

# MICHIGAN TRADESMAN

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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MAY 11, 1927

Number 2277

## The Glory of the Lilacs

*Oh, the glory of the lilacs  
When they wave their royal plumes,  
When they lift their faces skyward  
And their breath all earth perfumes!  
With the heart-shaped green leaves round them,  
Shielding them from wind's rough play  
And the tiny, starry blossoms  
Massed in lovely clustered spray.*

*Oh, the glory of the lilacs!  
Pale sweet purple, purest white,  
How they draw you, and entice you—  
How they fill your soul with light.  
For their sweetness has a magic  
That will soothe an old wound's pain,  
And the look of them can summon  
Dreams of youth and joy again.*

*Oh, the beauty of the lilacs  
In the park in proud display,  
On the wall by stately mansions,  
By the country's green-clad way.  
They have thrilled, and, aye, shall thrill me  
To my heart's most secret deeps—  
For they guard a little garden  
Where my mother sweetly sleeps.*

*Adele Jordan Tarr.*

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

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

# STANOLAX

(HEAVY)

## *for constipation*

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

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

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

### **To Dealers**

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

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

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**Standard Oil Company**

**Indiana**



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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY  
THE TRADESMAN COMPANY  
GRAND RAPIDS, MICHIGAN

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Subscription Price.  
Three dollars per year, if paid strictly  
in advance.  
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advance.

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

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

### Northern Michigan as a Playground.

Boyne City, May 10—Fifty years ago Northern Michigan was a wilderness. From Port Huron and Muskegon to the Straits of Mackinaw it was an untrodden forest. "Saginaw's tall, whispering pines" was no myth. Thousands of square miles was nothing else but. Only the trapper and timber cruiser knew of the beauties of lake and stream, and they had little use for either.

This is all gone. A generation has come which has not the faintest conception of the wealth that once clothed the hills and valleys. They have gone to the less fortunate states to build and furnish the homes that grew up in the grassy planes of the Middle West. This wealth, that had its beginning before Columbus sighted the little sand bank of San Salvador or Cabot, saw the wonders of the Saint Lawrence, that was 500 years in preparing for our growth, has all been swept away in less than two generations. Three centuries would not replace it.

Within the past 25 years another source of wealth has grown up. It is not material. It is purely psychological. Rest. Recreation. Beauty. The industrial age has housed people up in cave dwellings, clogged their lungs with smoke and dust and stunned their ears with the clangor of machinery, and jaded their nerves with the eternal rush for wealth or pleasure. To these cave dwellers, in the throw-back to their natural environment Northern Michigan's thousands of lakes, miles of streams and reaches of Great Lake shores, have become valuable, not for any tangible product, but for their artistic and aesthetic value.

Within a very short time, five years perhaps, it has become apparent that there is a very distinct limit to the extent of the recreational territory. There never was and there never will be any more. It makes little difference how big a city may grow, there always will be room for expansion. But lakes are just so big, streams are just so long, just so many miles available. And like the forests it will soon be gone. The beauty will always remain, but its use by the general public will be restricted or denied.

This is not intended for a sales talk. It is a statement of conditions as they

exist to-day on every part of this "Play ground of Michigan" and includes all the country from Port Huron to Duluth.

Charles T. McCutcheon.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 10—J. H. Wager, the well-known pop corn man, has arrived this week from his winter abode at Port Huron. This is always an indication of spring, according to the past ten or twelve years. We hope that this year will be no exception, as we have had another week of cold weather and many had to replenish their coal supply.

This is clean-up week here under the direction of the Civic and Commercial Association. Fred Shaw is chairman of the clean-up committee and is receiving the co-operation of the citizens. A marked improvement is noticed, so we have every reason to be proud of our city during the tourist season.

The New Lincoln cafe has re-opened, after having been closed for several months while undergoing improvements. Mr. Briskas, the proprietor, has added new fixtures and new booths and a new system of cooking has been installed. This cafe is now one of the finest in the city and is one of the best down town locations, which will attract the tourists. It has heretofore built up a reputation on chop suey, as well as fancy cooking. Mr. Briskas has had many years experience in the larger cities prior to his opening here and is considered an expert at the business.

When a man whines that he's being held down, the truth is, as a general thing, the boss can't hold him up.

W. H. White, of Boyne City, and President of the White Lumber Co. here, was a business visitor last week.

Mr. and Mrs. Frank D. Reynolds have returned to this city after having spent the winter in Florida, where they went to reside. Prior to moving South Mr. Reynolds was assistant manager for the National Grocer Co. here, which position he held for several years, but resigned last year to go into business in the South. He found conditions were not so flowery as they had been advertised. The climate also had much to do with their return, as they did not enjoy the good health they did here. After looking around they decided that the Soo looked the best to them and here they are, with their numerous friends to welcome them back. Mr. Reynolds has not as yet decided just what he will take up, having several propositions under consideration.

William G. Tapert.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 10—Geo. H. McWilliams, who traveled many years for Ball-Barnhart-Putnam Co. and the Judson Grocer Co., leaves soon for Hollywood, Calif., where he will spend the summer season. He has spent the winter with his son and daughter-in-law at Windsor, Ont. George travels altogether by automobile and manages to cover about 10,000 miles every year, including his round trip to the Land of the Setting Sun.

Bertron Rockwell, son of Allan F. Rockwell, is now located at Fargo, N. D., where he is assistant manager for the Kresge Co. He was recently presented with a brand new daughter,

now five weeks old, who will be known hereafter as Alice Louise.

Richard Bean, Manager of the National Candy Co., has returned from St. Louis, where he attended a directors meeting of his corporation. Next week he goes to Atlantic City to attend the annual meeting of the National Confectioners Association, of which he was President several years ago.

A. W. Peck, of Traverse City, who has traveled for the Hazeltine & Perkins Drug Co. about thirty years, and Walter Reed, Manager of the Lake Odessa Canning Co., are two of the sixty-six candidates who are being ground through the Consistory at the Masonic Temple this week.

Some salesmen are like some clocks, they run mighty fine when they are first wound up, and gradually grow slower and slower until they stop. A salesmanager tells the how of this as follows: "It seems that the majority of men start out Monday morning all pepped up, full of life and ginger, but as the week grows older, it seems that they let up on their efforts. Really we don't know it this is in the atmosphere all over the country, but it seems to us that it prevails with some of our men. Every work day looks alike to us, and our doors are open six days a week, so you men should realize our position and fill in each week so as to get sufficient orders to keep a steady flow that makes your number of items look uniform. Every salesman reading this part of the bulletin, and who will actually make sales on Saturday, so that we receive their order first thing Monday morning, we will send them a check for 1 cent for every item they sell Saturday."

### Oldest Merchant and Mason in Lansing.

Lansing, May 7—Henry Woodworth Lansing's oldest Mason and merchant celebrated his 90th birthday anniversary Thursday, May 5.

Mr. Woodworth, who was born in Rochester, N. Y., May 5 1837, came to Lansing at the age of 17 with his parents, Mr. and Mrs. George Woodworth, when the population of this city was but 1,200 and Ottawa street was a brisk brook which emptied into the Grand River near the State Journal building. His father went into the boot and shoe business at the location where the present Woodworth store stands and made shoes to order and measure for the 1200 persons that then crowded the streets of the city.

At the death of his father, Mr. Woodworth took possession of the business and operated it until his son, Harry, grew up. With his advance in age Mr. Woodworth turned the management of the store over to his son, Harry but he still goes to the store every day.

In addition to being the oldest business man in the city, Mr. Woodworth is also the oldest Mason in Lansing and has the distinction of belonging to all the Masonic orders here. He was well remembered on his birthday by his brother Masons.

### Who Benefits From the Grocer's Window?

Are grocers protecting their interests when they object to giving a manufacturer a window to be trimmed with his products? Or are they failing in co-

operation without which neither party can wholly succeed? A Sunland Service man presents both sides thus:

"I am only one of 250 service men calling on the grocery trade representing Sunland Sales," he writes the Journal of Commerce. "In the course of a year we put in approximately 100,000 window trims. Our experience indicates that very few grocers object to being helped, provided it is sincerely offered. It is only when the manufacturer puts his own selfish interests foremost and asks to monopolize the whole window for a product that hasn't sufficient turnover or profit in it that the grocer rebels.

"We had so many calls that our 15,000 Christmas trims were not sufficient to take care of everyone and we had to disappoint some of our good distributors. I can remember the time when I had window material that I had to beg the grocer to let me put in and I knew that when I came back the next day it would be down.

"There are three reasons why the grocer wanted our holiday window: First, we had shown the grocer how he can make Sun-Maid raisins sell other items for him. The big cake that was featured called for other products besides raisins and the grocer knew it. He therefore was eager to make Sun-Maid raisins an advertised leader. Second, the art work used in this window trim was the finest obtainable. The trade knows that our trims have both decorative and advertising value. Third, prominent space was given to an important message for the grocer: 'Make our store headquarters for quality products.' This is a message that any grocer is eager to convey to his trade."

### Ten a Week on the Average.

The Tradesman receives an average of ten additions to its subscription list every week. The additions this week are as follows:

Samuel Falls, Spring Lake.  
Glen Bullman, Muskegon.  
C. H. Boelkins & Sons, Muskegon Heights.  
Geo. E. Keiser & Co., Detroit.  
Harry C. Schuberth, Port Huron.  
Wilcox-Kuennen Co., Grand Rapids.  
Steven Schreuer, Kalamazoo.  
J. J. Berg, Grand Rapids.  
R. H. Randall, Grand Rapids.  
J. M. Golding, Windsor, Ont.

There is no rule restricting the limit to ten per week. New names are always welcomed and nice clean places are reserved for all who wish to share in the good fortune which is available to all readers of the Tradesman.

In the last six years America has expended more than \$4,000,000,000 on its War and Navy Departments.



## MEN OF MARK.

**J. A. Doyle, Business Promotion Manager Hotel Tuller.**

It is a little premature now to write a success story about the subject of this sketch. He is comparatively young in years and has the best part of his life ahead of him, but the time is opportune to give some of the details that make him outstanding among young business men and a growing figure in the activities of a big American city.

In the short space of five years J. Allan Doyle was transformed from an utter stranger in Detroit to a well known and energetic worker on behalf of community affairs. He came to Detroit from Lexington, Ky. He was first employed by the Pere Marquette Railroad and later by the Chrysler Motor Corporation.

The Detroit Convention and Tourist Bureau was planning to enlarge the scope of its work. A small appropriation was being raised by public



J. Allan Doyle.

subscription for this purpose. The expansion of the Bureau necessarily required additional man power. Whether it was good fortune or the confidence that Mr. Doyle instilled in officials of the Bureau is a matter of opinion, but he was given the job.

The sum of money which was then provided for the Tourist and Convention Bureau was \$45,000. The outcome was so successful that the following year the appropriation was raised to \$85,000. Next it was \$150,000 and now it is a million dollars to cover a three year program.

Into these vast programs Mr. Doyle entered with zest and determination. This small town boy, who but a few years before would have paled at the mention of raising a thousand dollars, was assisting in a program of civic progress that ran into tens of thousands of dollars. His acquaintance had spread to all sections of Detroit. He was recognized as a go-getter and, consequently, gained the confidence of the business men of Detroit.

The Tuller Hotel interests were branching out at this time, building a string of new hotels. The Tuller itself

was enlarged with an addition, and the big job was to keep the rooms filled. Much new business could be obtained by conventions. The need of an aggressive promotion manager was necessary.

Mr. Doyle, having established himself favorably in the eyes of the hotel management, was offered the position of business promotion manager, which he accepted. Thus in five years he had developed from a stranger seeking a job to a young executive much sought after.

The importance of a business promotion manager to a hotel has increased in proportion to the growth of the nation as convention-goers. The business promotion manager must be awake to meetings being held throughout the country and know immediately when these meetings are going to be held in his city. Like every business with a good product he brings to the attention of the convention men the quality and facilities of his product, which in his case is service and accommodations.

The business promotion manager can be of great assistance to a secretary or manager whose convention selects his hotel for headquarters. He can make arrangements for accommodations and keep the secretary and manager advised on all particulars of the city. He can relieve him of much of the detail in connection with a big and important convention.

Describing the convention phase of hotel service, Mr. Doyle says, "In making each delegate to a convention feel that he has profited by his trip, fully as much depends upon the selection of a location as upon the plans and program.

"Here at the Tuller our staff is trained to anticipate convention requirements. We are so organized that our staff becomes an auxiliary staff to the convention.

"We secure reduced railroad fares, plan and obtain publicity and arrange a full program of convention meetings and social features. In cases where it is necessary, we plan such details as registration. This service is offered without charge.

"Conventions also expect special rates. To make it profitable for all concerned we have standardized rates, so that the convention delegate receives comfortable accommodations and complete service at less than he would under other circumstances."

Since taking over the business promotion department of the Hotel Tuller Mr. Doyle has specialized in catering to Michigan associations.

#### First Attempt at Settlement in Michigan.

Written for the Tradesman.

In 1633 when a French vessel tacked back and forth to make its way up from the mouth of the Gulf of St. Lawrence to the landing at Quebec, there were two on deck watching every progress with that wondrous interest when men with a great purpose who have had that purpose thwarted find themselves at liberty to renew their efforts. Champlain would easily

have been recognized by those who knew him when he made that first journey to America. Fr. Brebeuf had little resemblance to the sickly consumptive when he first greeted the new world. His years among the pine and fir trees in the far way Huron mission at Ihonairai had made a new man of him. Both these leaders were returning with advancement in their positions and responsibilities. Champlain was to become acting governor and Fr. Brebeuf to become superior of the great wilderness work of his church, which was to be generally known as the Huron mission. Fr. Massey came with Fr. Brebeuf, arriving in Quebec on the 5th of June. Frs. Daniel and Davost arrived from the fort on St. Ann's Bay, near Cape Breton, just a little later. The three priests at once commenced their efforts to get to their field of labor, but were unable to do so until 1634, when they joined a Huron band of traders who were returning from their annual trip to market. They took with them on the trip three white men and two boys as hired assistants. Another interesting personage who was a member of this same party when it left Three Rivers, and probably when it left Quebec, was Jean de Nickolet, a lieutenant to Champlain, who was commissioned upon a voyage of discovery under instructions to penetrate to the Southwest from the Soo, which had already been visited by Brule and possibly others. Later on this trip Nickolet had an escort of seven Hurons. Whether they formed his canoe party from the start is not quite sure. The flotilla got away from Three Rivers July 7, 1634, and went by the way of the Ottawa River. On the way up the Ottawa River they were all scattered. Just what and why of this has as many reasons as there were members of the party. Some claim that Fr. Brebeuf had become so corpulent that the Indians were afraid to carry him in their canoe. Some writers give more credence to troubles with Iroquois bands than do others. Nickolet's journal, as prepared to give to Champlain with his report when he returned, says that Fr. Brebeuf learned of a fleeing band of "his Indians" who had settled near the more Northern route and decided to visit them, while the remainder took a longer portage without traveling as far North. Two or three references in various Ontario archives, starting with the volume of 1908, when pieced together form nearly a perfect story that with one of the "hired men" who went with the party, Fr. Brebeuf went to the portage from lake Nipissing to French River. There he left the "hired man" to carry their baggage and canoe across and then wait for him. It was the afternoon of the third day before he returned. During his absence the writer has found several references to cause him to believe that he had visited the band of refugee Hurons who had fled from the Iroquois triumph; that he had found them greatly alarmed because they had heard that the Iroquois were planning to follow them there, and that he had promised them that, as soon as he reached Ihonairai, he would seek out

a new refuge for them beyond any then present habitation.

In spite of this three day loss Fr. Brebeuf was the first of the party which left Montreal to reach Ihonairai, where he arrived twenty-four days after leaving Three Rivers.

Fr. Daniel arrived nine days later, on August 10. Nickolet and Fr. Davost arrived the evening of August 19. The whole party were received with much rejoicing and were the guests of Chief Aouandoi when at Ihonairai until September 17, when their own house was completed. Nickolet remained for a few days to rest and then pushed onward, going up the East shore of Georgian Bay, thence around to Soo Ste. Marie; thence South through the Strait of Mackinac, and along the West shore of Lake Michigan to Green Bay. In a letter to his brother, Charles, a few days after Nickolet's departure, Fr. Daniels speaks of Fr. Brebeuf's absence from Ihonairai, and in his first "relation" which must have been written at that time, he was in charge of the mission there. It is quite doubtful from what we know, if Fr. Brebeuf was at Ihonairai when they moved into their new house.

That Nickolet had a priest with him when he left Ihonairai is assured from the fact that he referred in his journal twice to "the black robe." One of these times was during their stay at the Soo and the other when they passed a group of islands (probably Les Cheneaux) when Nickolet said they "were very attractive to the black robe, for his purpose." When Nickolet passed through the strait he recorded that he was the only white man of the party. There is just about time enough for Fr. Brebeuf to have gone as far as Mackinac with Nickolet, and from there to leave for a trip to the "Northwest of Lake Nipissing," as he did October 20, according to Ontario Archives of 1908. He returned from there December 15, according to the same authority.

It seems to me that the chain is complete and that on this latter trip, when Fr. Brebeuf visited the Huron refugees, he explained to them what he had found at Mackinac, and that he must have conducted them there in the spring of 1635 beyond any question, as Wood's History of Mackinac details how these refugees came there and that scarcely had they settled in their new location until they were very much aroused by the news that the Iroquois were arranging to follow them there, and that they moved from there to the main land North of the Strait of Mackinac. The same authority says that "No sooner were they in their new location (Mackinac) than the traders were obliged to follow them there in order to maintain their business," thus completing the chain for a regular French settlement, the first attempt at settlement in what is now Michigan. A. Riley Crittenden.

The percentage of murder in this country, per 100,000 population, is seven times greater than that of England and Wales.

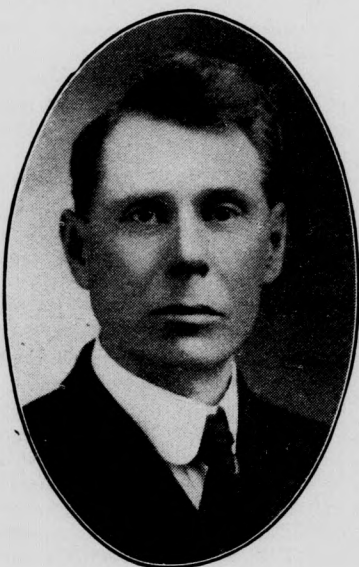


## GONE TO HIS REWARD.

## Death of Charles M. Alden, Local Hardware Dealer.

Charles M. Alden died at his home, 311 Pleasant street, Saturday, as the result of bronchial pneumonia. The funeral was held at the First Presbyterian church Monday afternoon. Interment in the Mausoleum on U. S. 16.

Charles M. Alden was born at Pontiac, Nov. 14, 1853, being the eighth descendant of John Alden of Colonial fame. When he was 2 year old his family removed to Grand Rapids, where his father, Dr. John M. Alden, was elected City Physician, being the first practitioner to hold that position. In 1858 the family moved to Detroit, where the father died Jan. 27, 1870. They then returned to Grand Rapids, where Mr. Alden attended school in the old stone school house on Turner street. When he was 16 years of age his mother died, and he went to work in the factory of Henry S. Smith, driving wooden teeth in hay



Charles M. Alden.

rakes. He subsequently worked for the Michigan Barrel Co. and on his 18th birthday he apprenticed himself to learn the tinsmith trade in the hardware store of J. Whitworth & Son. The work in the tinshop was superintended by the late George G. Whitworth, subsequently President of the Grand Rapids Board of Trade and later President of the Berkey & Gay Furniture Co. In June, 1875, he purchased an interest in the firm of J. Whitworth & Son and the firm name became J. Whitworth & Co. In 1880 he purchased George G. Whitworth's interest in the business, when the firm name became Whitworth & Alden. This relation continued until 1885, when he sold his interest to his partner and formed a copartnership with his brother, George W. Alden, and engaged in the hardware business on West Bridge street under the style of Alden Bros. In 1889 the firm sold out to Barnett & Richards and Mr. Alden served as clerk in the retail department of Foster, Stevens & Co. for a year. On the death of John Whitworth, in 1890, he and Karl S. Judson

purchased the stock and continued the business for the past thirty-seven years under the style of Alden & Judson.

Mr. Alden was married Oct. 11, 1877, to Miss Nellie S. Garrick, of Grand Rapids. They had four children—three daughters and a son—all of whom are married and settled for life as follows:

Kate C. is married to Fred C. Choate and resides in Greenville.

Cecelia is married to Horace S. Hunt and resides in Jackson.

Helen G. is married to Fred Colvin and resides in Lansing.

John M. is married to Janet Gunn and resides in Grand Rapids. He is connected with the Travelers Insurance Co.

The family resided in their own home at 311 Pleasant street, where Mr. Alden celebrated his 73d birthday on Nov. 14, 1926.

Mr. Alden was a member of Doric Lodge, F. & A. M. He was a member of the Board of Education for eight years from 1913 to 1920. He was a member of the local branch of the Sons of the American Revolution for many years and served the organization as President in 1919.

Mr. Alden had been a member of the First Presbyterian church since he was 18 years of age. He had been an elder of the church since 1887; clerk of the session since 1898, superintendent of the Sunday school for twenty years and choir master for over forty years. He served as President of the Grand Rapids Sunday School Association.

Mr. Alden was always an advocate of organization. He was one of the founders of the Grand Rapids Retail Hardware Association and served as its President. He had long been a member of the Michigan Retail Hardware Association and was elected Vice-President at the convention in this city in 1906. At the annual convention in Detroit a year later he was elected President, and it goes without saying that he gave the organization the benefit of his best thought and most painstaking effort. He had been a member of the Grand Rapids Association of Commerce for many years and had always been active in furthering the interests of that organization. He served as a director several years and was Vice-President for two years while Heber A. Knott was President.

