E. A. Stowe, editor of the Michigan Tradesman for forty-four years, who had been in close contact with the traveling men of Michigan all those years. From a list of 103 traveling men, who had passed to the Great Beyond, Mr. Stowe selected twenty-five names at random and from the incidents he could remember in connection with these men's traveling lives, he gave a very interesting talk, the subject of which was "Memories."

The toastmaster then introduced Lee M. Hutchins, manager of the Hazeltine & Perkins Drug Co., who gave a very pleasing and entertaining talk on "The Traveling Man." As the occasion was the 55th anniversary of Mr. Hutchins' entrance into the mercantile business, and as during all these years Mr. Hutchins had constantly come in contact with traveling men, it is unnecessary to say that his subject was thoroughly enjoyed by all present.

The toastmaster then introduced Wilbur S. Burns, who very aptly recited "The Traveling Man's Wife." Walter S. Lawton was then called upon to respond to a toast to "The Ladies."

Music was furnished during the banquet by the Crescent Trio and Fred A. Caro, son of the toastmaster, who gave several baritone solos, accompanied by Walter Miles as pianist and composer.

After the regular program, the toastmaster called upon several of the old timers, many of whom have long since retired from the road and were either living lives of leisure or were in some other line of business.

All in all, the occasion was thoroughly enjoyed by every one present and it was the unanimous consensus of opinion that the banquet should be made an annual affair. A rising vote of thanks was given to George W. McKay for his untiring efforts in making this first meeting a huge success. Roy H. Randall.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 3—The New Sault Ste. Marie Hotel, one of our leading summer hotels, is undergoing a general overhauling. Mr. Welch, the proprietor, is sparing no pains or money on the job. The new hardwood floors are being sandpapered and some readjustments are being made prior to the opening, which will occur about May 10. Mr. Welch is going to give his personal attention to the business again this year and is looking forward to a record breaking season. The hotel is in one of the best locations in the city, directly opposite the locks and within two blocks of the union depot.

B. J. Muslaik, of Eckerman, has

opened a grocery store in the building formerly occupied by John Upper and will cater to the tourists as well as to the Eckerman residents.

E. J. Barry & Co. are building a vacuum storage vault in connection with their cleaning works. The vacuum vault will be added to care for the storage of fur garments and will be the only one of the kind in the city. It will have a capacity of 500 garments. Heretofore many of the fur coats have been sent to Detroit and other cities for summer storage.

Leonard Everett, one of our well-known young business men, is erecting a gas filling station at Portage avenue and Brady place. This is in one of the best locations in that neighborhood, being handy to the ferry dock, affording our Canadian friends an opportunity to fill before going back across the river, where the price of gas is higher than in the States. The many tourists who will cross into Canada this season will help activities in many other lines as well.

Thomas Hallisey has moved his stock of groceries to the brick building on Portage avenue, next to the Paul Specialty Co., opposite the locks, and is getting the place in shape for business. He will have living apartments in the same building and continue in the grocery business. Mr. Hallisey is a hard worker and gives the business his personal attention, having his wife as an assistant. They expect to run the business on the cash and carry plan.

A woman who is trying to reduce her weight eats lightly at home, but when she gets in a swell restaurant, where they charge 40 cents for a cup of coffee, how she does let go.

Chester Crawford, the popular merchant and postmaster at Stalwart, was a business visitor here last week. He is also a radio fan and reports fairly good results of late.

Frank Giltott, the South Side grocer, has given his store a new coat of paint, inside and out. He has a clean and well selected stock of groceries, neatly arranged, which makes his place very attractive.

Hard work is a better tonic than you can buy at the drug store.

Isaac DeYoung, Superintendent in charge of the U. S. locks, has purchased the summer home of Dr. C. McCandless, on the banks of the Saint Mary's River, adjoining the H. E. Fletcher summer quarters, which is one of the finest places along the river. Mr. DeYoung is an expert gardener as well as a civil engineer and expects to devote some of his spare time to experimental gardening.

We have gone back to Eastern standard time, starting Monday, for the summer, which will put us on the same time as our Canadian friends.

The bakery of D. W. Draper, on South Ashmun street, was destroyed by fire last Friday morning. The books and cash register were saved, but the stock was badly damaged. The loss was covered by insurance. Mr. Draper has as yet not stated whether or not he will start again. The bakery enjoyed a good patronage and was in a good location.