Mr. Alden owned up to no hobby but music, both vocal and instrumental, flowers, church and work. He studied vocal music under Prof. Marauski in 1880 and sang with him nine months in St. Mark's church during 1881.

Mr. Alden attributed his success to constant attention to business. He believed in strict honesty and service in business. His theory of life was to keep the other fellow smiling.

## The Installment Way.

The Installment Buyer—How much is this hat?

Clerk—It is ten dollars cash.

Mrs. I. B.—And how much by installments?

Clerk—Fifteen dollars. Ten dollars down and one dollar a week for five weeks.

"Jell-O is a registered, trade-marked name. No other gelatin dessert can be called Jell-O. Jell-O customers are satisfied customers and have been for twenty-six years."

AMERICA'S  
MOST FAMOUS  
DESSERT

© 1927, P. Co., Inc.

and the big  
drive goes on

**M**ONTH after month the Borden Company is telling the women of America the facts.

Not just one advertising campaign — but **FOUR**, Eagle Brand for infant feeding, Condensed Milk for coffee and cooking, Evaporated Milk for all 'round household use, Malted Milk as the best food-drink for everybody.

Take up 'most any one of the leading women's periodicals — you'll see Borden advertising. Big display. Straight-from-the-shoulder selling copy. Note the striking Malted Milk drive in Liberty Magazine.

Newspapers, billboards, — The Borden Company is using every forceful medium to carry its story to the consumer.

This means for you—a noteworthy increase in profits on Borden goods, through quick turnover. Every month, to more and more women, **MILK MEANS BORDEN'S.**

**THE BORDEN COMPANY**

350 Madison Avenue  
New York, N. Y.

Chicago

San Francisco

**MOVEMENTS OF MERCHANTS.**

Lake Odessa—M. J. Hulbert succeeds Fred G. Smith in the grocery business.

Ashton—Roy Kanouse succeeds Lee Duddles in the grocery and general store business.

Shepherd — The Commercial State Bank of Shepherd has increased its capital stock from \$20,000 to \$25,000.

Detroit—The People's Lumber Co., 15000 Linwood avenue, has increased its capital stock from \$50,000 to \$300,000.

Shelby—T. B. Phillips has purchased the Munson blacksmith shop and is remodeling it for occupancy with his harness and leather shop.

Detroit — The Munger-Guthrie-Brand Lumber Co., 124 South Military street, has changed its name to the Guthrie & Brand Lumber Co.

Middleville—Harry N. Potter, recently of Mulliken, has taken possession of the L. J. Roberts hardware stock which he recently purchased.

Nashville — The Sommers Baking Co. has closed its bakery and removed its equipment to Niles where it will continue the business under the same style.

Fennville—The Fruit Exchange has razed its frame building and is excavating and in other ways preparing to erect at once a \$10,000 addition to its place.

Coldwater—Prospects for reopening the bankrupt Hoosier Shoe Co. appear very bright. The Coldwater Industrial Club will attempt to sell a new issue of stock.

New Lathrop—The State Bank of New Lathrop has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Allegan — The Michigan-Tennessee Lumber Co., through its president, J. P. Castleman, has filed a petition in bankruptcy, setting up liabilities of \$57,968 and assets of \$22,500.

Three Rivers—About \$30,000 worth of stock was subscribed at a recent meeting of Three Rivers business men towards erection of a new hotel. The new hotel will cost \$185,000.

Marcellus—L. B. Sweet has sold the meat department of his grocery and meat market, to Elgin Dougherty, recently of Three Rivers, who will continue the business at the same location.

Flint—The Kelly Credit Jewelers, has been incorporated to conduct a retail business, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit — The Good Humor Ice Cream Co., has been incorporated with an authorized capital stock of 5,000 shares at \$10 per share, \$30,000 being paid in in cash and \$20,000 in property.

Paw Paw—F. J. Webb and associates, have leased the Paw Paw cannery to the Hartford Canning Co. for two years. It will be opened June 1, under the management of D. J. Bruggink.

Mendon—David Harmon has sold his store building and restaurant to Mrs. Harry Hacker, of Colon, who will

remodel and enlarge the building and add a lunch counter to the restaurant business.

Kalamazoo—John DeMeyer, one of the organizers of the Ideal Dairy Co., 610 North Burdick street, has purchased the interests of Mrs. Nettie Wheaton and Lee McLain and is now sole owner.

Lake Odessa—G. A. Berry of Detroit, owner of Anchor Inn, will reopen it May 14, with a dance. The hotel has been closed for over a year and has been remodeled and refurnished throughout.

Detroit — Recording Change Machines, Inc., 2232 Buhl building, has been incorporated with an authorized capital stock of 5,000 shares at \$10 per share, \$4,500 being subscribed and paid in in cash.

Ironwood—The A. Durham Co., 213 East Ayer street, has been incorporated to deal in general merchandise, with an authorized capital stock of \$16,000, \$12,000 of which has been subscribed and paid in in cash.

Jackson—The Soo Electrical Products Co., 202 North Jackson street, has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Lansing—Hotel Kerns is developing a park on its river frontage, for the use of its guests. Trees, shrubs and flower beds are much in evidence and swings, benches and a slide for children are being installed.

Bay City—The Martindale Bean Co., 230 Fellowcraft building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$43,000 has been subscribed, \$15,200 paid in in cash and \$23,000 in property.

Detroit—The Finley Sales Corporation, 919 Majestic building, has been incorporated to sell automotive accessories, pistons, etc., with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Bad Axe—The Thomas Elevator Co., has been incorporated to deal in hay, grain, farm produce and fuel, with an authorized capital stock of \$12,500 common and \$17,500 preferred, of which amount \$16,700 has been subscribed and paid in in property.

Lansing—The Cushman-Carl Co., Turner and Beaver streets, has been incorporated to deal in groceries, seeds and farm produce, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$4,000 paid in in cash.

Detroit—The Hoffman Development Co., 4461 West Jefferson avenue, has been incorporated to deal in machinery, tools, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$3,000 in cash and \$27,000 in property.

Kalamazoo—Mr. and Mrs. Archie Lawrence will open the Paradise Shop, a retail establishment specializing in fancy baked goods, boxed candies, ice cream and fountain drinks, at the corner of Main and Rose streets, just before Decoration day.

Shelby—Clyde E. Claeys is remodeling his store building, recently va-

cated by T. B. Phillips with his harness and leather shop and will occupy it with the H. W. Ogden hardware stock which he recently purchased and will combine with his electrical business.

Muskegon—The Muskegon Farmers' Dairy Co., 547 Catawba street, has been incorporated to deal in dairy products and produce milk derivatives, with an authorized capital stock of \$60,000, of which amount \$30,170 has been subscribed, \$4,758.63 paid in in cash and \$22,241.37 in property.

Manistee—The Vincent-Wolters Co. are closing out their entire stock of hardware at auction. The sale starts every morning at 9 o'clock and continues until the noon hour, starting again at 2 o'clock in the afternoon. This plan will be in effect until the entire stock and fixtures have been disposed of.

**Manufacturing Matters.**

Detroit—The Hafner-Rose-Lenz Co., 6445 East Jefferson avenue, auto painting, trimming and electric nickel plating, has changed its name to the John J. Hafner Co.

Detroit—The Scott-Shuptrine Co., 6501 Mack avenue, has been incorporated to manufacture and sell upholstered furniture, with an authorized capital stock of \$25,000, \$11,000 of which has been subscribed and paid in in cash.

Jackson — The Litchfield-Cosgrove Corporation, 235 West Biddle street, heating, plumbing, etc., has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in property.

St. Joseph—The Perfection Pack Co., 806 Water street, has been incorporated to manufacture fruit packing devices, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$4,700 in cash and \$7,300 in property.

Kalamazoo—The Ajax Manufacturing Co., 133 East Kalamazoo avenue, has been incorporated to manufacture and sell electrical devices, tools, etc., with an authorized capital stock of \$50,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Peninsular Stove Co. has started construction of its new factory at Burt road and the Pere Marquette Railway in Brightmoor. The new plant will have 230,000 square feet of floor space and will be of modern type. It will be completed Jan. 1, 1928.

Detroit—The W. J. McKee Machinery Co., 2601 Sixteenth street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$21,343.80 in cash and \$28,656.20 in property.

Port Huron—James Wilson & Son, ice cream manufacturers, have merged their business into a stock company under the style of the Wilson Ice Cream Co., 1101 Third street, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The West End Beverage

Manufacturing Co., 3625 Toledo avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, all of which has been subscribed, \$1,600.48 paid in in cash and \$28,399.52 in property.

Jackson—The only vacant factory space remaining in the city of Jackson, of appreciable size, is that provided by the Jackson Motors plants. The property, which is owned by the United States Tax Co., has been placed in shape so that it can be sold with an assured title.

Adrian—The mill and elevators formerly operated by the Detroit Milling Co., have been purchased by the Leeson Grain Co., of Buffalo, N. Y., and the operation of the mill is to be resumed at once. F. L. Kinsey, who has been associated with the company in Buffalo has been made superintendent of the Adrian establishment.

Midland—A substantial increase in volume of business is reported by the Dow Chemical Co. over that for last year. Orders for Dowflake (calcium chloride) booked at the present time are said to be 15 per cent. ahead of last year's orders, and sales of other products in proportion with prospects for a record year in 1927, officials stated.

Detroit — Consolidated Industries, Inc., 2143 Howard street, has been incorporated to manufacture heating apparatus, with an authorized capital stock of 15,000 shares class A stock at \$10 per share, 15,000 shares class B stock at \$1 per share and 30,000 shares no par value, of which amount \$15,000 has been subscribed and paid in in property.

Detroit — The National Research Laboratories, Inc., 743 Beaubien street, has been incorporated to manufacture and deal in medical products, chlorine gas apparatus, etc., with an authorized capital stock of 10,000 shares class A stock at \$10 per share, 20,000 shares class B stock at \$1 per share and 30,000 shares no par value, of which amount \$6,620 has been subscribed and paid in in cash.

Carleton—The Carleton Cooler Association has been formed, with \$200,000, one-half subscribed, to manufacture iceless refrigerators. R. J. McCormick, vice-president and cashier of the State Savings Bank, is the special trustee, with S. D. Barker and A. H. Hooper, Detroit, and S. O. Reeves and George Egle, of Carleton, directors. Operations are to start in thirty days in a temporary building. It is planned to erect a building, the site for which is to be donated.

Monroe—The France Stone Co. has started operation with a force of about 150 men. The company manufacturers crushed stone and has a number of plants in Ohio towns. The plant was destroyed by fire more than a year ago with a loss of approximately \$500,000. It has been entirely rebuilt at a large expense, and when the plant resumes complete operation about 200 men will be employed. The Monroe plant turns out thousands of tons of crushed stone yearly.



### Essential Features of the Grocery Staples.

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

Tea—The situation is about unchanged for the week. The information from primary markets is that high-grade tea everywhere is steady to firm, but that the undergrades are dull and neglected. Good Ceylons are particularly strong. No material change has occurred in price during the past week. In this country trade are looking forward to the usual improvement in the demand for tea due to summer weather.

Coffee—The market has shown no marked change during the past week. The entire situation in Rio and Santos, however, green and in a large way, is easy and dull. Rio 7's have been particularly soft during the past week and possibly show a slight fraction lower than a week ago. Mild coffees are unchanged for the week. In this country the demand for coffee is rather poor at present as there is no inducement to anticipate wants. Rio 7's did improve a little toward the close of the week, on account of scarcity. All the Santos grades turned easier. The jobbing market for roasted coffee is moderate, without incident.

Canned Fruits—California fruits are moving pretty well, particularly pears, cherries and peaches.

Canned Vegetables—Few changes of any consequence have occurred in the general line of canned vegetables. Perhaps the position of peas is strengthened a little by the recent elimination of some of the weaker sellers and the fact that some of the packers are no longer willing to sell on to-day's low market. As repeatedly stated, Wisconsin packers entered a new year with large stocks on hand, estimates having placed the total at about 2,000,000 cases, although a goodly portion of these were no doubt carried for the account of buyers for future delivery. Seeding operations have started in Wisconsin and elsewhere and while some curtailment is indicated, it is also likely that the knowledge that some people are going to cut down will spur others on to greater endeavors. It develops that fair sized sales have been going through in No. 10 stringless beans on basis of \$5.25, but there are offers from some directions at prices lower than this. A better demand came into the market for Southern tomatoes during the week and it was said that standard 2s had been pretty well established on basis of 82½c. Those who have made an analysis of tomato statistics say there is a possibility that there will be quite a pronounced shortage before the new pack is available.

Dried Fruits—Perhaps the feature of outstanding interest in dried fruits is the outlook for stronger conditions in California apricots. Production in the Santa Clara Valley and the remainder of California is not likely to be excessive this season if all the reports heard from the Coast are to be relied on. It is too early of course to secure information as yet that has positive earmarks of definiteness, but let it suffice that intimations have already gone the

rounds that the crop may not be more than 40 to 50 per cent. of normal. This past week has witnessed another strengthening of the Coast markets for raisins. Offers made this week by New York houses for two carloads of bulk Thompson raisins at the old limits were flatly turned down by the Coast holders. The advance in Thompson raisins on the Coast had amounted to perhaps ¼@½c per pound. Evidently there is room for more raisins here, for stocks have generally gotten into decidedly small compass. Pacific Coast packers are responsible for the statement that the trade has been buying raisins readily at the advance. A fair sized advance has also been seen in muscat raisins. The presence in this market of split prunes appears to have operated to check the advance which had been in progress up to ten days ago. Santa Clara 40-50s are available at basis of 8½@8¾c a pound and Oregon 40-50s at 7¾@8c a pound, although easier conditions have appeared in the larger sizes of both. The trade on the Pacific Coast would be quite well pleased if the remaining holdings of prunes should be cleaned up at ruling or slightly better than present quotations. Prune stocks in New York are not particularly heavy, it is reported, and with unconsumed stocks all practically held in California no one would be surprised at substantial progress in the matter of cleaning the stocks up.

Canned Fish—Holders of red and pink Alaska salmon are feeling a little firmer, but the trade are not responding very much as yet. So far the catch of new tuna is disappointing. A number of houses have received reports that shrimp canning establishments in the vicinity of New Orleans are threatened by the rising waters of the Mississippi. This is all very well, of course, but at the same time it must be remembered that various plants are operating along the Atlantic seaboard. Getting back to the position of the Louisiana shrimp packers it is stated that the cut in the levee below the city of New Orleans will prevent Biloxi packers and those cannery situated on the East coast of Louisiana from operating until next August. Flood waters may affect these cannery until along in August and it is doubtful if any shrimp will be packed until then.

Salt Fish—The only feature of the fish market during the week has been a decline in Maine sardines. The reason apparently is that business has been very poor since the last advance. They have begun to catch mackerel off the American coast, but very little has been salted as yet. Further declines in codfish have been expected, but have not yet occurred.

Beans and Peas—Sales for dried beans is extremely small and sales are few and comparatively small. Prices, however, are not as weak as one would think. Dried peas are unchanged and very dull.

Cheese—Old cheese is scarce, firm and wanted. Newly made cheese is not wanted and is easy.

Nuts—Although it is too early to secure any accurate data as to condi-

tions affecting the European nut crops it is generally believed that foreign production of walnuts this year will again be small. Damage to French walnut crops was quite extensive in 1926, it will be recalled, it being then held that recovery inside a year was virtually impossible. The usual tendency seen at this season of the year to convert walnut and other nut holdings into cash to avoid summer carry-over and cold storage carrying charges has not been so much in evidence. In fact, with no distressed lots of nuts in sight it is doubted if any pronounced selling pressure develops this season. The coming crops of filberts bid fair to be in fair volume and the tone of the market has recently been a little reactionary.

Syrup and Molasses—Molasses has had a quiet week, with the demand almost down to a summer basis. Prices are steady in spite of this. Sugar syrup is steady on account of comparatively light offerings. Compound syrup is selling pretty well, at unchanged prices.

### 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@\$1 for big bunch.

Bananas—6@6½c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.80  
Light Red Kidney ----- 8.00  
Dark Red Kidney ----- 6.90

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

Butter—The market has declined about 1c for fine creamery since the last report, due to increased offerings and light demand. At the present writing the situation is quiet but steady. Jobbers hold fresh packed at 41c, prints at 42c. They pay 24c for No. 1 packing stock.

Cabbage—\$6 per crate for Mississippi stock.

Carrots—\$2 for hamper from Texas.

Cauliflower—\$3 per doz.

Celery—California Jumbo, 75@90c; Rough Florida, 4 to 6 doz., \$5.50.

Cocoanuts—\$1.10 per doz.

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

Eggs—Fine fresh eggs are still in good demand and usually cleaned up the receipts. The market did decline, however, from one-half to 1c per dozen the last of the week, as the demand did not support the receipts, but later advanced about the same. Local jobbers pay 22c for strictly fresh.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

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

Green Onions—Home grown, 20c per bunch.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$5.50  
360 Red Ball ----- 5.00  
300 Red Ball ----- 5.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. ---\$6.00  
Hot house leaf, per lb. ----- 17c

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—Texas Bermudas, \$3.50 per crate for yellow and \$3.75 for white.

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

80 -----	\$4.75
100 -----	5.25
126 -----	5.50
150 -----	6.00
176 -----	6.00
200 -----	6.00
216 -----	6.00
252 -----	6.00
288 -----	6.00
344 -----	5.00

Sunkist Red Ball, 50c cheaper.

Parsnips—75c per bu.

Peppers—Green, 60c per doz.

Pieplant—\$1.50 per bu. for home grown.

Pineapple—\$5 for 24s and 30s.

Potatoes—\$1.25@1.35 per bushel generally.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 28c

Light fowls ----- 21c

Radishes—40c per doz. bunches for home grown.

Spinach—\$2@2.25 per bu.

Strawberries—Klondykes from Tennessee and Arkansas command \$3.50 per crate for 24 qts.; Romers, \$4.75.

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

Tomatoes—Southern stock, \$1 per 6 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 15½c

Good ----- 14c

Medium ----- 12c

Poor ----- 09c

### Waiter and Waitress Invidiously Compared.

Alas for the passing of the old-time waiter! He used to earn his tip. He would draw out our chair, serve our meal in a proper and becoming manner, hover attentively near, ready to heed our slightest gesture of want, and help us on with our overcoat when we had finished our meal. But now! Some disinterested so-called waitress condescends to take our order, dumps the food upon the table, and then vanishes. She does not earn her tip, but accepts it nevertheless as a right and not with the graceful manner and urbane smile of the old-time waiter, who earned his gratuity if ever a man did.

Why is the waitress a poorer institution than the old-time waiter? For two reasons. In the first place, men have more conscience where money is concerned than women have. The waiter desired to earn his tip; the average waitress is not controlled by such a desire. In the second place, the sex elements obtrudes to prevent a waitress from being too attentive to a diner's wants, lest he misconstrue her motive.

Charles Hooper.

## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The Victor Hosiery Mills of Philadelphia, Pa., has been denied the use of the mails by the U. S. Postoffice Department. William Victor, who operated no mills, was conducting his business from a furnished room by means of advertisements featuring "Men's Silk Socks," "Men's Silk and Wool Hose," and "Men's Wool Hose," endeavoring to sell merchandise through the mails. Investigation revealed that the hose was chiefly cotton, cheaply made and in all cases imperfect—being classed by the mill as seconds—decidedly different in quality from that which prospective purchasers were led to expect from his advertising.

The field of real estate mortgage bonds is clearing to a point where the lay investor will be supplied facts that he can use as a yardstick to measure the soundness and desirability of a real estate mortgage offering in which he is asked to put his money. Plans whereby purchasers of such bonds will be placed in possession of the facts regarding specific issues have been developed by the selling companies through their own organization, the American Construction Council, and by the National Association of Securities Commissioners. While the past year has seen the fall of two widely known distributors, their mishaps have served to concentrate attention on the weakness that brought them about and to point the way to remedial steps.

Bonds secured by real estate should be shrouded in no more mystery than bonds secured by railroad property or factory buildings. Neither is any better than the property behind them. If an apartment house or hotel financed by a bond issue is unprofitable, fall in the value of the securities is inevitable. Elementary this may be, but it has been difficult to determine from the practices of some issuing houses whether their primary aim was to finance construction of a necessary building or to furnish a mere means of keeping their salesmen busy.

Abuses in which a few indulged were obscured until they failed. In some cases funds derived from current sales were employed to maintain interest payments on completed projects which could not earn enough to pay their own way. Investors purchased so-called construction bonds without a clear understanding that work on the building which was to secure them had not been begun; they also purchased leasehold bonds under the impression that the land covering the same was owned in fee. Bloated appraisals, which moderates would call the result of over-enthusiasm, were fatal to several enterprises. Instances were noted where the borrower's investment in a given building was negligible and not commensurate with his interest in its success. This darker side of the picture applied only to

a small part of the business but it colored the public conception of the whole.

The foregoing factors have prompted a thorough inventory of the whole situation. Measures proposed at the series of meetings by interested firms since the summer of 1926 point the way for investors who want to make their own analyses. Responsible underwriting houses have agreed to furnish accurate, signed appraisals on properties against which they issue bonds. They have bound themselves to furnish guarantees to bondholders that the project underwritten would be completed. Under the terms of the American Construction Council agreement, the house of issue may itself act as trustee or it may provide a trustee; in either case, the attendant provisions are more stringent than heretofore. Complete information on important points pertaining to the issue must be outlined in circulars, these comprise, among others, the description and location of the security and full details of any connection of the underwriting house with the project other than as the house of issue. Separation of the wheat from the chaff in real estate mortgage bonds has been greatly simplified for the investor who seeks the best in the market. If he is fully informed on the point on which information has been assured him, so much the more has he decreased his risk.

Foreign countries are offered as the locales of concessions exploited as latent sources of easy wealth to buyers in this country. Lest romance checkmate shrewdness, three important considerations should be settled to the complete satisfaction of possible purchasers before they mail checks to the promotional companies. The first concerns title to the property. Difficulties have been recorded in the past as to the ability of concessionaires to prove unquestioned ownership to the property offered. Concessions have been too often the creatures of unstable governments or rival political factions. Even when granted in good faith, succeeding administrations have found it expedient to repudiate them. Remoteness of the regions within the limits of concessions have resulted in surveys so inaccurate that the fairest and most impartial of courts could not declare them valid. Litigation in a foreign country is expensive and slow, nor may the absent owner reasonably expect the benefit of doubt. Although the concessionaires, so far as their willingness to guarantee and furnish clear title to individual buyers is concerned, may be honorable men, the same factors may well hinder lawful transfer of real estate to their customers.

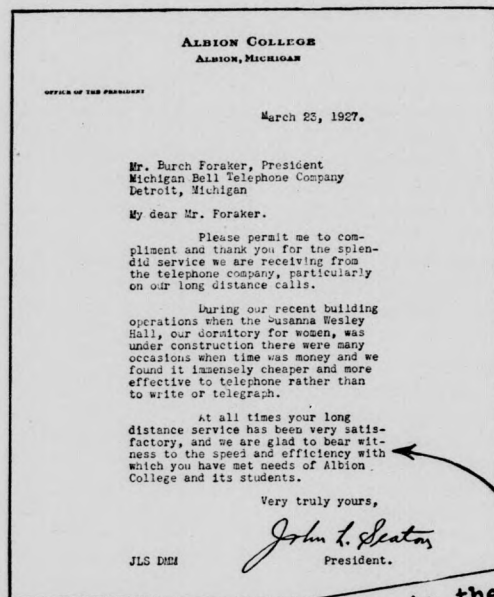
Secondly, the same question of transportation may face the farmer of alien lands and the grower of produce near any American city. Fertile his land may be, but unless he can get his goods to market, the finest crops or the richest ores avail him nothing. Here,

passable roads and an automobile or the railroad are apt to solve his problem. But if every statement of the seller of foreign lands as to the soil, climate, mining possibilities and standing timber be true, there is still the

all-important factor of hauling to a profitable market. It is imperative to know whether the alleged railway passes through the property, whether the river is navigable and, if so, whether steamers ply its waters, whether there

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are roads cut through for wagons or automobiles, and whether river, roads or railways lead to a market. Without transportation and markets, the best of land is worthless.

In the third place, the prospective settler should know definitely what preparations have been made for his reception. Reports of strangers literally deserted in an uncleared wilderness have belied the assurances of the salesmen and the literature. Aside from the elements found to exist in the past development of concessions, the possibility of sale of such property in case of need deserves a thought. The man you approach to sell a farm in another hemisphere may be far more interested in a lot across the street. If a loan is sought on the strength of a deed to property in Peru, the bank may reasonably be expected to ask for time to investigate.

#### The Month of May in Our History.

Grandville, May 9—The month of May is the month of flowers, birds, leaving trees and a glad awakening from the long winter through which our hemisphere passes each year. May was an eventful month as well in the annals of war.

Although most of our wars began in April there are many happenings on that field in May that were most significant. Fort Sumpter fell in April, and three long, costly years of fratricidal struggle followed before the dawn of a light which foretold that success was about to crown the Union arms, and this light was made manifest at the opening of May.

"Grant has crossed the Rapidan!"

The name of the Western tanner had been looming large for several months in the West. It was not until he was transferred to the Army of the Potomac that this army began to show the real stuff that composed its brigades. Several other generals had been at its head and each one had been a disappointment to Lincoln and the Nation.

The studied plan of battle usually resulted in either a standoff or a Federal retreat. The many attempts to capture Richmond had resulted in failure and the North was becoming discouraged, when on a certain May morning the Potomac army broke loose from its moorings and crossed the Rapidan in an aggressive movement against the foe.

What would the stubborn little man from Galena do now? He had made a splendid record along the Mississippi. Would he continue to win victories as he had been doing or would the superior generalship of the Confederacy's greatest captain, Robert E. Lee, prove

a damper on his to date successful career?

It was certainly a thrilling and anxious hour in the history of that war when on a May morning the army of the Potomac crossed the Rapidan as Caesar had traversed the Rubicon at an earlier era of world history.

Lee's army was in waiting, and at the Wilderness was fought one of the most bitter battles of the war. Grant did not retreat, however, even when his troops seemed to be getting the worst of the fight.

Other commanders of that Potomac army had usually fallen back, taken up a new line of defense and awaited the onset of Lee. Not so with Grant.

"By the left flank forward," was a command that meant a new experience to friend and foe. "I propose to fight it out on this line if it takes all summer," was another ringing slogan which served to hearten the North and add new interest to the war in the East.

Although the Potomac army met with some rebuffs and many desperately contested struggles, it had ceased its old time retrograde movement and stubbornly held its ground.

The spirit of Grant added new impetus to the soldiers who had been so many times repulsed in the past. President Lincoln had made no mistake when he called this Western commander to take command of the Potomac army. In fact, he made General Grant real commander-in-chief and told him to go to it.

The month of May, 1864, was one of the most sanguinary in the annals of our great civil struggle. Nevertheless it was the beginning of the end. Before the advent of Grant it had been customary for the rebel leader to call for twenty-four hours cessation of battle while he buried his dead.

During such a recess from battle the rebel chief drew his army into a new and more impregnable position, thus making ready for a renewal of the battle from a more advantageous position.

The Confederate commander tried this on Grant, at which the latter simply replied: "I will bury your dead. I propose to move immediately upon your works." And the fight was resumed. Glorious days of May when the light of victory began to dawn upon the Union arms.

It not only took all summer, but the whole of the next winter, yet Grant did not falter, but kept everlastingly at it until he tired down the veteran regiments of Lee and, finally, at Appomatox forced a surrender.

Therefore we have reason to regard this month as one of equal standing with April as of importance in the story of the United States of America.

The history of the world has mostly been a history of wars. Without these wars there would have been no history worth recording. Had pacifists had their way in 1861 the Federal Union would have been dissolved and the

United States would have gone into a state of bankruptcy as a nation.

Was not the freedom of the slave, the more firm uniting of this great republic into a strong and powerful Nation, worth all the blood and treasure that was shed during the four years of civil war? If not let some peace at any price advocate stand up and tell us why and wherefore.

War is hell, according to General Sherman, and yet that general knew the absolute necessity for that war, and knew that a slice of the lower regions must be enforced before we could become a free and independent nation such as exists to-day.

There is an effort being put forth to-day to discourage the practice of military tactics in our schools and colleges. Young people are being taught that war is wicked and always inexcusable and that all effort at forming a reserve force of drilled young Americans is absolutely wrong.

These spineless teachers do not subscribe to the saying that a stitch in time saves nine, and yet the facts bear out that statement. Military preparedness is a prime necessity for the continued existence and prosperity of this republic. Those who inveigh against military training are the worst enemies of the republic. Old Timer.

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## THE FOOL MAYOR OF CHICAGO

Mayor Thompson has started his war against King George—not King George III, as might be supposed, but King George V. His first move is made against the Chicago Superintendent of Schools, William McAndrew. The King may express surprise at this action; he may pretend that he does not know McAndrew, but all such attempts to dodge responsibility will avail him nothing. Thompson, in the vernacular, has his Majesty's number and is going to make the most of it. The initial count in the joint indictment against the King and the superintendent is that the story of George Washington and the cherry tree is not given in the textbooks used in the Chicago schools under the superintendency of McAndrew. Did Benedict Arnold ever do anything worse than this? Here is as pretty a story as was ever faked by Parson Weems, and Chicago school children are not allowed to learn it as one of the essential facts of American history. What is to become of American patriotism as displayed by Thompson if this sort of thing is permitted? Nay, what is to become of the love of truth itself as exemplified by the Mayor of Chicago in his primary and election campaigns?

If Mayor Thompson looks further he may find other damning pieces of evidence against Superintendent McAndrew—and, of course, King George. It is just possible—we hope that it is not so, but it is conceivable—that the story of Grant and the apple tree at Appomattox is not taught to Chicago boys and girls. The mere fact that Grant in his memoirs denies that the alleged interview with Lee took place under an apple tree has nothing to do with the case. If it didn't take place there, it should have. Besides, didn't Conkling, in putting Grant in nomination for a third term in 1880, recite a bit of verse in which it was stated that Grant hailed from Appomattox "and its famous apple tree"? To any fair-minded person it must be evident that there is a conspiracy on foot against American trees. The cherry tree is subtly discredited by the omission from school books of the story of Washington and his little hatchet. The apple tree is cunningly undermined by omission of reference to it in the account of Lee's surrender at Appomattox. Who but King George could have inaugurated this drive against American trees, one of the glories of the American landscape besides producing luscious fruit?

## STANDING ROOM ONLY.

After we have devoted years and spent immense sums of money to conserve human life, Professor Ross of the University of Wisconsin now points out that we have only been creating a great problem for our descendants. It seems that we have raised the world's birth rate to forty-five a thousand and brought the death rate down to fifteen a thousand. At this rate the earth's population will increase thirty-two times in the next century, and by 2027 there will be 60,800,000,000

persons living on the globe instead of the 1,900,000,000 now here.

A large factor in the increase is attributed to advanced hygienic and sanitation methods which the white races have introduced into oriental countries. These heathen races will not curb their birth rates, and as a result our great-grandchildren will have to erect barriers against their encroachments. In this way the orientals, like Eugene Field's Gingham Dog and Calico Cat, will eat one another up. Accordingly, our descendants will not have to worry over wars in the Far East. If the different races there want to fight one another, their funerals will not be the funerals of our great-grandchildren.

Nearly 150 years ago the English economist Malthus startled Europe by announcing that population was increasing so fast that unless something was done it would soon overtake subsistence and the world would starve to death. But subsistence, according to so eminent an economist as Bernard Baruch, has outdistanced population. "There is no obvious need of our conserving our food supply," says Mr. Baruch. Perhaps some 2027 Baruch will prove that Professor Ross was in error and our descendants will read his prophecy as we now read that of Malthus.

## TOO MANY FAILURES.

That commercial conditions are capable of much improvement is evidenced by the continued large number of business failures. Last year the insolvencies were more numerous than the year before and those for the first four months of the present year are even greater than the corresponding period of 1926. Each month, moreover, of this year shows an excess over the same month a year ago. In April the failures totaled 1,968 in number as against 1,957 in 1926, while for the four months they were 8,611 as against 8,038 last year. An increase in the liabilities involved is also shown this year, the total of them for the four months' period being \$209,277,580 as compared with \$146,947,660 in 1926. April was conspicuous for the large amount of liabilities shown, these being \$53,155,727, the greatest of any month for a very long time. The month was also noteworthy because of the large number of insolvencies involving over \$100,000 each. These data are particularly surprising in view of the greater attention now being paid to credit matters and would seem to indicate that there are things in the business situation that need clearing up. If the failures for the remainder of the year continue to mount as they have done for the first four months there may be established a new record both for number of insolvencies and for liabilities involved. Since the war years the record has been held by 1922, when there were 23,676 failures with liabilities of \$623,896,251.

## SMALLER PACKS INDICATED.

The veracity of the statement that people are eating as much as ever would seem to be open to serious question if one were to accept the lan-

guishing condition of affairs which have prevailed in some quarters of the food market on the West Side in New York. However, statistics prove that the National appetite is not on the wane and that the population is indulging itself gastronomically as much as ever. Consumers have learned to buy in smaller units, however, and they only negotiate now when conditions seem to be favoring them to the maximum extent. All avenues of distribution are affected by the changed conditions, so that the wholesalers and jobbers govern their purchases accordingly.

Meantime the serious condition of overproduction which has so long operated directly against any price improvement is still the most potent factor in affecting valuations. Serious consideration is given the proposal to reduce the size of coming crops. The market has entered the spring months with corn and peas pressing it in abundance. What is hoped for is some definite action that will relieve the trade of the anxiety incident to carrying enormous stocks through the year. Dame Nature may step in and relieve the trade of some of its woes if reports from widely separated parts of the country are reliable. In this connection the flooding of the wonderful Mississippi River Valley country for an area of close to 10,000 square miles and reports of frosts and cold weather in parts of the Middle and Northwest have been quite interesting.

## COTTON AND GOODS PRICES.

It is conceded that the great influence back of the rise in cotton quotations which continued during most of the past week is the devastation caused by the Western and Southwestern floods. As yet, however, there is nothing definite on which to base an opinion as to the probable size of this year's crop, nor will there be for a couple of months to come. But the flooding of a large area of land usually planted to cotton has had the effect of inducing many of those not in the submerged section to add to the acreage they intended devoting to the crop. Then, too, in the flooded territory there may yet be opportunity for seeding it to cotton after the water drains off. Meanwhile the higher quotations for the raw material are having an effect in the cotton goods market. Prices for certain constructions of gray goods have advanced, and this would be the case with regard to others were it not for the existence of some surplus stocks and the lack of demand for them. It is generally expected that advances will take place in lines of finished fabrics later on should the prices of cotton stay high or rise. Business in distributing channels for printed and colored cloths continues quite brisk. In underwear there is a demand for light weights for quick delivery and the mills and agents are hard put to it to fill the orders. Regarding heavy weights, it is beginning to be questioned whether buyers have not overstayd the market in delaying their orders. Higher prices are confidently expected as a result of the rise in cotton.

## WOOLS AND WOOLENS.

A tendency toward weakening of wool prices was perceptible at the opening of the auction sales now in progress at London, and this has not changed. As a result the withdrawals of offerings have been frequent, especially in the case of wools consigned by speculators, and it has been determined to close the auction earlier than originally intended. It would seem that the requirements of buyers are not as urgent as they were and they are waiting for a downward readjustment of prices before going on with their purchases. In this country buying continues of the domestic clip. One of the largest transactions of the past week was the sale of the Jericho pool holdings, totaling about 1,000,000 pounds, at 30¼ cents. The imports for the last week in April were nearly 7,000,000 pounds, of which about 3,600,000 pounds were carpet wool. Mills are still buying sparingly, although the output of fabrics is gradually increasing. In men's wear cloths for fall certain mills have been doing a good business while others are still awaiting duplicate orders from the manufacturing clothiers. In several instances slight advances in price have been made. Salesmen for clothing manufacturers are finding the retail clothiers in a receptive mood but a little inclined to delay placing their orders. The women's wear end of the market is rather listless, although some business has been placed. It is expected to show more activity in a month or so when the garment manufacturers are in a position to push for fall trade.

## DRY GOODS CONDITIONS.

With the coming of May the calendar is beginning to be a greater urge to consumer buying than is the weather. In many parts of the country the season has been very backward, being marked by quite heavy late snows. The rise in temperature which is now in progress is looked upon to provide much better business, especially in articles of apparel. How much effect on mercantile trading the disastrous floods will produce is a good deal of a moot question. On the one hand are the many thousands of persons who have lost much of their possessions and who will have a hard tug to get on their feet again and resume their normal work. On the other hand, however, is the fact that a lot of goods of one kind or another will be needed to replace those that have been lost. These necessary articles will be provided and some means of payment will be furnished. Within a month at the latest the most acute phases of the disaster will have disappeared and rehabilitation will be well under way. Merchants in the cities in the zone of the disaster are already preparing for the business which they expect to follow. Their attitude inspires confidence in the primary markets and in distributing channels. Business showed signs of improvement during the past week and more activity is expected this week. But there is still a lot of selling to be done to meet needed requirements.



## OUT AROUND.

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

Grand Rapids people are so fortunate as to have two all cement thoroughfares to Muskegon—one via Casnovia and one via Ferrysburg. When we go one way we think that one is the better and when we return the other way we think that one the most enjoyable. Both have their advantages and disadvantages; both have their beauty spots and blemishes. If I were asked which route I prefer, I would have to assume the adroitness of the child when he was asked which one he loved most, father or mother, and replied: "Both of them."

I regret to note that Coopersville has not yet paved the Southern entrance to their town from M 16 (pardon me, it is U. S. 16 now), as I think it should do, to avoid the possibility of the business portion of the town moving over to the main line of U. S. 16 some of these days.

Samuel Falls rounded out forty years as a merchant in Spring Lake April 1. For ten years he was a grocer. For the past thirty years he has confined himself to dry goods, during which time he has attained a comfortable competence. He recently purchased the Willows resort on Spring Lake, comprising forty acres, which with the three other properties he owns on Spring Lake gives him a total lake frontage of a mile and a half. Mr. Falls is a high type of merchant and stands for all the things a merchant should represent in an ideal community like Spring Lake. He is a churchman, a fraternity man, a good citizen, a capable municipal official, a leader in all movements for the public welfare and an all round good fellow. I wish we had more merchants like Sam. Falls.

Tom Belknap, who is probably known to every person in Spring Lake, is pulling up stakes and transferring himself to Lamont, where he has purchased a comfortable cottage nestled behind two beautiful walnut trees. Tom was associated with his brother, Capt. Chas. E. Belknap, many years in the manufacture of wagons in Grand Rapids. He has lived on the bank of Spring Lake several years, but finds the nearness to the water a little too strenuous for a person who is disposed to dally with Old Rheum. He will be a good citizen of Lamont and his flowers and chickens—to say nothing of his piscatorial achievements—will soon be the talk of the town.

Walter R. Johnson will shortly remove his drug stock at Muskegon Heights from the corner of Delano and Hoyt streets to the corner of Delano and Peck streets. A new brick store is being erected for its reception.

W. J. Carl, the pioneer merchant of the Heights, has returned from Florida, where he spent the winter. He came home by way of Howell, where he was born and raised.

Almost by accident I stumbled into a most attractive grocery store and meat market at 801 Moffett street. The

sign on the door read C. H. Boelkins & Sons. I naturally dropped in and enquired what right the owners had to conduct a store under the name of Boelkins without having the Tradesman on file in the office. They saw the point, acknowledged the force of my enquiry and immediately enrolled themselves on our list. A cousin of the senior partner, Derk Boelkins, began taking the Tradesman with the first issue in 1883 and was a stalwart supporter of the publication as long as he remained in trade. The Boelkins store is one of the most attractive food emporiums I have ever inspected. The stock was evidently selected with great care and thoroughness and the goods are displayed and arranged in such a manner as to make trading at the store a genuine pleasure.

John W. Boonstra, for many years engaged in the grocery business in Muskegon, is now connected with the Walker Candy Co.

Edward R. Swett, proprietor of the Occidental Hotel, tells me that he owns fifty acres of land at Lake Harbor. It is located on the North side of the channel and fronts on the channel and Lake Michigan. A year or so ago he considered the erection of a number of summer cottages on the land for sale or rental, but when he learned that the taxes on the properties would approximate 4 per cent. of the cost, while he could not rent them over two months each year, he concluded that such an improvement would be an impoverishment instead of an investment.

I have known a good many hotel clerks in my day, but I have never seen a man behind a hotel counter who was more keen eyed, accommodating, pleasant and suave without being familiar, than Chief Clerk Murray at the Occidental. He strikes me as the ideal hotel clerk.

Every time I write an Out Around I cannot help thinking that it may be the last one, owing to the increasing carelessness of automobile drivers generally and the utter indifference of truck drivers to the rights of others. Many of the truck drivers now arbitrarily keep the middle of the road and pay no attention whatever to the repeated importunities of automobile drivers who seek to pass the trucks, so they can keep up to the legal limit of 35 miles per hour. The excuse always given by the truck drivers is that they "didn't hear," yet the law requiring trucks to be equipped with mirrors is disregarded nine times out of ten. The trucks not only monopolize the roads and destroy them ultimately, but truck drivers as a class are ignorant, insolent and abusive. I have ceased wasting my time trying to argue with them, because they have not sufficient mentality to carry on an intelligent conversation and are utterly unable to differentiate between right and wrong—between the legal rights of the careful driver and the hoggish propensities of the truck driver. I wish to make two exceptions to this sweeping charge—the Standard Oil Co. and the Hekman Biscuit Co. I think both companies must take particular

pains to educate their drivers. Perhaps they also employ men with brains as well as hands.

The automobile drivers who cause me many anxious moments are those who permit three and four people on the front seats with faces and bodies in close proximity; the vicious drivers of cheap machines who violate every rule of the road and every law, human and divine; the child drivers who have no proper conception of distance and speed or the capacity of other vehicles. I expect that one of the classes will be the death of me some of these days.

Nothing but the goodness of God has kept me from death in the presence of such gruesome menaces as confront every careful operator in these degenerate days, when anything with \$1 is permitted to obtain a license to drive a death dealing machine. I am the oldest Franklin driver in Michigan and the second oldest automobile driver in Grand Rapids, but I always accord the right of way to ford cars and child drivers. I have always hoped I might face the Grim Destroyer while working at my desk, but more recent developments lead me to believe that my passing to the Life Beyond will result from the action of a ford car, guided by a child or drunken driver. The only question is, when?

We passed two grim reminders of the result of carelessness or worse while making a trip to Allegan Sunday. One was a ford coupe, which had contained a party of five boys who had attended a dance near Hopkins the night before and who had defied the Government and the moral sense of the Nation by drinking bad whisky. The result was one death and two others probably maimed for life. The car went in a ditch and rolled over twice, crushing one of the occupants underneath. Another car was seen bottom side up at the end of a bridge over a little stream a few miles out of Holland on the Hamilton road. How severely the occupants were injured was not learned. E. A. Stowe.