The Wilson auto bus line was sold last week to the Mackinac Motor Bus Co., which is composed of Cedarville and St. Ignace capital. The stockholders are H. P. Hossack, of Cedarville, the Arnold Transit Co., of Mackinac Island, and Prentiss Brown and Seth McGregor, of St. Ignace. Mr. McGregor will continue to drive one of the busses and will be operating manager for the new company. Mr. Wilson, who has been in the bus business for twenty years, will continue to conduct the freight and parcel service between the Soo and St. Ignace. G. Graham will continue as driver at the Soo end of the route. Mr. Wilson announces that the service will be improved and that freight trucks will op-

erate between the terminal points through the entire year.

William G. Tapert.

Criminal Carelessness of Men.

Boyer City, May 3—Talk about reforestation, we went out to look at a piece of "cut over land." Back in the hills, it was. And when we say hills, we mean hills, not little hummocks. We went up an old logging road. The trees were showing a faint green from the bursting buds. The ground, so far as the eye could see, was carpeted with the faint pink glow of the anemones. The dark green of the leeks, showing here and there where some venturesome plant had pushed up into the snow a white tip. Liverwort in bunches, just showing their white petals. Trilliums beginning to lift their lily buds. Now and then a chipmunk, so tame that he would sit up and stare and chatter. Now and then a partridge would rise and thunder away in the tree tops. Up and up we walked, until it seemed that we were at the top of the world, then down and down again on the other side of the divide. Closely set through the timbers were the stumps of ancient trees, enormous elms, hemlocks and maples. But the things that interested were old skidways, where the lumbermen of a generation ago had piled their logs for loading, and between the rolling old skids were new trees, bigger than a man's leg which had grown since the timber was cut. Another was an old camp building made of big logs which had rolled down to the ground. Not many of these old camps have lasted that long. That arch enemy of nature's reforestation, fire, has wiped them out. Dame Nature will attend to the reforestation if fool men will cease their criminal carelessness. Charles T. McCutcheon.

Karscher Law No Longer a Menace.

Saginaw, May 3—The State Senate has amended Karscher bill, No. 256, so that the effect of this law will not restrict the sale of common drugs, nor confine them exclusively to the registered pharmacist.

Many of our members have taken an active interest in this bill and our legislative committee has used its best efforts to prevent any new law being written which was not in harmony with the best interests of the public. The bill as originally introduced, was dangerous. It is now safe and worthy of your support.

It is pleasing to note that the amendment reads, word for word, as suggested by our Association, as follows:

"Provided, further, that this act shall not apply to stores or shops in which patent or proprietary medicines and ordinary domestic or household remedies, such as the sale of is provided for in Section 1 of Act 134, Public Acts of 1885, are the only drugs and medicines sold at retail."

Co-operation does pay.

P. T. Green,
Sec'y Michigan Wholesale Grocers' Association.

Sends Dime as Payment For Stolen Turnip.

Mexico, Mo., April 29—A worn dime is the conscience money toll received recently by Lewis Y. Moore, grocer, from a former school girl here, now a Denver resident, who writes to "make restitution and payment" for the theft of a turnip from his store "several years ago." "I took a dare and snatched the turnip when your back was turned," the unsigned penitent wrote, in sending the coin with her "humblest apologies." She realizes now, she said, that the act was a theft.

Nothing less than knowledge of your goods will give you confidence in them. Nothing less than confidence in them will make sales possible.

Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

K C Baking Powder

Same price for over 35 years

25 ounces for 25¢
(more than a pound and a half for a quarter)

we have established the price—
created a demand and *insured your profits.*

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

**Millions of Pounds Used by the
Government**

*New Era Life Association
now issues the following
certificate forms:*

FIVE YEAR TERM, RENEWABLE AND CONVERTIBLE

The Most Protection for the Lowest Cost

ORDINARY LIFE

TWENTY PAYMENT

ENDOWMENT AT
AGE SEVENTY

These are full legal reserve, profit-sharing contracts. We also issue a very attractive Juvenile Certificate ASK FOR DETAILS.



NEW ERA LIFE ASSOCIATION

HOME OFFICE

Grand Rapids Savings Bank Building,
Grand Rapids, Michigan



The New Food Sensation

KAY, a new spread for sandwiches, by Kraft. Here is a product that without special effort on our part has become the second largest volume seller in the entire Kraft line — and that within the short space of four months. So you can easily imagine the opportunity for increased sales on Kay now when we are using larger newspaper space in advertising Kay than we have ever expended on any single Kraft item.

This advertising is now telling your customers all about Kay. Keep it on display to remind them.

KRAFT CHEESE COMPANY, General Offices, CHICAGO

KRAFT CHEESE