## Decline in Building Brings Halt in Wage Increases.

With the exception of disturbed conditions in New York City growing directly out of the plumbers strike, May 1 finds generally tranquil labor conditions in the building crafts throughout the country. The fact that building activities are steadily slowing down in almost every American city, as indicated by the continued falling off in building permits, is one of the strongest factors controlling the attitude of labor at this time.

According to a national survey of labor conditions in the building industry, made public by S. W. Straus & Co., recently, there are now comparatively no increases being made in wage scales. Minor exceptions, of course, exist in certain of the trades in some cities. Labor generally seems content to maintain present wage rates, the Straus survey points out, and there is but a meager agitation among the trades for the establishment of the forty-hour or five-day week.

"With building permits falling off

everywhere in the United States, except in a few isolated cities, labor seems more and more disinclined to press for higher wages or shorter hours," says the report. "This decline, which has been in steady progress for a year, reached the proportion of an 8 per cent. National loss in March as compared with the same month last year and a 9½ per cent. decline in the twenty-five leading cities. In some of the states these losses have reached surprising proportions. In such an important industrial State as Pennsylvania, for example, the slump is 18 per cent. for the first quarter of the present year compared with the same period in 1926.

"In the New England States, building conditions continue at a fairly brisk rate and labor in most of the important cities of that section is finding ample employment.

"The situation in New York City has been disturbed by the strike of painters in Brooklyn for a \$14 a day wage scale and the strike of the plumbers in the same borough for an increase of \$2 a day and a five-day week, which, during the past week, involved the labor situation in Manhattan, Queens and The Bronx. In New York a shortage is reported among plasterers, bricklayers and lathers.

"Builders in Boston, Washington, Buffalo and Rochester report conditions well established with the supply of labor adequate to demand. Construction work in several New Jersey coast cities has been halted by a sympathetic strike called by all trades to aid the walkout of building labor. The latter went on strike when their demand for a \$1 a day wage increase was refused by contractors. Asbury Park, Bradley Beach, Neptune and Belmar were affected.

"In Philadelphia, Baltimore, Pittsburgh and Cleveland building to date for 1927 has not kept pace with last year's volume of construction and there is a surplus of labor reported. Work has been again halted on the new Cleveland Union Station by a strike of carpenters, who walked off the job because of a jurisdictional dispute.

"Chicago's building program is exceeding last year's volume, but there is a surplus of labor reported in a number of trades, especially carpenters, electricians, painters and structural iron workers. There is a report that many Canadian building tradesmen have left cities across the border to enjoy some of the higher wage scales that prevail in Chicago. On account of its geographic position, Chicago becomes the center for itinerant building trades workers when a let-up occurs in other cities. Most of the Chicago trades are working under agreements which do not expire until 1929, and which have basic trades scales ranging from \$1.50 to \$1.62½ an hour." —N. Y. Evening Post.

The trouble with learning salesmanship is that there is no set of hard and fast rules that will be a sure guide to success. A man must use some judgment. That is why one should learn wisdom.

## SHOE MARKET

### Leather Goods Exports.

Exports of manufactured leather goods from this country in the first quarter of 1927 showed a gain of 6 per cent., as compared with those of the same period last year. They totaled \$4,544,404, against \$4,286,274 in the first three months of 1926. Shipments of leather footwear contributed most of the quarter's total, these having a value of more than \$3,300,000. In the order of value, shipments of gloves, harness and saddlery, bags and suitcases, pocketbooks and purses, belting and miscellaneous leather goods followed.

Compared with the first three months of 1926, the first 1927 quarter's shipments of leather footwear gained 12 per cent. in volume and 6.4 per cent. in value. Exports of shoes for men and boys increased about 27 per cent. in volume, while those of women's shoes showed a gain of 7.6 per cent. Children's, "athletic" and miscellaneous leather footwear, however, fell below the corresponding 1926 totals. The March shipments of footwear were the largest of the first three months of this year, totaling 576,552 pairs. This compared with 512,475 pairs for January, when the second largest shipments of the quarter were made.

Leather glove exports also gained in March, after February showed a decline from the January figures. The gain in exports of pocketbooks and purses was steady throughout the quarter. Exports of leather bags and suitcases in March, however, fell below the February total, which was larger than that for January. Shipments of leather belting, while none too large, showed a noticeable gain in March over February.

### Silk Hosiery on the Gain.

Although reports concerning the amount of business done in the better grades of women's full-fashioned silk hose during the last month or two have not altogether agreed, there are plenty of signs that some of the more progressive houses are doing well. Sales of one of the biggest direct-to-retailer manufacturers of this merchandise showed a gain of 33 1/4 per cent. last month over April, 1926, and actual shipments increased about 15 per cent. The sales gain in March and February was quite a little under the April figure, but that for March was larger than the one for February. This would indicate a steady increase in demand since the end of January, with quite a marked improvement during the month just closed. Full-fashioned hose are said to be an excellent "buy" right now, as some of the good lines are priced under the present parity of raw silk.

### Not Much Change in Hosiery.

Transactions in the hosiery end of the knit goods trade this week have not shown much change from last weeks', at least so far as the volume and character of the buying are concerned. Novelties in the middle and better grade half-hose for men con-

tinue to be taken well by jobbers, and a nice call for fine-gauge lise hose for women was also reported by some selling houses. Fancy heels continued to dominate in the lines of full-fashioned silk hosiery that were sold. The most wanted goods were those to retail at or above \$1.50 a pair, and the novelties in heels included not only the form but the color. Most of the active lines showed heels that contrasted with the body of the stocking, the two lines either being different color or different shades of the same one. As for the type of novelty heels wanted, pointed ones have moved best this week.

### Interest in Sports Coatings.

The women's coat trade has been showing considerable interest in the new sports' woolens being shown by the mills. Although primarily intended for fall these coths will be made up into garments for late summer travel and utility wear. The goods will also be used for early fall sports' coats, which are expected to sell well up to about Thanksgiving Day. Most of these fabrics are of the mannish type and show varied pattern effects, including nub effects, small designs with indistinct stripes and overchecks, twists and Shetland weaves.

### Cut Silk Ties Favored for Fall.

Neckwear manufacturers are approaching the end of the active wholesale period of a season in which cut silk merchandise had everything its own way. The knitted ties sold to a limited extent in the higher price ranges. Wholesalers said indications are that a similar situation will prevail for the fall. Retailers at present are sending in fill-in orders for foulard, moire and mogadore merchandise, and business is also being placed in ties of light crepes and other silks for summer wear. Both plain and bright colored effects are in demand.

### Reptile Effects Stay in Favor.

Reptile effects continue to lead in women's handbags. Water snake, lizard and alligator are outstanding in the better grade merchandise. The last two have been duplicated in calf-skin for large under-arm bags which have met with a good demand from retailers. Small pouch bags with back strap are likewise meeting with favor. Several manufacturers have done well with large shopping bags with shell frame and so-called gate top. Purses for Summer wear are being offered and are expected to take well.

### Skirt Sales Have Benefited.

The strong demand for sports garments is helping the skirt trade to a very substantial extent. The garments are designed to be worn with sports jackets, sweaters and blouses. The variety of merchandise available is large and includes skirts of flannel, wool crepe, silks, tweeds and linens. Practically all of the garments are pleated, the effects including kick, accordion, side and box pleats. The combination of skirt with knickers is said to be taking well, particularly for golfing, hiking and camping.

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

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### Industrial Conditions in Grand Rapids Eighty Years Ago.

Henry Naysmith came to Grand Rapids eighty-two years ago and entered upon a long and interesting career as a carpenter and contractor. He has now been dead about a quarter of a century. In 1890 he read a paper before the Old Residents Association describing local conditions as he found them in 1845, as follows:

By appointment of your committee, this response falls upon one, who forty-six years ago had attained his majority and had been launched upon the tidal wave of emigration then rolling West. On the beautiful spring morning of April 23, 1845, with a treasury reduced to 75 cents, he found himself a guest at the National Hotel of Grand Rapids. It stood upon the ground where we meet to-night (Morton House) to recall and rehearse early scenes and experiences.

The capital which he brought with him to invest in the building up of the then thriving village and of his own fortunes consisted of a good vigorous constitution, willing hands and the experience of two seasons at house building in a country town of central New York.

To make a speedy connection there was imperative need, and employment was solicited of Woodward & Burnette—a firm who had contracted to build the first bridge across Grand river at Bridge street. But it was too early in the season to begin the work and a continued search resulted in an engagement with H. H. Ives, who was erecting a cabin on the deck of the steamer Mishawaka. The boat was brought here by Henry R. Williams, the first mayor of the city, and lay in the channel in the exact locality of the tower clock building.

The wages agreed upon were one dollar per day and board—the highest price then paid to journey workmen of my age and experience. The conditions of payment were one-fourth money and three-fourths in orders on tradesmen, dealing in the necessities of life—to be paid on call.

The lumber used was manufactured in Deacon Hinsdale's sawmill, located in the big mill on the canal; it was put in a dry kiln for twenty-four hours, then brought to the boat and no time was lost in completing the work, which occupied only one week, for Harry was a hustler on a cheap job.

At this time as I remember, Kendall Woodward, David Burnette, Robert Hilton, Wm. I. Blakely and the firm of Curtis & Ives were the principal carpenter contractors.

Wm. Davidson and I. L. Wheeler were the mason contractors and I. F. Finney and Loren M. Page did most of the painting and decorating. As the seasons succeeded each other, new and enterprising men came to swell the ranks and contribute to the industry. Isaac Leonard and P. B. Potter did much in piling up brick walls, which have not been excelled in beauty and strength by later professionals. Reuben Wheeler, one of the best mechanics interested in building, did much to enhance the architectural beauty of the growing town.

From 1845 to 1857 was an era of building, both business houses and residences. Many of them were built of limestone, cobblestone and concrete and a few structures were built of imported brick.

The principal business houses at this time were the Rathbone building on the corner of Monroe and Ottawa streets, Col. Roberts' block at the foot of Monroe street and Judge Almy's on Kent street. Irving Hall, at the foot of Monroe street, was built of brick by Samuel Ball, who lived but a short time after its completion.

We had no machinery at this time for working lumber after it left the mills; everything was done by hand,

driven by will power. Sawing, planing and matching flooring were wrought by this slow and now tedious method. The most expert carpenter could prepare and lay only about one square of flooring per day. Now we have machinery which dresses and matches 15,000 feet in ten hours; and the carpenter lays from three to five squares in the same time. James Scott had some sash and door machinery, but the best of them were made by hand. After a time Elikier Smith, a machinist, procured and set up a machine for dressing flooring and every year the facilities for building improved. At this stage of development the harder woods were not used to any extent for finishing, owing to the great expense of preparing them. Among the better residences were those of Judge Almy, George Martin, Wm. Henry, Lovel Moore, E. B. Bostwick and Damon Hatch. Dr. Sheppard's house, in process of completion, was considered the best.

Zenas G. Wisner, Charles H. Taylor, Truman H. Lyon, Daniel Ball, Henry R. Williams, Elidlet H. Turner and others whose names I might mention also built permanent and substantial residences.

A cheaper class of houses was being constructed in all parts of the town. I remember going with Mr. Ives to the sawmill of Wm. Nelson for lumber just sawed, which was taken to a place near the Bridge street house, where it was framed and put up in one day; and while we were shingling the roof, the family moved in, using a rough floor. In anticipation of the modern fashion, blankets were hung as substitutes for doors.

Every mechanic worked early and late. I myself have shingled by moonlight, and lathed by the light of an Indian campfire.

The eight hour system had not then been dreamed of and strikes were of a different breed altogether from those of the present day. The mechanic who did the most work came to the front.

Near the close of this period began the putting in of iron column store fronts and a better class of business houses were projected, one of which, the Luce block, corner of Monroe and Ottawa streets, still stand as a monument of the thrift and enterprise of that day.

The Taylor block was another which was burned in the spring of '60 with other valuable property, including the county records.

In July of this year the present county offices were commenced; P. R. L. Pierce, then county clerk, being the architect, and Nichols & Naysmith the contractors. In less than ninety days the county had taken possession of the building.

After the war activities were renewed. Plate glass fronts came in. Capital with improved appliances, fresh inventions and greater skill have each contributed their part, so that we are able to boast of a city giving employment to thousands of industrious skilled mechanics. Each year as it passes witnesses the erection of substantial structures for business and manufacturing.

The primitive schoolhouses and meeting houses have by like graduations grown to their present number and status. And we are not unmindful of the numerous costly and elegant residences and of the hundreds of attractive and convenient ones. It would not be amiss for us to note the thousands of humble dwellings wherein are housed our laboring class. While our benevolent homes—present and prospective—are more to our credit than all else, it should be our proudest boast that we have no wretched quarters where human beings live like brutes.

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## FINANCIAL

### Review of Business Conditions in Michigan.

Four months of 1927 have passed into history. The general economic situation throughout those four months has been quite satisfactory. Many influences have been at work to make business good, chief of which have been the abundance of money and continued steadiness in the purchasing power of the dollar. These influences give promise of supporting a volume of commercial and industrial activity well above normal during the remainder of the year. The month of April witnessed further additions to the ranks of those who believe that business during 1927 will be more than normally good.

As the year wears on, it becomes increasingly apparent that he who would play the game of business successfully must from now on know thoroughly the principles of marketing, production and finance and understand their application to his own particular business. The rule-of-thumb type of business man is passing out and his place is being taken by the man who is broadly trained in the fundamental principles of sound business practice. The latter do not fear the present era of increasing competition but regard it rather as an opportunity to display their skill and to earn still larger rewards.

The soft coal strike, now a month old, has been little felt. Prominent coal operators predict that the strike will be long drawn out. Large stocks above ground, together with non-union mine production, will take care of the country's needs for several months. Meanwhile 150,000 miners will be idle. Bituminous coal prices are expected to rise until the strike ends. Prices, f. o. b. mines, rose 250 per cent. between April and September during the soft coal strike of 1922. Other unfavorable influences in the present business situation are the Mississippi Valley floods, which are checking trade in that section, and reduced automobile output and building construction, estimated at 15 and 10 per cent. respectively for the first quarter, when compared with a year ago.

Favorable influences far outnumber those that are unfavorable. Bank clearings the last week in April exceeded those of the corresponding week in 1926. Car loadings continue at high levels, placing the railroads in one of the most prosperous positions in their history. Commodity prices are holding steady, which gives the assurance that inflation does not exist. The crop outlook is excellent. Another large crop of winter wheat is indicated. Commercial inventories are in keeping with demand. Further gains are reported by the cotton textile industry. Business organizations generally have good cash balances. Payrolls are very close to the high level of a year ago. Production of steel continues very large. Further additions were made in April to our gold holdings which now equal one-half of the world's sup-

ply. Navigation on the Great Lakes, which opened two weeks earlier than last year is proving a stimulus to business.

The general business situation in the State of Michigan, like that of the Nation as a whole, is above normal. Manufacturers generally are optimistic concerning the outlook. The electric refrigeration industry, one of the State's most promising businesses, is expanding rapidly. Furniture factories report a better tone in business. Manufacturing establishments generally are well occupied and are showing steady improvement. The situation, however, is somewhat spotty. A number of automobile factories are working at capacity, others are operating at or below normal.

Output of cars and trucks for the first four months of 1927 justified the predictions made by motor authorities early in the year that 4,000,000 vehicles would be manufactured in 1927. Early estimates place production for April in the neighborhood of the output for March which was 409,344 cars and trucks. Production of ford cars for March is estimated at 80,000 vehicles, an increase of 20,000 units in comparison with the February output. Dodge Brothers and the ford Motor Company by early summer will introduce new models which both companies confidently expect will boost sales in a large way.

Employment continued to increase in most parts of the State during April. Labor in almost all communities is now well employed. Several cities report a shortage of skilled labor. Farm and public improvement work and the opening of lake shipping is absorbing many workmen. There has been a small gain in employment in Detroit during the past month.

Building construction continues to move along at a good pace. Twenty per cent. of our correspondents report a shortage of houses, and seventy-five per cent. advise that a good volume of new construction is being planned. Prices of building materials are slightly lower than a year ago. Detroit building permits for April show a small gain in value compared with those for the month of March.

Irving Fisher's commodity price index, based on 100 for 1913, has been almost stationary for over a month and now stands at 139.6. There are no indications that commodity prices will experience a decided upward movement in the near future.

Practically all sections of the State report money sufficient for local needs and the demand good to strong. There has been practically no change in the rates which prevailed a month ago.

Wholesale and retail trade shows some improvement but remains spotty. Dry goods have been making a better showing lately. Collections are improving. The Easter trade was good.

An early Spring and favorable crop conditions have placed the Michigan farmer in a good position. Crops are being planted and farm work in general is progressing very satisfactorily. Winter wheat, rye and pastures are in very good condition. Fruit trees have

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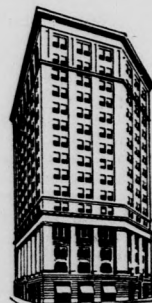
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been injured by frosts in only a few localities. Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

### Big Stock Rise Seen as Illusion.

A mine of information on the movement of stocks and bonds over the last year is contained in the annual report of E. H. H. Simmons, President of the New York Stock Exchange, published to-day. Perhaps the most astounding fact Mr. Simmons uncovers is that through the addition during 1926 of \$5,543,331,023 in listings on the big board the total value of securities listed has been swelled to \$75,543,769,606. It is significant that the substantial gain has been achieved primarily by the additions of new stock rather than new bond issues. For the first time since the war the total value of shares listed on the Stock Exchange has come to equal, and for that matter to exceed, the total value of listed bonds.

Mr. Simmons performs a real service when, in the face of a common belief that the 1926 and early 1927 stock markets reached unprecedented heights, he stoutly denies the accuracy of the standard averages by which the public is guided. It may be somewhat of a shock to many that the New York Stock Exchange's weighted average of listed issues reached its peak on November 1, 1925 and that at no time during the great bull market of 1926 did it again attain that peak. "This would, of course, lead to the conclusion," as Mr. Simmons points out, "that instead of the rise in share prices in 1926 concerning which there has been so much published comment, actually a decline occurred." Some real objections to the use of this yard stick can be found but the final conclusion of Mr. Simmons that share prices "appear to have been rather stable" during 1926 may cause many prophets to revamp their opinions on the market.

Certainly it is true that last year "the undoubtedly sharp advance in some share issues was largely offset by the pronounced decline in others." Frequently it has been pointed out in these columns that danger awaits the man who places too much confidence in the market averages commonly accepted as a true index of the stock market movement. In time doubtless a variety of stock market barometers will be constructed each for a definite purpose. What the trader usually should want is to know whether his chances for profit are better on the upside or downside of the market. That is to say he wants to know whether the majority of listings at any given time are falling or rising and for that purpose an unweighted average of a representative lot of issues is the best.

More and more it becomes evident that the New York Stock Exchange represents not one big market but a whole family of small markets. All during last year and to an even greater extent this year these small markets have revealed a disposition to move more or less independently. It can no longer be said even that the industrial

shares move together for while some groups are advancing others are declining. Certain general influences, of course, always will bear upon the movement of all groups and of these money is especially important. In this connection those on the constructive side of the market will find great comfort indeed in the fact to which Mr. Simmons calls attention that whereas brokers' loans have decreased over the year the aggregate market value of the listed issues has expanded. This thought he throws out as one that must be puzzling to those "who may be inclined to express alarm or condemnation of the 1926 stock market as perilously inflationary."

Paul Willard Garrett.  
[Copyrighted, 1927.]

### Growing Old Gracefully.

Since the sale of the Fourth National Bank to the Grand Rapids National, William H. Anderson has not been active in business affairs except to conserve his own resources, which are commonly reported to be in excess of a million dollars, and to manage his large farming interests in Sparta township. He has recently developed a great liking for fishing and is frequently seen whipping the trout streams of Western Michigan or sitting on a rock or in a boat waiting for the wily bass to come his way. Some of his friends insist that he has just as good a time when the fish avoid his hook as he does when his creel is full, because it is the Great Out Doors which he really cherishes and that the various manifestations of Nature mean more to him than any particular success as an angler or sportsman. All of which goes to show that Mr. Anderson is growing old gracefully, as the expression goes, and that he is able to retire from the fierce battle for financial dominance to the placid life of contentment and satisfaction without a pang of regret or a single bitter memory.

### "Down To Brass Tacks" Traced To Its Origin.

For some years I have been endeavoring to discover how the expression "getting down to brass tacks" originated. The explanation which seems most logical is based on the fact that some years ago the distance from the pointed nose of a dry goods clerk to the end of his outstretched arm was universally accepted as thirty-six inches. Goods were thus measured by "smelling the yard."

When the public began to notice an increase in the number of long-nosed clerks with short arms, it remonstrated. So yardsticks were nailed to the counters. This method was awkward and a row of six brass tacks were substituted.

If a clerk went back to the "smelling" stunt he was quickly ordered to get down to brass tacks.

A. D. Guion.

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## HARD KNOCK OF EXPERIENCE

### Does Your Burglary Insurance Really Insure?

Written for the Tradesman.

The average business man taking out burglary insurance policy is very much like the ostrich that buries its head in the sand. Both think they are fully covered and that their problems are over.

It is peculiar how a man in business will use every bit of care and ingenuity in buying merchandise to make sure he knows exactly what he is getting—he wouldn't think of entering into a contract without first studying it carefully and making sure he is ready to carry out all its provisions—and yet, when it comes to his burglary insurance, he will go into it on the blind, so to speak, and remain content with his "cat in the bag."

The process seems to be to have the broker get a policy, pay the premium, throw the policy into the safe or vault and then run along in the comfortable feeling of safety and security that comes with "insurance"—until something happens. It is only then, on the day of reckoning, when it is too late, that insured painfully finds out that having a policy and collecting on a loss are two different things, unless all of the conditions provided for in the policy have been observed. The really unfortunate part is that the conditions are fairly simple to carry out, and had the insured known about them, he could easily have taken care of them. But I suppose that here, as in so many other cases, costly experience alone becomes our only teacher.

The average purchaser of burglary insurance does not seem to realize that an insurance policy is merely a contract, and like all contracts, every one of its terms must be strictly complied with in order to make the whole contract effective. The insurance company sets forth in the policy the conditions under which it will be liable, and the premium is fixed by it with those conditions in mind. When a man buys a policy, he takes it subject to the conditions. Unless he understands them and complies with them, it can readily be seen that the policy is worse than worthless to him. Not only doesn't he get insurance, but he is out the premium to the bargain.

It is too bad that the insurance company does not specifically call these matters to the insured's attention in advance. That would certainly be a great good-will builder for it. In any event, certainly the insured's own broker ought to explain just what the insured must do to really be insured. Instead, however, the broker usually looks at it only from the point of view of saving premium or advising what must be done to get a policy in the first place. The client will be told that if he places certain additional locks on the door or bars his windows, or does something else along similar lines, a policy or a reduction in premium can be obtained. That has only to do with the issuance of the policy, not with keeping it alive after it is issued. But whether the insured gets

outside assistance or not to make clear the policy to him, the fact is that the policy does contain a number of provisions which must be complied with throughout its life in order for it to be worth anything. For some unexplainable reason, very few business men seem to be fully aware of this.

Now, it is not my intention to take hold of the burglary policy and analyze all its terms and conditions. That would hardly be the practical way of going about it here. I do want to comment, however, upon two of the important accounting features that are embodied in almost all insurance policies. First there is the provision that the insured must keep such records as will enable the insurance company to accurately determine the loss from them. Note that it is the insurance company that must be able to make the computation, and that it must come from the records, and that the records must be so kept as to make it possible to accurately determine the loss. Then there is the requirement that within 60 or 90 days after the loss, the insured file a complete detailed list of exactly what he claims was stolen, showing the cost as well as the market value of each item at the time of loss.

From the insurance company's point of view, these are perhaps perfectly reasonable provisions. It is no more than fair that a man claiming a loss be required to submit full details and to have accurate records supporting the claim. At any rate, the company has a right to sell its burglary insurance on its own terms, and these are some of the terms. In that respect, the situation is somewhat different from the case of fire insurance, where the law prescribes the form of policy and neither the company nor the insured may change it. In burglary insurance, however, the parties are left to themselves to work out their own agreement. Besides, the fire usually leaves some trace as to what was consumed. Merchandise may be only partially destroyed, or there may be some unburnable parts that would give a clue to the part that was burnt. With burglary, however, what is gone is gone. About the only way of establishing the loss is through the records.

How many business men can come into their place of business in the morning and from their records be in a position to make a detailed list of a large and varied quantity of merchandise that may have disappeared overnight? How many keep such records as will enable them accurately to determine even the dollar and cent loss, no less the quantities of merchandise? The man who keeps a regular double entry set of books would probably say offhand that his records would answer the purpose. Perhaps he has certified accountants checking his records regularly and is receiving periodical reports too. He would probably then feel particularly exempt from any worry about having all the records the insurance company could require.

A little reflection on the subject, however, is bound to lead him to a somewhat different conclusion. A gen-



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eral set of books, modern in every way, only deals with dollars and cents, and nothing else. It will show how much was bought or sold, or how much was the last inventory, but it will not show what was bought or sold, or how much was in the inventory. Such information would come from properly kept cost records or stock records that keep tab on merchandise quantities, as well as the amounts. How many business men can say they have such records?

The best answer to that question can be found in the many cases where what were undoubtedly perfectly good claims were thrown out and not a dollar recovered by the insured. It is true that often certified accountants are called upon to determine the merchandise loss from a double entry set of books, and the accountants will be able to closely approximate the amount of the loss without stock records, but then they must have a detailed merchandise inventory at some date prior to the burglary, a detailed record of all purchases since, an accurate record of sales properly describing style or lot number, etc., and, in the case of a manufacturer, some kind of a cost book showing approximately the material, labor and overhead going into each finished article.

As I have already mentioned, this yields a close approximation. It may even happen to give the correct loss to the penny, but naturally the accountant representing the insurance company is going to do his own approximating, and in such a manner as will best serve the purpose of his client, the insurance company. The result is that in many cases, the accountant for the insured will show a large loss whereas the accountant representing the insurance company will show a much smaller loss, or perhaps none at all—and the queer part is that the condition of the records may justify the conclusions of both. In such cases, the insurance company can usually be expected to take the position that the insured did not comply with the condition of the policy which calls for the keeping of the records that will enable the insurance company to accurately determine the amount of the loss, and there is very little the insured can say in defense.

Under these conditions, it can readily be understood why the insured will often be willing to settle for a great deal less than the amount of the actual loss. In fact, it would seem an act of kindness on the part of the insurance company to be willing to pay anything at all in those cases. The probabilities are that it does so in order to maintain a certain amount of good-will and to avoid making all other policy holders fearful about their insurance. That explains a good many settlements that are made in cases where the records have not been kept strictly in accordance with the policy.

Quite often, however, the insured is not so fortunate as to have a company that is inclined to overlook the violation of the condition, or who is willing to settle for even a fraction of the loss. There are companies whose policy it is to litigate every claim in which there appears to be the least possibility of

successfully avoiding any payment on a policy. It is true that cases have been litigated that have been won by the insured, in spite of the failure to strictly comply with the accounting provisions of the policy. That, however, has more often probably been the result of good fortune in finding a sympathetic jury than anything else.

In the meantime, the insurance company continues to hold the whiphand as long as these accounting requirements are part of the policy—and there is no reason why they shouldn't be. The only fault I have to find, so far as that is concerned, is that the insurance company ought to see to it before the policy is issued that the system of record employed meets its requirements; or it should tell the business man just what changes he must make to bring his records within the requirements. Then, if the insured continues keeping such records, the insurance company should not be in a position to complain. The condition of the books ought to be regarded no differently from the condition of the premises themselves. Before a policy is issued, the company makes an inspection. If everything is O. K., it will issue the policy or else it will say what changes should first be made. Once the condition of the premises is passed on and the policy is issued and everything continues the same, the company cannot later say that there was something wrong with the premises and therefore refuse to pay. The same thing should apply with respect to the records.

But however good a theory that may be, the far more important point is to meet the situation as it actually exists in practice to-day. It is almost unbelievable that business men will pay millions of dollars in premiums, yet leave their records in such shape where, at best, they may be buying into a lawsuit. The strangest part is that it is so relatively simple in most cases to observe the conditions of the policy.

The only satisfactory conclusion I can make from the situation is that the business man does not realize, either through the failure to read his policy or for any other reason, that the conditions are there. The result is that in many cases, the insurance premium is just like so much money thrown away. It is too bad that men will wait to be taught by the hard knocks of experience. Frank E. Seidman.

#### Dress Fabrics Lead Linens.

Only a fair business is passing in linens at the moment, with colored dress fabrics moving more freely than household goods. The cloths selling best wholesale at 35@62½ cents a yard, and the leading colors at the moment are Copenhagen and medium blues. Next after them, in order of the preference shown them, come tan, green, rose, medium pink and orchid. White dress linen also is wanted, and just now is about the hardest of all on which to get quick deliveries. Cutters-up, jobbers and retailers are all buying, with the cutters taking the largest yardage.

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## AROUND CAPE OF GOOD HOPE

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

Mozambique, Portuguese East Africa March 12—My last letter from Durban was written on our first day there in order to catch an outgoing mail. Durban, being the first port of call in South Africa for boats from England, seems to be the chief port of entry for goods and material for the Union and is a busy place. The city is surrounded on three sides by rising ground like John Ball Park at home, but it does not rise so abruptly and on these hill-sides are the residences of the well-to-do people. We were given a ride around these suburbs overlooking the city and some of them facing the ocean. Most of the homes are of white and cream colored stucco with red tile roofs—a very effective combination. They have a fine country club and golf club and a fine bathing beach on the ocean front with a number of hotels on the beach that would do credit to Atlantic City. I wrote in a former letter about what fine public buildings they have in all these places, even in the small towns, and in the larger cities they invariably have fine big buildings for their different clubs and here there are three clubs, each with a fine big building. The school buildings are commodious and seem to be in great numbers. Here, like England, they run largely to private schools and these in different cities have fine buildings and grounds. Their public school buildings are also good. The Y. W. C. A. and Y. M. C. A. both have good looking buildings here. On one of our drives our chauffeur pointed out a fine big building which he said belonged to the city and was for old ladies who had no homes. Some of them paid, others who had nothing were kept free. He also pointed out a large children's home owned by the city. All the large towns and cities have municipal baths, usually a large out door tile pool about 40 by 60 feet. A small fee is charged for its use.

As I wrote previously I cannot understand how they get the money for these buildings, for everywhere they far surpass American cities of the same size in not only the size but in architecture. I wrote of their city hall here costing a million and a half, covering a block. One end contains the museum and art gallery, both with fine exhibits. Then there are rooms for various city departments and in the other end a fine big room with seating capacity for 2,000, finished in mahogany and with an immense pipe organ and stage seating 300 for their singing societies. The city gave us a reception last night in this room. They had about a hundred small tables around the room with chairs and served very elaborate refreshments, sandwiches, three kinds of gelatine in molds, ice cream and French pastry in all colors and shapes, with coffee and lemonade. The mayor welcomed us in a two minute talk and we enjoyed a musical program by a fifty piece orchestra. A boy choir, vocal numbers and dancing followed.

One of the sights here is the rickshaw boys decorated with horns, bells, and plumes, a very fetching get up. I think everybody on the boat took a picture of them. They claim to have the third largest dry dock in the world, 950 feet long. I had the tugboat captain's word for this. It may or may not be correct, but it is a big one at any rate.

They have restricted immigration laws against Chinese and Japanese and just lately against their sister country, India, prohibiting the East Indians from coming in. In my Round the World letters in 1923 I spoke about their bar room hotels in Hong Kong, Shanghai and other oriental ports. This country, largely controlled by the British, has the same thing. They have some good hotels and usually have

two or three large lounging rooms or parlors, but they are nothing but saloons. If you come out after dinner or luncheon they are the only places in which to sit down and you are no sooner seated than a boy comes running up, asking you, "What will you have to drink." In one big hotel in the corner of the room was a bar with the bottles standing along in rows exactly like our corner saloons in the old days. I don't think I am a crank on the subject, but most of the Tradesman readers traveling with their wives, even though they had no objection to taking a glass of beer, wine or whisky and soda, would get as disgusted as the writer if the only place to sit down were these hotel saloons. To say they only drink in moderation is a farce, for the residents come in groups of three or four, either men or women. One treats, then all must treat and the first thing they are so noisy you have to leave. But it is their way and their hotel and if you don't like it you can stay away.

I could probably make my letters more readable if I spoke of the number of funny things happening on the boat, for we are all at times funny to the other fellow. To see how some of the old bachelors and widowers try to snuggle up to the girls young enough to be their granddaughters and to see how some of the widows try to counteract this tendency on the part of their legitimate prey would fill a book. At one of the dances which are held every night on deck when at sea some woman draped herself with the American flag and attempted a solo dance in it. This was too much for Mrs. Follmer's D. A. R. training, her temper got the best of her and she called for a halt in the performance.

You readers are busy and I attempt at least to give in as concise a form as possible the things I want to know about a country. They may be too dry to be interesting, but the facts are from hundreds of publications I have read on the trip, boiled down to the best of my ability. Both in South America and in South Africa I am surprised at the number of good trade magazines they get out, finely printed on good paper and well edited. I have before me now the South African Sugar Journal of Durban. It is slightly smaller than the Tradesman, printed on good glazed paper in two colors, red and black, seventy-two pages with thirty-four pages of advertising, three of which are American oils and motors. From the editorials they have the same troubles with sugar cane growers that our Michigan refiners have with beet growers. They have had several meetings to get the independent growers to sign a contract on a sliding scale. They are also attempting to stabilize both the retail and wholesale selling price for ten years but a number of speakers at the meeting took the same ground that President Coolidge did in his veto of the farm bill. You cannot control the price of a worldwide commodity.

A funny thing happened at Johannesburg. Mrs. Follmer and I had a little time and we went into a fine looking building which was the law court. A custodian took us around to the rooms where the different judges held their courts. In the criminal court room he said a native had been sentenced to death by hanging at the forenoon session. We had quite a visit with the custodian, because he had been to America some years ago. As I am somewhat partial to red neckties and had on a light suit, the morning was cool and I put on a red tie to make it look warmer. As we were leaving he said, "You will pardon me, but they don't wear red neck ties here. It is rather a badge of anarchism." We had been told by a superintendent of one of the mines visited that seven of their white assistant superintendents had been shot two years ago by

## Now is the time to cash in on sugar

The fruit season has begun. Strawberries are in. Everywhere, people are eating their fill of this delightful dish.

And this is the time to get back of Domino Powdered Sugar. It is so much better on strawberries than granulated! Smoother, more pleasant.

You will find by pushing Domino Powdered Sugar that it builds real business, for this Domino product is a profitable item with steady repeats. It will bring real profits into your sugar sales.

**American Sugar Refining Company**  
"Sweeten it with Domino"

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

**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



an uprising among the white labor and as I did not want to get a reputation of being a Bolshevik, I took off the tie when I returned to the hotel.

I wrote of it before, but cannot help mentioning it again. This line is doing a great thing for South Africa by bringing Americans down to see their country. The tourists not only spend a lot of money in purchases of different kinds but also advertise the country when they get home. The cruise gives the railroad and hotels some good business. The mayors of every town and the people all give us a most hearty welcome. The editorials in the papers, as a rule, were courteous. Occasionally they send out some squirt of a reporter who has been lately weaned and allow him to pick up anything sensational or derogatory to the cruise members. One said the woman all wear diamonds and chiffon dresses for morning wear. He may have seen one in a hundred. Another had a long tale about Americans being money grabbers and dollar chasers. At one of the mines the manager insisted that each visitor should take a handful of crushed stones, showing a trace of gold as a souvenir. The reporter who was on the outside and did not know this said in his report the tourists all filled their pockets with valuable gold ore and some had a hangdog look, as if they were ashamed of it. How can editors be so short sighted as to allow these misinformations and untrue reports. At one place after a morning paper had printed a mean article of this kind several orders that had been placed for jewelry and furs and dresses were canceled by our people. I think that the paper caused its merchants a loss of more than a thousand dollars' worth of business by his wanting to be sensational. The editors as I said, had usually courteous editorials, but at times allowed their real thought to get the better of their business judgment. One editorial said, "We have suffered the invasion of 300 Americans," and after this introduction wrote a half column about how English speaking nations should be friends and work together. My own idea is that they are all so infernally jealous of America they can hardly avoid expressing it—jealous of her wealth, jealous of her people, jealous of her business success, jealous that 300 of us saved up enough money to take this cruise whilst their cruise money goes down in an endless procession of brandy and soda.

As the ship left the dock Thursday, March 10, colored paper streamers were thrown ashore until the whole side of the boat was covered, making a very pretty sight. The docks were lined with hundreds of people, all waving us good bye. Our nineteen day stay in South Africa has been delightful. As we sailed North along the shore of Africa we could see its shores Friday morning, passing Delagoa Bay. Saturday morning a nice breeze was blowing and the Indian Ocean was on its good behavior.

Sunday afternoon, March 12, we landed at Mozambique. Went ashore in six of the Asturias life boats. The waves were so choppy that some of the passengers did not go. It is a small island off the coast of Portuguese East Africa, with an old fort built in 1508 with stone brought from Lisbon. Four hundred years ago it was quite an important place but of very little importance now. The streets are narrow, but the buildings have all been kept up in good shape. There were two very good buildings, one housing the telegraph and postoffice and the other the administration building, but I was somewhat surprised to see everybody—half of the population is white—neatly dressed. The blacks also looked neat and clean. We sailed at 7 o'clock.

C. C. Follmer.

#### Lamont Warning Makes a Hit.

No small amount of interest was aroused in Wall Street investment circles by the warning issued by Thomas W. Lamont of J. P. Morgan & Co. early this week against what he termed indiscriminate loaning of money to foreign countries. The occasion was a meeting of the American section of the National Chamber of Commerce in Washington, D. C.

Mr. Lamont stated that from the point of view of the American investor it is obviously necessary to scan the situation with increasing circumspection and to avoid rash or excessive lending. He said he had in mind reports of American bankers and firms competing on almost a violent scale for the purpose of obtaining loans in various foreign money markets overseas and added that this sort of practice tends to insecurity and unsound practice.

Leading bankers in Wall Street concur with Mr. Lamont that the situation is a serious one, and many have refrained from entering bids for all but the better grade of foreign bonds. Because of the growing shortage of good issues, however, others have more or less unwillingly gone after business which, under normal monetary conditions, they would have allowed to pass. The result is best illustrated by a statement made in responsible quarters that no less than forty underwriting houses were competing recently for a foreign municipal loan of \$20,000,000, only half of which is to be offered this year. Included in the race were London and Holland as well as New York bankers.

If, as it would seem logical to expect in time, more banking institutions come to realize the importance of Mr. Lamont's warning, it will be interesting to note the effect it will have on the bond market.

Mr. Lamont estimated that the gross annual interest and sinking fund service payable to America on foreign loans amounts to about \$1,000,000,000. That total is more than one-half as much as all the foreign loans floated in the United States last year. It is easily conceivable that our total loan operations abroad may shortly drop to a level of \$1,000,000,000 a year or less.

In that event the amounts received in interest and sinking fund payments would equal or exceed the new loans made, and the surplus wealth now in existence as well as such new wealth as is created will have to find employment at home. A situation of that sort, should it develop, would be certain to find reflection in a higher level of investment values in this country.

Ralph Hendershot.

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#### A Bargain Counter.

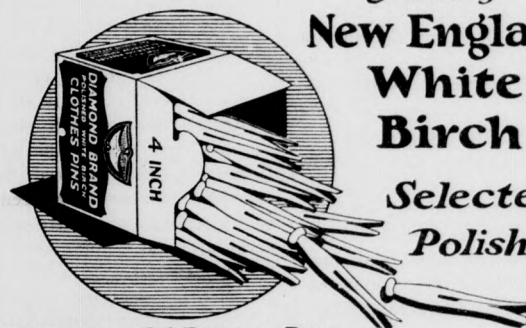
A bargain counter draws everybody, furnishing general household indispensables, juvenile nicknacks, lasting mementoes, novelties of positive quality, reflecting stability, trustworthiness, unusual values, worth exceeding your zealous anticipation.

Inheriting a fortune is to some a misfortune.

## DIAMOND BRAND CARTON CLOTHES PINS

Made of  
New England  
White  
Birch

Selected-  
Polished



CARTONS OF 24 PERFECT PINS-

TRADE MARKED QUALITY  
OF

THE DIAMOND MATCH CO.

Sold and Recommended by

ALL LEADING DEALERS

## WHITE HOUSE COFFEE

Test it by your own Taste!

You can best sell a product that you yourself like best. Test White House Coffee in your own home. Compare it with any other high grade coffee—bar none! We leave the judgment to you. We know you will recommend, FIRST, this coffee that is the fruit of 40 years' experience in blending and roasting the choicest coffee bean the world produces.

The Flavor Is Roasted In!



DWINELL-WRIGHT COMPANY

Michigan Distributors—LEE & CADY

Boston - Chicago  
Portsmouth, Va.

## DRY GOODS

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

### Will It Bring Muffs Back?

One of the interesting questions that has come up in the fur trade in connection with reports that manufacturers of women's cloth coats are figuring on less use of fur trimmings next fall and winter is whether muffs will come back if the coatmakers carry out their plan. Regarding this it was pointed out recently that muffs went out of favor with the appearance of heavy fur trimmings on the cuffs of women's coats and that this was due to the fact that the bulkiness of those trimmings made it impossible—perhaps unnecessary—to use muffs. Sporadic attempts to revive these articles have been made from time to time during the past several seasons, but none was successful. With less use of fur collars on cloth coats a broadened demand for fur neckpieces would come about, and it is said not to be out of the question to see a revival of scarf and muff sets when cold weather comes again.

### To Clarify Trade Terms.

The research associate of the National Association of Hosiery and Underwear Manufacturers is making a study of children's five-eighth, three-quarter and seven-eighth ribbed hose with a view to giving these terms some definite meaning and to establish standard lengths for the stockings to which they refer. To this end the Association has sent a questionnaire to a selected list of its members touching on such points as how these descriptions originated, how they are related to the age of the wearer, what field each type covers, and the individual member's standard length for each size. The questionnaire also seeks to learn if such factors as the height of the child, fashion or locality affects these types, or if any other factors do. The answers will be carefully classified when received and are expected to yield valuable information for the hosiery industry.

### Fur Versus Cloth Coats.

Both fur and cloth coat manufacturers are watching the early indications of the probable trend with respect to the Fall demand for their respective types of merchandise. It is conceded that the competition between the fur and cloth garments will again be keen. There are those who look for the fur coat to have one of the best seasons on record while coat manufacturers believe that, with new styles and heavier fabrics and warmer interlining, the cloth coat will regain its former popularity. The fur manufacturers will learn the early drift of buying during the next two months and particularly by the reception given by consumers to the August fur sales. The cloak producers will watch this trend which, coupled with the results of early buying of their own lines, will afford some

inkling as to the probable developments next Fall.

### Dress Demand Is Divided.

The current demand for dresses is largely divided between new models for sport and warm weather wear and special lots for sales with which to boost retail volume. In the newer lines a feature is the way that chiffon, both by itself and in combination with lace and other harmonizing materials, is being played up. Wash crepes in dresses meant either for sport or street wear also are being emphasized by manufacturers, not only in the pastel colorings, but in such staple shades as navy and gray. Flat crepes continue a favored material, despite the length of time they have been in vogue. Georgette and georgette over printed crepe are also keeping their hold. As for the favored style, a nice demand is reported for sleeveless models.

### Ready to Show Straw Hats.

Men's wear retailers are hopeful of warm weather during the middle part of next week as about Wednesday or Thursday many stores will begin to show straw hats. It had been expected that some of the local retailers would launch the new straw season late this week, but the weather prevented execution of the plan. May 15, the official opening date, comes on a Sunday this year, which some interpret as favorable to active consumer buying this week, while others think the bulk of the purchasing will not come until the week following. The new hats feature medium width brims, sennit and novelty braids and fancy bands.

### Broadcloth Shirts Lead.

Business in men's broadcloth shirts is supplying most of the volume demand. Although the attempt has been made to "get away" from broadcloths, on the ground that they have been overdone and they do not afford manufacturers a sufficient margin of profit, consumer preference for this type of merchandise continues unabated. Whites are wanted, but there is also some interest in colored broadcloths. Fancy patterned merchandise in collar-attached and collar-to-match styles are said to be selling fairly well. Many retailers are staging shirt sales at this time, and this has taken some of the surplus production out of the market.

### Are Clearing Seasonal Silks.

Silk manufacturers have been clearing stocks of seasonable merchandise and retailers have been active buyers for sales purposes. Sheer goods, particularly flat crepes and georgettes, are leading in the demand, with crepes de chine, satins and small design printed silks also included in the buying. Prints generally have not taken as well as was hoped for, but warm weather is expected to prove stimulating to trading. The emphasis on sheer goods this spring is being carried into lines for the fall season and manufacturers are featuring many new numbers in these weaves.

Friendship cannot be bought with money, but it can be lost for money's sake.

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



Where  
Tire Trouble  
is most apt  
to occur

The sidewall is the vulnerable point of attack on all tires. Here every jolt and jar makes an attempt at destruction.

The CORDUROY CORD is the only tire possessing real Sidewall Protection. Investigate CORDUROYs for yourself. Obtain this genuine saving and economy. Test a CORDUROY against the other tires on your car. Results will convince you. Try it.

**CORDUROY TIRE COMPANY**  
GRAND RAPIDS, MICHIGAN

**Corduroy Cords**  
**Sidewall Protection**

(REG. U.S. PAT. OFFICE)  
Added Reinforcement—An Original Patented and Visible PLUS feature

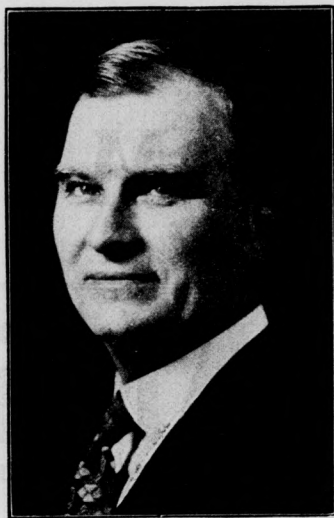


## SUCCESSFUL SALESMEN.

## Peter T. Hendricks, the Well Known Hardware Man.

The day when the salesman sat in his office with his feet on his desk, waiting for business to come in, has passed, never to return, and in his place is the up-to-date solicitor, who is salesman, advertiser and hustler. The salesman of to-day has to be all these and more to compete not only with his neighbor, but with mail order competition. He has to be up and doing, a leader in the community, taking part in everything for the betterment of existing conditions, not only in the town in which he resides but in the county and in the State. The gospel of doing things, helping others, has spread during recent years until now the enterprising business man who wishes to succeed realizes that he must take part in community life, and he does it, reaping a commensurate return.

Peter T. Hendricks was born in a house which was located where the



Peter T. Hendricks.

Mertens Hotel now stands May 26, 1875. His father's mother was born in Holland and his mother's antecedents were Holland also. For some reason he was the only child in the family, which is a very unusual circumstance in the case of Holland families. Peter received his education in the public schools and left Central High after completing the tenth grade to enter the employ of the Gunn Hardware Co. as clerk. He remained in this position three years, when he devoted a similar period to the Grand Rapids School Furniture Co. in connection with the cost department. He then went to Chicago, where he worked for a year for the wholesale hardware house of Wells & Nellegar. Not liking Chicago as well as he thought he would, he returned to Grand Rapids and entered the employ of Rutka, Hamilton & Co., who then conducted a retail hardware store on South Division street. Two years later he transferred himself to Foster, Stevens & Co., with whom he remained altogether eighteen years. At first he was bill clerk; then he went on the road in place of A. D. Baker. He

afterwards returned to the retail store, where he had charge of the tool department for several years. During the last years of this connection he was in charge of the factory sales department. He then signed with Buhl Sons & Co., of Detroit, to cover the Grand Rapids city trade. This relation continued three years, when he entered into similar relations with Luetkemeyer Co., wholesale hardware dealers of Cleveland. He remained with this house until it went out of business, three years later. He then returned to the Buhl house for three years, covering city and country trade for fifty miles round about, including Ionia, Holland, Grand Haven and Muskegon. A year ago he retired to represent three houses in Grand Rapids—Trico Fuse Mfg. Co., Milwaukee; Arrow Boiler Compound Co., St. Louis and Globe Vise & Truck Co., Grand Rapids. He has maintained these connections with great energy and is getting his work well organized.

Mr. Hendricks was married May 10, 1900, to Miss Clara Stryker, of Grand Rapids. They have had ten children—two boys have Gone Beyond, leaving four boys and four girls. The oldest son is married. The other three boys are in school. The oldest daughter is in charge of the stationery department of P. Steketee & Sons. The next daughter acts as his housekeeper and home maker; the other two girls are in school. Mrs. Hendricks died about eighteen months ago. The family reside in their own home at 440 Cass avenue.

Mr. Hendricks is a member of the Central Reformed church and has been Secretary of the Sunday School practically all his life. He is a 32d degree Mason and has taken all of the orders and degrees in Masonry, except the Shrine. He is Past High Priest of the Columbian Chapter; Thrice Illustrious Master of Tyre Council; Past Commander of De Molai Commandery; Past Patron of Peninsular Chapter No. 65 and President of the Edward Wheeler class of the Consistory. He is also a member of the Modern Woodmen. For some years he has acted as correspondent of the Travelers Magazine of the T. P. A. and advertising manager of the Triangle, the official publication of De Molai Commandery.

Mr. Hendricks' hobby is Masonry and trying to do something for the other fellow. He attributes his success to hard work, but those who know him believe that a delightful personality and a happy temperament have quite as much to do with his success as the persistent effort he has given every job he ever undertook.

## Pure Irishism.

An Irishman was out gunning for ducks with a friend, who noticed that Mike aimed his gun several times, but didn't shoot.

At last his friend said: "Mike, why didn't you shoot that time? The entire flock was right in front of you."

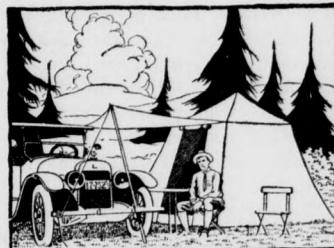
"I know it," said Mike, "but every time I aimed at a duck another duck came right between us."

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

CAMP EQUIPMENT  
BOAT SUPPLIES  
AWNINGSDistributors of Brooks Square  
Umbrella TentsCHAS A. COYE, Inc.  
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, MICHIGANLiving Trusts Serve a  
Dual Purpose

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

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

GRAND RAPIDS TRUST COMPANY

Telephone 4391

## 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.

### Irish Potato Originated in South America.

The "Irish" potato did not come from Ireland, but from South America to Europe through the Spaniards, thence from Londonderry, Ireland, to Londonderry, N. H., as the "Irish" potato. The wild species *Solanum tuberosum* has not yet been found but is generally credited to the Andean region.

There are an astonishing number of widespread and ancient economic plants whose original home is still not definitely known, and others whose histories are obscure, said Kenneth R. Boynton of the New York Botanical Garden. About some of these the botanist and anthropologist now stand corrected. The white potato was not taken to Great Britain by Raleigh from North America, nor by Hawkins, nor by Drake. The "potato" that was found here when the colonists first settled was the little groundnut, apios.

Botanically, said Mr. Boynton, one of the most interesting groups is that of the cabbage. Kale, Brussels sprouts, Savoy cabbage, cabbage, red cabbage, collards, kohlrabi, cauliflower, and the newly-popular-in-American broccoli are varieties of one species. Turnips are of a closely related species, which may be found growing wild in Russia and Siberia. Beets, which are modern, except in a medicinal way, are derived from a plant growing naturally in parts of Europe and North Africa.

Vegetables and herbs, Mr. Boynton said, are closely connected with man's history. Movements of peoples have accounted for the histories of many economic plants, and the tastes of tribes have furnished the reason for the domestication of wild plants, and their visits to other nations have resulted in the interchanging of foods and the gradual extension of food plants.

"Who is not familiar with the Queen Ann's lace or the wild carrot?" he asked. "Vilmorin in three years developed from the wild form plants with roots as large and edible as the cultivated varieties of carrot, proving that this plant was the origin of our familiar carrot of to-day. Carrots were eaten by the ancients, but were not such favorites as they are to-day. They were common in the sixteenth century in China, and probably grown long before that. Botanists claim that most types of the carrot may perhaps be found in nature. Thus it is one of the vegetables most easily adapted as a food of man."

Lettuce, our best salad, is one of the oldest. Five hundred years before the Christian era it was eaten. Aristotle praised it highly, and the Romans had named varieties of lettuce in the first century. It is a member of the chicory family, related to the dandelion and the endive. The last-named vegetable is of uncertain origin. It has been said by some to be wild in India, by others in Sicily. As with many of the vege-

tables, long and widespread cultivation has obscured the history of its origin. The Greeks and Romans did not know spinach, and it was new to the Northern Europe of the sixteenth century, but on the other hand it was introduced into China from Persia, 100 B. C.

"It looks as if the Greeks and Romans did not like it," said Mr. Boynton, "and Southern Europe probably appreciated and grew spinach some time before the Northern countries. Watercress, growing naturally in all North Temperate regions, has been eaten as a salad since the Greek and Roman ascendancy and it has been cultivated since the sixteenth century."

Peas were used by the ancient Egyptians, and others, but were not common food in Europe until the eighteenth century. They were probably grown in the earliest American settlements. Nearly one hundred varieties were described by the New York Agricultural Experiment Station in 1884.

"In the tomato, on the other hand," said Mr. Boynton, "we have a vegetable from the Western side of the world. While the first cultivation dates for England are around 1596, it was only used as a curiosity or in soups before 1750, and had only become common in Northern England in 1830. The tomato was grown earlier in warm countries. Matthioli mentioned it as being in Italy around 1550. Thomas Jefferson recorded the growing of tomatoes in Virginia in 1781, yet it is said that an Italian could not persuade the people of Salem, Mass., to taste the fruit in 1802. But the 'love apple' or 'gold apple' of the herbalists soon after began to appear as a market vegetable. In the early part of the eighteenth century the tomato was a subject of general field culture in Italy, and it is to the people of that country that we must accord its highest and earliest appreciation."

Rosemary is a plant of the mint family, used for flavoring. It was mentioned in 1475 as a seasoning herb for salted meat, and was accorded many virtues in the older herbals. Sage which is a native of the Mediterranean regions, has been cultivated since remote times, not only as a seasoning herb but also for its medicinal value. Thyme, from Southern Europe, was domesticated in many countries after 1850. Fennel was grown by the Romans and used to season meats and sauce, and spread rapidly with the various civilizations. Foliage and seeds in various varieties have been used for seasoning, and the enlarged leafstalks of the Florence fennel, favored in Italy, are used as a food.

Sweet basil, a seasoning herb which is grown on thousands of window sills of New York City, comes from tropical Asia, and is a very ancient herb. Parsley, which the great physician Galen praised as a food, was used for decorating the dishes of the Greek and Romans, much as it is used now. It always possessed magic seasoning properties; man has improved it only by intensifying the crisp and curl of the leaves.—N. Y. Times.

## 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.

**M. J. DARK & SONS**

INCORPORATED  
GRAND RAPIDS, MICHIGAN

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



## MEAT DEALER

### Dodging High Prices Charged For Lamb.

To some persons lamb chops are just lamb chops, but to others they are a big dent in the family budget. When the supply of lambs is cut so that not more than two-thirds of a normal supply can be found it is quite natural, according to usual market performances, for the prices to be on rather a high scale. Some say that when lamb consumption has been well developed by a period of moderate values and fewer lambs are available for a while the industry immediately commences to unwittingly destroy the demand developed. There are many who do not know nor care what the price of lamb is. They are able to buy what they want without feeling the strain that others feel. This class will go right on buying lamb chops whether high or low, if they like lamb chops. To those who represent the vast multitude in our populace and may be classed as of moderate means the high lamb prices are something to think about. Of course there is redress in other meats, but, after all, if one wants lamb, lamb is what one wants. And if one wants lamb, why should one not have lamb? Chops are not by any means the only part of a lamb that is good. Neither is the leg, nor the shoulder. How about the breast? This cut is so poorly advertised that many people appear to be unaware of its presence. It is true, nevertheless, that there is no part of the lamb more tender nor of better flavor. If you do not agree with me I will credit you with a more acute sense of taste than I possess and less power of mastication. You are thinking of the breast for a stew, aren't you? Well, I don't always like stew either, so let's see about roasting. Place the lamb in a roasting pan, cover it with strips of bacon, season with salt and pepper, add one half cup water, cover and bake about three-quarters of an hour. Make a rich brown gravy from the juices left in the pan by adding one tablespoon flour to each cup of liquid. Pare potatoes and place around the lamb in the roasting pan when the meat is put in the oven, season them and baste them once or twice with the juice. The flavor is delicious because of the large amount of extractives in the forequarter cuts.

The cost of the breasts should not be nearly so high as legs and chops, and besides, the average retailer will think you are a very good customer if you buy them. Some consumer-buyers seem to be ashamed to buy what they think is cheap meat. They seem to think the retailer thinks them cheap. As a matter of fact, he thinks such customers very sensible.

### How Much Marbling Do You Expect in Beef?

Usually the industry thinks for consumers when quality is under consideration. This is because individual expressions of preference directed to producers and wholesalers are not frequently made. Consumer demand is deducted to some extent by demand of retailers, but price is such a factor

in marketing that conclusions arrived at in this way are apt to be uncertain. The average dealer is probably influenced as much by his own preference as by any other factor, and if he is a good judge of quality, as he is liable to be, his findings are reasonably certain. Descriptions of different kinds of meats have been prepared by the United States Department of Agriculture. It is almost impossible to put into any description all the fine shadings that are found in commercial practice. Marbling is acknowledged to be an important factor in beef, and housewives are coming to look more and more for the intermixture of fat particles in the meat they buy. The marbling that appeals to her in the strongest way is the kind that is plainly seen; that is, the kind that is coarse enough to be readily seen by the naked eye. Marbling is known to be a result of the right kind of feed, and well-grained meat is high in quality. Certain kinds of feed when fed to some beef animals result in very fine marbling. In some cases this is so fine that it cannot be seen so plainly as in other typical moderately coarse marbled meat. The fat particles are there, but they are so fine that they do not stand out so plainly. The meat has a velvety appearance and appeals strongly to those who recognize quality. Many retailers prefer this finely marbled meat to the coarser kind, because they know it will give excellent satisfaction and because such carcasses do not, as a rule, carry so much free fat as the other. The kidney fat is apt to be less extensive and the fat covering over the ribs and loins is only sufficient to properly protect the meat and give it the economical finish necessary to best commercial value. The meat under consideration is bright and pinkish red in color and very smooth to the touch, although it is not necessary to touch it to know this if one understands the finer points in meat quality. When buying in the retail shop it is well to remember this.

### 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

### Keeping Dad's Record Straight.

The minister called at the Jones home one Sunday afternoon and little Willie answered the bell.

"Pa ain't home," he announced. "He went over to the golf club."

The minister's brow darkened and Willie hastened to explain: "Oh, he ain't gonna play golf. Not on Sunday. He just went over for a few highballs and a little stud poker."

## Freshness— For Goodness Sake

Goodness depends upon freshness—particularly in crackers.

Your customers depend upon you to furnish fresh crackers.

And you may depend upon "Uneeda Bakers" products—a wonderful delivery service insures uniformly fresh goods.



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Distributors Fresh Fruits and Vegetables

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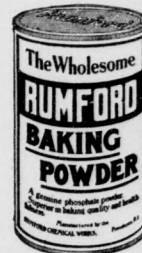
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GRAND RAPIDS, MICHIGAN

# PROFITS RESULT FROM RUMFORD

The stability of Rumford has been reflected by the years of service it has rendered to the housewives of the country and the steady and fruitful source of profit it has been to the dealers.

RUMFORD CHEMICAL WORKS  
Providence, R.I.

## QUALITY



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## 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.

### The Hardware Dealer Can Help Swat the Fly.

Written for the Tradesman.

The first house flies of spring have already made their appearance. Although unwelcome, this dirty little creature represents an opportunity for the wideawake hardware dealer.

Some dealers may say:

"What's the use? This Swat-the-Fly stunt has been done to death."

As a matter of fact, the Swat-the-Fly campaigns of other years have served a useful purpose. They have educated a large portion of the public to the fact that the common house fly, *musca domestica* is, not a harmless little insect, but a deadly menace.

And in fighting that menace, it is for the hardware dealer to supply the munitions, of many of which he possesses a practical monopoly.

Practically everything in the fly-swatting line is part of the modern hardware stock. The lines handled range from fly papers and fly swatters to screen doors, window screen, paint and disinfectants.

A Swat-the-Fly campaign may at first glance seem a trifling matter. A few fly-swatters at 15 cents—what is there in that to bother about?

Just examine the business prospects a little more closely. See for yourself what lines will link up with a Swat-the-Fly campaign. You will speedily discover that the opportunities are much more substantial than you at first suspected.

There are two important potential sources of help in a hardware dealer's Swat-the-Fly campaign. One is the fact that through a good many years, public opinion has been educated to regard the fly as a menace; and the necessity of swatting the fly is something that requires no extended argument. This is a help.

The other potential help will be found in a general Swat-the-Fly campaign conducted by your local health authorities and helped out by the local newspapers. In the early days, when Swat-the-Fly was a novelty, local health boards quite often conducted campaigns of this sort. Newspapers took up the cry, and published a great deal of valuable reading matter on the subject. If, therefore, a similar general campaign is carried on in your community with the backing of the local health authorities and the support of the press, it will materially help your business activities.

Failing such a general campaign, it should be possible to secure the help of your local paper to the extent of running a series of reading articles on the subject. If you can furnish some pertinent and well written material—if striking and sensational, so much the better—the editor will be pretty sure to lend you a hand. Let him work over the material as he sees fit, adapt it to his space and other requirements to suit himself, anything so long as he gives the matter even a little publicity.

With some such general background your own Swat-the-Fly campaign is the next point to consider.

Swat-the-Fly goods can be divided into two classes. First, the hardware dealer offers cure; second, he offers prevention.

With humanity constituted as it is, more people will always be interested in remedying a trouble that has come into existence than in preventing it from emerging. Few people are forehanded enough to keep the fly out of the house; but once let him get in and become a nuisance, and they act vigorously enough in the effort to hold him in check.

The principal remains sound, nevertheless, that prevention is better than cure; and this principle the hardware dealer should stress in the early part of the campaign. For his preventive equipment is most useful and most saleable then.

In the direction of prevention, there are numerous lines which can be featured. Prevention should early be emphasized in your advertising and display. It may be easier a little later in the season to sell fly swatters and fly pads; but the preventive phase of the business represents larger possible returns and better sanitary conditions.

For instance, screens can be featured to advantage. They let the air in and keep the fly out. Screen doors, ready made, are always a good line to push. Stressing the importance of using screen doors early in the season to keep out the first flies, you can push them to advantage before the really hot weather sets in—when such lines are still saleable at regular prices. Ready-made window screens, adjustable to various widths of window space, are also easily saleable. And while these lines will satisfy many customers, there are many more who prefer to buy their screen wire and make their own door and window screens to suit themselves, or have them made.

In this connection, try to get into the customer's mind the idea of equipping every window with a proper screen. Many purchasers of ready-made window screens buy three or four of the adjustable screens and shift them from one window to another. The labor, annoyance and inconvenience involved would probably, in the long run, pay for the complete equipment. "A Screen for Every Window" should be the dealer's objective.

Also, the fact should be stressed that every window screen should be sound. A screen with a single hole in it is as futile to keep out flies as an open window. Urge the renewal of screen wire where it is wearing out. Incidentally, screens made to fit the windows usually require hooks and eyes. See that your salespeople suggest and sell the hooks and eyes whenever they have calls for screen wire; and when screen doors are to be made, see that you sell the hinges to go with them.

An important feature of prevention is the elimination of the sort of places where flies breed. Thus, every home should have a garbage can with a tight fitting cover. The covered garbage can is required in up-to-date municipalities



Decorations losing freshness  
**KEEP THE COLD, SOOT AND DUST OUT**  
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.  
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## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
*Fishing Tackle*

## BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes  
Automobile Accessories  
Garage Equipment  
Radio Equipment  
Harness, Horse Collars

Farm Machinery and Garden Tools  
Saddlery Hardware  
Blankets, Robes & Mackinaws  
Sheep lined and  
Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

### COMPLETE LINE OF 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

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



but everywhere it is an effective means of reducing the fly menace.

Scientists claim that eight days are required for the fly's eggs to hatch. Thus a weekly garbage collection, ending in an up-to-date garbage incinerator, is an effective check to the fly population.

Supplementing this, a good preventive measure is to spray any garbage, manure or other likely breeding spot with suitable mixtures which will prevent the eggs from hatching. Kerosene, soaked in with the aid of water, is said to be excellent. Paris green in solution is also used. Besides this, there are on the market a number of commercial mixtures for this particular purpose.

Another help in preventing the breeding of flies is the regular painting of old woodwork and other surfaces. This fills in the cracks and crevices where otherwise flies are apt to find refuge. Paint all woodwork, finish and wax all flooring, and thereby save the wood and keep out the flies. This argument may prove helpful in connection with the spring paint campaign.

On the curative side, your goods are more readily saleable. Indeed, the preventive lines are rather difficult to sell until the fly nuisance has reached a stage where it calls for cure.

The curative devices include fly papers, fly traps and fly swatters. Swatters are particularly popular; they provide exhilarating exercise for both children and adults. Now that the public has been educated to the fly menace, swatters sell very easily. Display them in the window, give them a corner of the counter, and they practically sell themselves.

The campaign affords some spectacular material for use in connection with window displays and newspaper publicity. The generally accepted figures show that one female fly will, inside of forty days, multiply to 64,136,401.

Good window display will help a great deal in selling your Swat-the-Fly lines. Here is one stunt at once simple and emphatic.

Take a large piece of white cardboard. In the center draw a circle several inches across. This circle can be made double—an outer circle heavy and black, an inner circle red, and in the very center a big white space. In the exact center of this white space, the exact center of the entire card, attach one dead fly.

On the outer edge of the card use a lettering somewhat like this:

In 40 days this fly would multiply to 64,136,401.

Swat Him!

The card may be encircled with fly swatters. The rest of the window can be devoted to fly-fighting devices of one sort and another—screens, screen wire, garbage cans, insecticides, etc.

A helpful stunt in connection with such a display is to bulletin in your window extracts from health bulletins relative to the activities of the common house fly in disseminating filth and disease.

A display of this sort can be put on

early. Feature the preventive aspects of the campaign—preventing the fly from breeding, and preventing the fly from getting into the house. Later, when the fly has become a nuisance, the swatters and kindred curative lines can be played up in a second display. Indeed, if you have ample window space, a succession of three or four displays in the course of the season would not be too much.

Victor Lauriston.

#### Animal By-Products.

The major portion of all meat producing animals is the carcass. Literally interpreted a carcass is all parts, including viscera, of a slaughtered animal that are capable of being used for food. A more restricted meaning excludes the viscera, which includes the heart, lungs, liver and tongue. In utilizing the parts commonly referred to as meat, many other things procured from the animal exert an influence on the commercial value of what is eaten. Bones, skins, blood, hair, sinews, glands, oil and other things are used to best advantage and are credited when determining the cost of the carcass proper. This particular branch of the meat industry has come in for great attention during recent years and their use not only prevents waste of usable material, but actually reduces the meat bill to a considerable extent. There are numerous parts of the literal carcass that are extremely important, both in influencing meat values, and in dietary importance as well. These parts are usually spoken of as offal. In the earlier days of slaughtering in this country much that is now used was wasted. Livers, hearts, kidneys, lungs, ears and such things were either allowed to be wasted entirely or only partly used. With modern methods, and especially with modern refrigeration, there is little reason why any edible part should not be used to good advantage. At times much of the supply has to be frozen, but it is used later after defrosting. Surplus supply influences freezing and temperature at time of slaughter has fully as much significance. Livers, kidneys and similar things deteriorate rather quickly unless kept under proper refrigeration, and back, even twenty years ago, much was lost when shipped fresh from the central slaughtering centers to distant points of consumption. When a liver becomes sour it is lost for food, and as a matter of fact has little commercial value when manufactured into fertilizer or rendered for its fat for soap making. When these products are frozen while in perfect condition and then properly handled there is no loss. Consumers have become accustomed to eating fresh-frozen offal and find no objection to it. Such offal is seldom sold to consumers in a frozen state, but rather after being properly defrosted.

#### Saw a Long Way Ahead.

First City Man—I heard Hardupp's store was burned to the ground last night. They say you could see the fire a long way off.

Second Ditto—Yes, I saw it six months ago.

## Building confidence

Your reputation is based on the quality of the merchandise you carry and the type of service you offer. To carry Carnation Milk is both to identify yourself with high-grade wares and to serve your customers' convenience by supplying them with a product which they know and prefer.

Carnation Milk Products Company  
533 Carnation Bldg., Oconomowoc, Wis.



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## Good Brooms

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

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**KRAFT CHEESE**

A variety for every taste

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Look for the Red Heart  
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The Food of the Future

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BEST FOODS Mayonaise  
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OTHER SPECIALTIES

Quality-Service-Cooperation



FAVORITE TEA in 1/2 lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

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

## COMMERCIAL TRAVELER

### Impressions Denver and Colorado Made on Verbeck.

Denver, Colo., April 10—If one were to ask me for suggestions concerning a trip to the Far West, with special desire to view the scenery and not skip anything worth while, I would say, Go to Denver, and make the trip from there to Salt Lake City by daylight, stopping over night at Glenwood Springs and completing said trip on the following day. By adopting an itinerary such as this you do not miss any of the scenic attractions and provide yourself with a comfortable night's sleep.

You can yourself, on arrival at Salt Lake City, determine your own program for looking over the saintly city. It may be done in two days, but four would be much better.

You take the Feather River Canyon route to San Francisco, stopping over night at Winnemucca, Nevada. The next morning you will find a comfortable train to take you on to San Francisco, some four hundred miles away, with a wonderful opportunity of enjoying the scenic beauties of said Canyon.

Sometime during your stay be sure and visit the Yosemite Valley, but remember that from San Francisco you may spend days or weeks radiating from that city, visiting the spots where history was made.

A day light trip, 500 miles, to Los Angeles gives you diversified views, including the Coast Range of Mountains and the Pacific Ocean.

San Diego should not be omitted from your program. The principal railroads issue round trip tickets from Los Angeles to this point without extra charge.

Your return trip should be via Grand Canyon, and be sure and not overlook Santa Fe. Observe the same directions about stopping over night at some of the best hotels you ever saw. Passengers making through trips without stops, miss just one-half of the beautiful and awesome scenery, which one never hears of and yet which exists and entertains.

I took my trip in the reverse order, but I know better now. Put off your visit to the Grand Canyon until you have seen all the rest, for seeing it just takes away the thrill from the lesser attractions.

I am not advertising any particular line of railroad, but just at present there is a very attractive round-trip rate to California which, taken advantage of within the next few weeks, will provide you with a comfortable and entertaining tour.

Colorado undoubtedly supplies the greatest mountain attractions of any single commonwealth, and the Denver & Rio Grande Railroad serves most satisfactorily. In fact, it casts a gigantic loop of steel around the Rocky Mountain state, where the mountains are the highest in the world, and where from car windows the tourist can view the majestic peaks in all their varying moods and colors, the wide plains, mining camps, awe inspiring gorges and fruitful valleys, he is receiving much more than he has paid for. It means the swift unfolding of the West's great story of beauty, romance and industrial development.

The main line crosses the Continental Divide by easy stages, no snow sheds cutting off the view. When you reach Tennessee Pass, you are literally on "top of the world," for this is the highest point ever reached by a standard gauge railroad, something like 11,000 feet. Marshall Pass, several hundred feet higher, is another division of the same railroad system, but is a narrow gauge.

Prior, however, to negotiating Tennessee Pass, you traverse the canyons of the Eagle and Colorado rivers and

the zone occupied by the fruit raisers.

Then mountains. Mountains, canyons, gorges. Sturdy sentinels of snow-capped massiveness as a background. Verdure covered eminence, seemingly within a stone's throw, yet miles and miles in the distance. Here the rails follow a carved niche in the mountain side; then a trestle and a surging flood of torrential waters below.

Here the train plunges through the Royal Gorge, the mightiest chasm in the world traversed by steel rails. The walls of solid granite rise to a tremendous height above a gap so narrow that the rails are suspended above the river to let the rushing waters pass.

Tennessee Pass, being situated at the Apex of the Divide we have the Colorado river on the West slope and the Arkansas on the East.

At Leadville Junction, a branch line runs to the city of that name, a few miles distant. For many years Leadville was the greatest mining camp in the world. At one time it boasted a population in the neighborhood of 40,000. To-day only 3,500 remain to talk of its former greatness. Due, more or less, to the avariciousness of the railroads, which demanded the last farthing for transportation of ore to the smelters and have as a heritage thousands of disintegrating ore cars and much motive power. It will probably never come back. Cripple Creek, a shorter distance from Denver, is in the same boat and will doubtless remain so. To restore the mines to their former producing power would require a vast amount of capital, even if the old rates were restored, and no one wants to take any chances on the vagaries of railroad management.

From Canyon City into Pueblo are many cement producing plants and some iron working establishments, evidencing more or less activity. Also indication of agricultural development of a high order, with wonderful facilities for irrigation. Pueblo is a promising city of 65,000, a railway junction point, and interesting as a manufacturing center. At Pueblo the Denver & Rio Grande Railroad turns abruptly to the North, and after a short run you are at Colorado Springs, famous the world over as a resort. It is located eighty miles South of Denver, almost at the foot of Pike's Peak, combining with Manitou, in reality a suburb, in a population of 50,000. It is the center or hub of a wide circle of mountain scenic wonders. It is practically the tourist headquarters for those who desire to visit the thousand wonders of mountain, canyon, vales, caves, springs and waterfalls to be found in endless array in the shadows of Pike's Peak. It has beautiful streets, parks, buildings and many fine hotels. The Broadmoor is said to be one of the finest hotels on the globe. Manitou is really Colorado's most famous watering places, with a climate which allows one to sojourn the year round.

Mount Manitou is indicated by a white gash in the mountain just West of the city of that name. You can always locate the locality by this gash. It is the path of the incline railroad and at night it is lighted by electricity for many miles. It is said to be the longest and highest railroad of its kind in the world. The cars are drawn by cable and reach an elevation of 3,000 feet above the city. Add this to the altitude of Manitou, 6,400 feet, and you are somewhat in the air.

While the trip up the incline is in itself wonderful, the magnificent panoramic views which ever widen while you are making the ascent are marvelous—beyond anything one would ever contemplate. And right on the top of the mountain has been established by the Government a beautiful park.

Quite likely Pike's Peak is the most famous mountain in the world. It is

**"THANKS"**  
for Sending me to the *Guller*  
**DETROIT'S**  
*Favorite*  
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Facing Grand Circus Park, the heart of Detroit. 800 pleasant rooms, \$2.50 and up  
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140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

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European Plan  
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New Hotel with all Modern Conveniences—Elevator, Etc.  
150 Outside Rooms  
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Hot and Cold Running Water and Telephone in every Room.  
\$1.50 and up  
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*Grand Rapids' Newest Hotel*  
400 Rooms -:- 400 Baths  
**RATES**  
\$1.50, \$2, \$2.50 and up per day.

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

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80 Rooms—50 Baths  
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### CODY HOTEL

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

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Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.

WILL F. JENKINS, Manager

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In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.  
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250 Rooms—150 Rooms with Private Bath.

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

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WALTER J. HODGES,  
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### HOTEL OLDS LANSING

300 Rooms 300 Baths

*Absolutely Fireproof*

Moderate Rates

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

### CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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



14,109 feet high and still growing. There are two means of reaching the summit of Pike's Peak—the cog railroad and the auto highway. As an engineering feat the former has never been surpassed and the trip is made with a feeling of absolute safety.

The wonderful auto road, running through the Pike National Forest to the very tip-top of Pike's Peak, twenty to fifty per feet wide, with an average grade of 7 per cent., and a maximum grade of 10½ per cent., smooth and even as a pavement, is, without doubt, one of the wonders of the world. While the sensation and exhilaration of looking from the mountain top on countless miles of the earth's surface, the greatest wonder of all is the way in which this road climbs up and around the mountain in its ascent to the summit; turning, twisting and winding, but always on the outer side of said mountain, enabling passengers to get an unobstructed view of the scenery. It looks scary, but its record for safety is unblemished.

One of the best known attractions of the Pike's Peak region is the Garden of the Gods, nearby both Colorado Springs and Manitou. The 'Garden' consists of unique rock formations of red sandstone in grotesque shapes. The strata runs up and down, instead of horizontally, indicating that they were heaved from their original position and placed on edge by some gigantic convulsion.

Many claim the Garden of the Gods was a playground of prehistoric monsters or a worshipping ground for the Indians. The savage was wont to visiting the "echoing cave," where he heard the voice of "Manitou," the great spirit. As it cannot be successfully refuted we will leave it at that.

Much interest is now centered around the Moffat Tunnel, a six mile railroad bore through the base of James Peak, fifty miles West of Denver. It will be a combination of rail and water tunnel. The former will be twenty-four feet high and sixteen wide, while the aqueduct will be nine feet in diameter. This engineering feat, when completed, will cut down the distance to Salt Lake by 175 miles or over a quarter of a day in traveling time, besides eliminating much heavy grading, which always increases the cost of operation. The tunnel has a grade of only two per cent.

Adventure and romance still cling to the West. Especially do I find this so of Colorado.

The Indian still chants his incantations to the sun, but not with the security of peace which he once enjoyed. For Americans have hemmed him in on all sides—steel rails and highways have replaced the overland stretches and the trails leading to dizzy heights in the Rocky Mountains.

Coronado and his marching Spaniards dreamed the vision of wealth, a reality which was denied them, but which came to pass 300 years later when the Argonauts pushed on to California in the great gold rush of '49. A little later other thousands were drawn by the discoveries of the precious metal in Colorado. Sudden riches turned the heads of many prospectors who for months had sacrificed everything and suffered great privations. Colorful events have filled the pages of Colorado journals ever since and with reason.

Even before the discovery of gold in Colorado there was much of human interest that grasped the hearts of the bravest of the frontier settlers. A story runs to the effect that two bearded fur traders robust and of powerful physique, fought the most unusual battle for love ever recorded. Here in a court yard they fought for the hand of an Indian maiden. They had been wondrous friends until she appeared upon the scene and surreptitiously made love to both of them. From a battle of fists, daggers flashed in the

sunlight. It was a battle to the death and they both lost. Other tales are of equal import. Chivalry, rivalry and jealousy were not unknown among these hardy pioneers. After all the world rocks on such foundations.

Vanishing trails are forgotten trails in changed settings. Usually there is a touch of the primitive or the memories of pioneer men and women who came into the Golden West. One hears of the days of the pony express and the old time stage coach. It took ten days and nights to advise the inhabitants of San Francisco by pony express of the latest news received at St. Joseph, Missouri, a feat that is now accomplished in fifteen hours by air mail, and the stage coach required a much longer time—fifteen days, now accomplished by the lightning express in two.

Colorado is sometimes called the 'Centennial State,' because it was admitted to statehood in 1876, the hundredth anniversary of the signing of the Declaration of Independence. It was composed of three separate and distinct accretions made by the United States. That part East of the Rocky Mountains was included in the Louisiana purchase, made from France in 1803. The Southwestern part, South of the Arkansas river, and a strip that ran North through the mountains into what is now Wyoming, was claimed by Texas and was included when Texas was annexed to the United States in 1845. The Western part of the state, with a strip South of the Rio Grande river, was ceded to the United States by Mexico in 1848.

With the exception of Wyoming, Colorado was one of the first states to adopt equal suffrage.

Denver has a population of 325,000 and is almost the geographical center of the country, it being 1,913 miles from New York, and 1,673 from San Francisco.

Its record of commerce is surprising. It is the center of the leading beet sugar producing district in the United States, with a record last year of over 1,500,000 tons. Its manufactured products exceeded one-eighth of a billion dollars during the same period and it is the largest feeder sheep market in the world.

It is supplied with pure mountain water from the ever present snows in the mountains. Lake Cheesman, sixty miles from the city, following the course of the South Platte river, in the heart of the United States forest preserve containing nearly 2,000,000 acres has a capacity of twenty-six billion gallons—enough to supply the city with water for one and one-half years without replenishing, and, in addition, there are other sources of water supply available.

Its educational facilities are surprisingly adequate and of a high order. Here are located the Denver University and other institutions of learning, bearing a National reputation.

Its park system includes forty-two city parks with an aggregate area of 1,644 acres. Its zoological garden is one of the foremost in the country. Its mountain parks are numerous and contain an acreage of 10,240. Their altitude varies from 7,400 to 12,740 feet above sea level. On Lookout Mountain is the Cody Memorial, including a large museum and the grave of Buffalo Bill.

The first railroad, now the Union Pacific, came here in 1870. It now has six trunk lines, a beautiful depot and other convenient terminals. Its street car system is all that could be asked.

Estes Park is at the base of Long's Peak and is accredited to be the most beautiful of all of Colorado's National parks. It is twelve miles long and three in width. Its distance from Denver is 70 miles and roads leading to same are of the highest order of construction.

But Denver's attractiveness is chief-

ly in its streets which are wide and well groomed, bordered continuously with modern store buildings and wonderful residences. There is a spirit of enterprise revealed by its citizens which is most commendable.

Denver's government is different from any other municipality in the United States. The city and county of Denver constitute a single body, political and corporate. By amendment to the state constitution Denver was given power to make its own charter and ordinances passed by the city council in conformity with this charter supersede, within the county and city limits, state laws passed by the legislature.

There is a great deal more to be said about the state of Colorado and the city of Denver. Indeed I have copious unused notes covering my entire Western trip. Some time I may combine them with fiction and create one of those so-called "thrillers," but I am inclined to think that Tradesman readers have had a surfeit of my stories of adventure, at least for the present.

One thing noticeable along the route from Denver to Omaha, in Nebraska, was an entire absence of timber. Even in the Eastern districts there was none. Years ago the Government gave out to settlers additional land, under what was known as tree claims. It is quite reasonable to suppose it was all entered under the terms of the tree claim act, but there are no trees just the same. Kansas makes a much better showing in this direction.

Tupper Townsend, who has charge of the construction of the new Whitcomb Hotel, at St. Joseph, and who will continue to be its manager, showed me a drawing of the proposed new building. It surely will be one of the most attractive, of its kind, in the entire West. Above its 200 rooms will rise a tower which, with the base elevation, will be as tall as the Wrigley tower in Chicago.

On a visit to the Hotel Benton Benton Harbor, I found that Mr. and Mrs. W. F. Rick, its operators had just returned from a trip to Florida and Cuba, as delegates to the Greeters convention at St. Petersburg. The Benton has been undergoing much rejuvenation, and looks very attractive. New carpets and furniture give it a very attractive setting.

At South Haven, Dave Reid, at his Reid's Hotel, was devising ways and means to get rid of some more of his easily acquired wealth. I think he really gets more of a thrill spending money in improving his hotel than he does acquiring it from the poor, weary traveling man. His coffee shop has been wonderfully successful. Several of the Greyhound busses stop there for meals. He certainly gives them good service at reasonable charges.

The Hotel Janis there, which was recently disposed of at forced sale, has been re-opened by its Chicago purchasers, with a promising young man, C. A. Wilson, as manager. This hotel, with its sixty rooms, forty with bath, certainly cost a mint of money, and is very artistically and substantially furnished. The mineral bath rooms, on which they expect to specialize, will be ready within the next few weeks, as will be their catering department.

Stopped off one train to see my friends Mr. and Mrs. C. L. Leland, of the Warm Friend Tavern, at Holland, but it being a delightful day, as well as a week-end, this worthy couple were out driving and I could not await their return. They shall not escape, however, as they have this visit coming to them. They are surely the best ever.

At Muskegon I met my old friend B. F. Holloway, the drug salesman, and he undertook to use me as ballast as far as Ludington. He has a good looking Nash car, and having passed through all the vicissitudes of driving,

I took a chance. At Pentwater, we had dinner with Mrs. Sampson, the new owner of the former Glendee, now the Commercial Hotel. I will not attempt to describe its excellence. B. F. said it was the best meal he had ever eaten and I am prepared to back him up in his statement. With twenty-seven years' experience as a caterer, this worthy lady is surely well equipped to feed a discriminating public. I have already mentioned the physical changes in the hotel. It is doing a good business and it ought to.

The sixty room addition to the Hotel Perry, Petoskey, will be opened to the traveling public some time in June. It will then be the largest and one of the best equipped hotels North of Grand Rapids. All the new rooms are modernly equipped. Under the management of D. H. Reycraft, it will continue to be the favorite stopping place for commercial men and its increased capacity will enable it to cater to the tourist trade also.

The Ojibwa-Park Hotel, at Sault Ste. Marie, with its 100 rooms, will be ready for the public with the opening of the resort season. The old Park Hotel will be used as an annex to same. The new hotel is six-stories and fire proof throughout.

While in the main the Soo hotels were all wholesome and comfortable, there have been very many occasions when their capacity was overtaxed, and it was only after a careful survey of the situation, that the new one was promoted.

It is understood that Mrs. Augusta W. Hayes, widow of the well-known James R., will be the new manageress. If this be true I want to congratulate the promoters of the new enterprise on their selective qualifications, for certainly this estimable woman will prove a wonderful asset to the enterprise.

It will hardly be necessary for me to give her any instructions on hotel operations, but I hope to be at the opening and absorb something worth while in the shape of hotel knowledge.

The governors of the various states are going to meet in convention at the Grand Hotel Mackinac, in July. President Coolidge has been invited to be present. They will all have a good time in one of the best operated hotels in the country, which is spending a quarter of a million dollars in improvements. Frank S. Verbeck.

#### Farmer Learns.

More and more the farmer is learning his job. The United States Department of Agriculture reports that the average yield per acre of corn has increased 18 per cent. since 1885, wheat 17 per cent., oats 14 per cent., potatoes 39 per cent. The total area of these four crops has expanded about 52 per cent., but total production has increased 77 per cent.



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



## THE SERVICE PROBLEM.

### Ignoring It Will Surely Spell a Great Loss.

Written for the Tradesman.

Service is a great word in merchandising these days, one much used and expressive. It is high praise to say of a store that it gives good service. When a considerable number of its patrons are saying this about any place of business, that establishment has a valuable business-gaining and business-holding asset in its service.

Between a large and pretentious concern where the service is poor, and a smaller place where it is excellent, many persons will prefer the humbler shop. Since the quality of the service often is the deciding factor in the customer's choice between one store and another, it is vitally important that anyone who is at the head of a business if he has not already done so, should take hold of his service problem in earnest and arrive at its correct solution.

It is the problem of his own particular store that he must work out, presenting in all probability features peculiar to itself, so that he cannot wisely adopt ready-made and entire a system of service that some other dealer, differently situated, may be using with distinguished success. Our merchant is not likely to find his problem an easy one, but puzzling as it is, if undertaken with the right spirit, the task of solution will have its pleasures and should result not only in gaining the end directly sought, but in added knowledge and an enlarged mental outlook.

Every storekeeper who is not an utterly dead one has ideas in the back of his head for the improvement of his business. There is something he wants to do. Perhaps the ambition is for a new and finer equipment. It may be thought that a far larger stock could be carried to advantage. Or the heart's desire may be a different location and getting into a handsome building.

But in many instances the way is not clear to making the wished-for change. It is sometimes too risky to be undertaken under present circumstances—the additional expenditure involved might be a courting of disaster. The only course that good judgment approves is to keep going along lines that have been tried out, not taking any big ventures into the unknown.

But the marked bettering of a service that is faulty—this is something that in almost every case can be effected with little or no additional cost and without departing from the policy of what is safe and sane. The risk lies in going on without applying correction to defects that are causing losses every day and have a cumulative tendency in undermining future success.

If a merchant already knows that some of his competitors are giving service that is more acceptable to the public than that he is giving, or if on taking an impartial survey of the situation he finds that such is—for him—the unhappy state of affairs, then he

is making a serious mistake if he is roused only to a mental defense of his shortcomings.

It may be the natural thing for him to say, "You can't suit everybody." Doubtless if he has been in business for some years he can recall many laughable instances in which customers have expected what was unreasonable and have become disgruntled because their absurd demands were not granted. If formerly he was quite successful, he may feel that the methods he always has used are still plenty good enough. He may take the position that the only way to give a service that would measure up to what exacting patrons of the present time would like, would be to dismiss all his old clerks and hire in their stead "high-powered" salesmen, smooth-tongued, polished in address, and elegantly attired, whose salaries would more than eat up all his profits.

The man who shoves the subject aside in any such fashion is committing a sad blunder. If rival dealers are putting one over him, let him admit it to himself and take steps to amend the failings in his service, doing this generally, not by going to great additional outlay, but by better application of means already employed.

Right here, in order to insure perfect clearness, it may be well to explain what is to be understood by the word service. It sometimes is used with the unmistakable implication that a store is giving service only when it grants credit and makes delivery of goods. See comparisons drawn by trade writers between chain or cash-and-carry stores and "service" stores. Without making any criticism of such use of the word, let it be said that this is not the meaning that attaches to it in the present article and in others on the same subject that will follow.

Here the word service is used in its wider and more usual application. We take it that all stores give service, some that which is simple and inexpensive, others that which is elaborate. A store that does a strictly cash business may give excellent service of its kind.

Further, let the reader get distinct in his mind the two types of service that we may class as personal and impersonal. That furnished by an ordinary vending machine is an excellent example of that which is almost wholly impersonal. Contrast this with the service of an apparel shop catering to fashionable and exclusive patronage. Here a very high degree of the personal element is to be seen. Between these extremes innumerable combinations of the two types are to be found.

In any store where the stock is so arranged that customers themselves, with little or no aid from a salesperson, make selection of some of the articles they buy, there is impersonal service to a certain extent. Believing that many dealers, by encouragement of this practice, may increase their sales to a desirable class of patrons, the writer will take up this matter a little more fully in a later article.

A merchant should form a definite plan of just what the service of his store shall be. It should of course be as free as possible from faults. More than this, it should have qualities of positive merit. A service that he can well afford financially, that is pleasing and satisfactory to customers so that it holds their patronage and causes them to recommend his store to their acquaintances and friends—this is the ideal of good practical service.

Ella M. Rogers.

### Wonders of Grand Rapids as Seen by a Boy.

Grandville, May 10—Despite the fact that the writer was brought up in the woods and learned to regard wolves, deer and bear as friends, he yet, now and then, as his years mounted upward, found time to tread the long trail to the South which terminated at the growing town of Grand Rapids.

Joseph Troutier, the oldest settler on the Muskegon, whose avowal, "Me and my wife two fust white men on the river," asserted that the Indian name of Grand Rapids was "Bobatink." Whether this is true or not I cannot say, although Mr. Troutier was regarded as a man of the strictest probity.

In the fall of the year closing the civil war, I journeyed to the thriving little city on the Grand and listed on the roll of Swensberg & Robbins Commercial college, then located high up in the Luce block.

So far as I know it was up with the times as a commercial school and many business men in after life reckoned their start from their course at this business college. I went from it back to the wilds of the Muskegon and accepted a place in a store as book-keeper and general manager.

While in Grand Rapids I made my first visit to a theater. All the entertainments in our neck of the woods had been by traveling cheap john companies, or sleight of hand manipulators.

Squire's theater, on Canal street, was the place and Healy's stock company of theatrical folks the manipulators of wonderful dramas. The first on the boards was "Fanchon, the Cricket," and I thought it was a most wonderful production. This held the boards for a week, Miss Virginia J. Howard being the star performer.

A falling screen knocked the star to the floor and laid her up for several days, another member of the company taking the role of Fanchon. That week was, indeed, a holiday for the boy from up-state, who had never seen such acting before.

There were other companies which held forth at Squire's theater, but this one, being his initial introduction, lived longest in the memory of the boy from the North woods. It was many years thereafter before the moving picture came into public notice, and none of them have ever filled the place of those old time traveling companies of the long ago.

Luce's hall was an attractive show room as well, and in the more aristocratic part of the town. Some theatrical companies utilized this hall, although in general it was given over to lectures and church fairs, as well as old time dances.

It was in this hall that the greatest stump speaker of the Nation held forth one evening during a political campaign. I refer to Captain Julius Caesar Burroughs. It has been said that as a campaigner from the stumps the Captain has never had his equal.

The hall soon was regarded as a fire trap, yet I think was not fully condemned until a much later time.

Here one evening, while Mrs. Mary A. Livermore was holding forth in one of her marvelous woman's rights lec-

tures, an alarm of fire was sounded, and but for the coolness of the speaker under trying conditions a dreadful calamity might have resulted. The alarm proved false, so far as the Luce block was concerned, and after the first flurry, with every man and woman in the audience on their feet ready for a grand rush to safety, calm settled over the audience and the lecturer proceeded undisturbed to the end.

From this rostrum Rev. T. Dewitt Talmadge held forth in one of his inimitable discourses. I had heard the small fry of the backwoods towns, but never such a big gun as Talmadge. I was fairly well pleased, even though I did not fully concur in the reasoning set forth by the reverend gentleman.

I learned early in life to understand that all that glitters is not gold. Also that the demarkation between mediocrity and greatness is not large. The difference between a United States senator and the man who handles the plane isn't by any means so great as my boyish fancy once imagined.

Recent years and later performances of legislators and congresses have convinced me of the fact that we are all made of the same flesh and blood, that the difference between us is not measured by the heights to which some of us attain, but rather by the spiritual mindedness of those who, however high or low in the world's estimation, have human hearts in their breasts.

I call to mind with what delight I anticipated the coming of the great humorist, Mark Twain, to lecture in the hall. He came at the appointed time and I heard his lecture. I am willing to confess that Twain was an abject failure as a humorist, so far as I was concerned. It seemed to me his attempts to be witty were strained and unnatural and that impression has remained with me to the present time.

Another man of considerable local fame among newspaper men was the irrepressible Brick Pomeroy, editor and publisher of the La Crosse Democrat. I do not understand that he was a man of great ability, but rather it was his radical ideas in politics which brought his name prominently before the public.

There was no politics in the lecture he gave, but it was filled with humorous descriptions and laughter-provoking comments that carried his audience with him from start to finish. As compared with Twain, he seemed to me to be by far the more original joker.

On one occasion I attended a church fair held at the hall. Grab bags and trees loaded with knickknacks were in evidence, with romping misses decked out in gala attire, sporting the Grecian Bend, the then feminine fashion of the hour.

There was plenty to amuse in the olden time, even though it may have been in less an undress uniform than prevails at the present time.

Old Timer.

### Death of Veteran Kalamazoo Grocer.

Kalamazoo, May 10—Klaas T. Hyma, 73, one of the oldest grocers in Kalamazoo, died at the family home in Howard street Sunday evening following an illness of several months. In 1900 Mr. Hyma entered the grocery business here, starting in Wheaton avenue and in 1913 erected the present store at 1309 South West-nedge avenue.

He was born Feb. 2, 1854, in Friesland, Netherlands. On April 7, 1878, he was united in marriage to Anna Osterhagen of the same place and they came to America in 1882. They lived for a time at Friesland, Mich., coming to Kalamazoo in 1884 and settling in Howard street where they have resided since.

Mr. Hyma was a devout and active member of the Bethany Reformed church and a member of the Modern Woodmen of America.



## WHOLESALE DRUG PRICE CURRENT

[illegible]



# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Beef

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 25
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	31 20
Rocket, 16 oz., doz.	1 25

## K. C. Brand

Per case	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
50c size, 2 doz.	8 80
80c size, 1 doz.	8 85
10 lb. size, 1/2 doz.	6 75

Freight prepaid to jobbing point on case goods.  
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

## BEECH-NUT BRANDS.



## BLUEING

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 85
Pep, No. 224	2 70
Pep, No. 202	1 75
Krumbles, 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	4 50
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Postum Cereal, No. 1	2 70
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

## BROOMS

Jewell, doz.	5 25
Standard Parlor, 23 lb.	8 25
Fancy Parlor, 23 lb.	9 25
Ex. Fancy Parlor 25 lb.	9 75
Ex. Fcy. Parlor 26 lb.	10 00
Tov	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

## DECLINED

Some Cheese

Gasoline

Smoked Meats

Coffee

Quaker Milk

Paramount Catsup

## Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

## Shoe

No. 4-0	2 35
No. 20	3 00

## BUTTER COLOR

Dandelion	2 85
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## CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

## CANNED FRUIT

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 50@5 75
Apple Sauce, No. 10	8 00
Apricots, No. 1	1 75@2 00
Apricots, No. 2	2 00
Apricots, No. 2½	3 40@3 90
Apricots, No. 10	3 50@11 00
Blackberries, No. 10	8 50
Blueberries, No. 2	2 00@2 75
Blue berries, No. 10	14 00
Cherries, No. 2	3 75
Cherries, No. 2½	4 50
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. 2½	3 25
Peaches, 2½ Cal. 3 00@3 25	
Peaches, 10, Mich.	8 50
Pineapple, 1 sl.	1 75
Pineapple, 2 sl.	2 80
Pineapple, 2 br. sl.	2 40
Pineapple, 2½, sl.	3 00
Pineapple, 2, cru.	2 60
Pineapple, 10 cru.	9 60
Pears, No. 2	3 15
Pears, No. 2½	3 50
Plums, No. 2	2 40@2 50
Plums, No. 2½	2 90
Raspberries, No. 2 blk	2 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 00

## CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 50
Clams, Steamed, No. 1	2 00
Clams, Minc'd, No. 1	3 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	3 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	2 00
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, k'less	5 50
Sardines, 1/4 Smoked	6 75
Salmon, Warrens, 1/2s	2 80
Salmon, Red Alaska	3 10
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 85
Sardines, Im. 1/4, ea.	10@25
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 65@1 80
Tuna, 1/2, Albocore	95
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 1/2, 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. sl.	1 50
Beef, 3 1/2 oz. Qua. sl.	2 00
Beef, 5 oz., Qua. sl.	2 75
Beef, No. 1, B'nut, sl.	4 50
Beefsteak & Onions	3 45
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52 1/2
Potted Meat, 1/2 Libby	92 1/2
Potted Meat, 1/4 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

## CANNED VEGETABLES.

### Asparagus.

No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/4	45@1 75
W. Beans, 10s	7 50
Green Beans, 2s	1 45@2 25
Green Beans, 10s	97 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 35
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
June	
Peas, No. 2, Ex. Sift.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 8	1 25@1 45
Pumpkin, No. 10	4 00@4 75
Pimientos, 1/4, each	12@14
Pimientos, 1/2, each	27
Swt Potatoes, No. 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	98 00

## CATSUP.

B-nut, small	1 90
Lily of Valley, 14 oz.	2 60
Lily of Valley, 1/4 pint	1 75
Paramount, 24, 8s	1 40
Paramount, 24, 16s	2 35
Paramount, Cal.	13 50
Sniders, 8 oz.	1 75
Sniders, 16 oz.	2 50
Quaker, 8 1/2 oz.	1 30
Quaker, 10 1/2 oz.	1 45
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	13 00
Quaker, Gallon Tin	9 00

## CHILI SAUCE

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

## OYSTER COCKTAIL.

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

## CHEESE.

Roquefort	65
Kraft, small items	1 65
Kraft, American	1 65
Chili, small tins	1 65
Roquefort, sm. tins	2 65
Camembert, sm. tins	2 25
Daisies	26
Longhorn	26
Michigan Flat	25
New York New 1926	32
Sap Sago	38
Brick	27

## CHEWING GUM.

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen Sen	65

Beeman's Pepsin	65
Beechnut Wintergreen	70
Beechnut Peppermint	70
Beechnut Spearmint	70
Doublemint	65
Peppermint, Wrigleys	65
Peppermint, Wrgileys	65
Juicy Fruit	65
Wrigley's P-K	65
Zeno	65
Teaberry	65

## COCOA.

Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/4 lb.	4 50
Droste's Dutch, 1/2 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastilles, No. 1	12 60
Pastilles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastilles	2 15
1 lb. Rose Tin Bon	
Bons	18 00
7 oz. Rose Tin Bon	
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. Pastilles	3 40
Langues De Chats	4 80

## CHOCOLATE.

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

## COCOANUT

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

## CLOTHES LINE.

Hemp, 50 ft.	2 00@2 25
Twisted Cotton,	
50 ft.	3 50@4 00
Braided, 50 ft.	2 25
Sash Cord	3 50@4 00



## COFFEE ROASTED

1 lb. Package	
Melrose	32 1/2
Liberty	24
Quaker	39 1/2
Nedrow	37 1/2
Morton House	43 1/2
Reno	34 1/2
Royal Club	38 1/2

## McLaughlin's Kept-Fresh

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

## Maxwell House Coffee.

1 lb. tins	46
3 lb. tins	1 36

## Coffee Extracts

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

## CONDENSED MILK

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

## MILK COMPOUND

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

## EVAPORATED MILK

Quaker, Tall, 4 doz.	4 90
Quaker, Baby, 8 doz.	4 80
Quaker, Gallon, 1/2 doz.	5 15
Carnation, Tall, 4 doz.	5 05
Carnation, Baby, 8 dz.	5 05
Oatman's Dundee, Tall	5 90
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 05
Borden's Baby	4 90
Van Camp, Tall	5 05
Van Camp, Baby	4 90



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

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

**OLEOMARGARINE**  
 Van Westenbrugge Brands  
 Carload Distributor



Nucoa, 1 lb. .... 21  
 Nucoa, 2 and 5 lb. .... 20 1/2  
 Wilson & Co.'s Brands  
 Oleo

Certified ..... 24  
 Nut ..... 19  
 Special Roll ..... 13

**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 40  
 No. 2 1/2, 24 cans to case ..... 6 75  
 No. 1 1/2, 36 cans to case ..... 5 50

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

**Aunt Dinah Brand**  
 No. 10, 6 cans to case ..... 3 25  
 No. 5, 12 cans to case ..... 3 75  
 No. 2 1/2, 24 cans to case ..... 3 50  
 No. 1 1/2, 36 cans to case ..... 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 ..... 4 30  
 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  
 Pecans, Virginia Raw ..... 09 1/2  
 Pecans, Vir. roasted ..... 10 1/2  
 Pecans, Jumbo, rstd. ..... 10 1/2  
 Pecans, Jumbo, std. ..... 12 1/2  
 Pecans, 3 star ..... 20  
 Pecans, Jumbo ..... 40  
 Pecans, Mammoth ..... 50  
 Walnuts, California ..... 38

**Salted Peanuts**  
 Fancy, No. 1 ..... 16

**Shelled**  
 Almonds ..... 70  
 Pecans, Spanish, 125 lb. bags ..... 12 1/2  
 Filberts ..... 32  
 Pecans ..... 105  
 Walnuts ..... 90

**OLIVES**  
 Bulk, 5 gal. keg ..... 9 25  
 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. doz. ..... 4 25  
 3 oz. Jar, Stu., doz. ..... 1 35  
 6 oz. Jar, stuffed, doz. ..... 2 50  
 9 oz. Jar, stuffed, doz. ..... 3 50  
 12 oz. Jar, stuffed, doz. ..... 4 50  
 20 oz. Jar, stuffed, doz. ..... 7 00

**PARIS GREEN**  
 1/2s ..... 31  
 1s ..... 29  
 2s and 5s ..... 27

# PEANUT BUTTER



Bel Car-Mo Brand  
 24 1 lb. Tins ..... 13 6  
 8 oz., 2 do. in case ..... 15  
 15 lb. pails ..... 25  
 25 lb. pails ..... 12 1/2

# PETROLEUM PRODUCTS

**Iron Barrels**  
 Perfection Kerosine ..... 13 6  
 Red Crown Gasoline, Tank Wagon ..... 14 7  
 Solite Gasoline ..... 17 7  
 Gas Machine Gasoline ..... 37 1  
 V. M. & P. Naptha ..... 19 6  
 Capitol Cylinder ..... 39 1  
 Atlantic Red Engine ..... 21 1  
 Winter Black ..... 12 1



**Light**  
 Medium ..... 65 1  
 Heavy ..... 65 1  
 Special heavy ..... 65 1  
 Extra heavy ..... 65 1  
 Polarine "P" ..... 65 1  
 Transmission Oil ..... 65 1  
 Finol, 4 oz. cans, doz. ..... 1 50  
 Finol, 8 oz. cans, doz. ..... 2 25  
 Parowax, 100 lb. .... 9 3  
 Parowax, 40, 1 lb. .... 9 5  
 Parowax, 20, 1 lb. .... 9 7



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

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

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

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

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

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

**POTASH**  
 Babbitt's, 2 doz. .... 2 75

**FRESH MEATS**  
**Beef**  
 Top Steers & Heif. .... 18  
 Good Steers & H'f. 15 1/2 @ 17  
 Med. Steers & H'f. 15 @ 15 1/2  
 Com. Steers & H'f. 14 1/2 @ 15

**Cows**  
 Top ..... 15  
 Good ..... 14  
 Medium ..... 13  
 Common ..... 12

**Veal**  
 Top ..... 18  
 Good ..... 17  
 Medium ..... 13  
 Common ..... 12

**Lamb**  
 Spring Lamb ..... 32  
 Good ..... 30  
 Medium ..... 27  
 Poor ..... 25

**Mutton**  
 Good ..... 18  
 Medium ..... 16  
 Poor ..... 13

**Pork**  
 Light hogs ..... 16  
 Medium hogs ..... 15  
 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

**STOVE POLISH**  
 Black Silk Liquid, dz. ..... 1 40

# Dry Salt Meats

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

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

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

**Smoked Meats**  
 Hams, Cer., 14-16 lb. @ 26  
 Hams, Cer., Skinned ..... 16-18 lb. @ 28  
 Ham, dried beef ..... @ 31  
 Knuckles ..... @ 18  
 California Hams ..... @ 18  
 Picnic Boiled ..... 20 @ 22  
 Boiled Hams ..... 40 @ 42  
 Minced Hams ..... @ 19  
 Bacon 4/6 Cert. .... 24 @ 34

**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  
 Kits, 15 lbs. .... 1 75  
 1/4 bbls., 40 lbs. .... 3 50  
 3/4 bbls., 80 lbs. .... 5 00

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

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

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

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

**SALERATUS**  
 Arm and Hammer ..... 3 75

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

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

**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  
 Roped 10 lb. boxes ..... 15

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

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

**White Fish**  
 Med. Fancy, 100 lb. 13 00

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

**STOVE POLISH**  
 Blackine, per doz. .... 1 35  
 Black Silk Liquid, dz. ..... 1 40

Black Silk Paste, doz. 1 25  
 Enameline Paste, doz. 1 35  
 Enameline Liquid, dz. 1 35  
 E. Z. Liquid, per doz. 1 40  
 Radium, per doz. 1 85  
 Rising Sun, per doz. 1 35  
 654 Stove Enamel, dz. 2 80  
 Vulcanol, No. 5, doz. 95  
 Vulcanol, No. 10, doz. 1 35  
 Stovoil, per doz. 3 00


**SALT**  
 Colonial, 24, 2 lb. .... 95  
 Colonial, 36-1 1/2 ..... 1 25  
 Colonial, Iodized, 24-2 ..... 2 00  
 Med. No. 1 Bbls. .... 2 60  
 Med. No. 1, 100 lb. bg. 85  
 Farmer Spec., 70 lb. 90  
 Packers Meat, 50 lb. 57  
 Crushed Rock for ice cream, 100 lb., each 85  
 Butter Salt, 280 lb. bbl. 4 24  
 Block, 50 lb. .... 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 85  
 Swift Classic, 100 box 4 40  
 20 Mule Borax, 100 bx 7 55  
 Wool, 100 box ..... 6 50  
 Jap Rose, 100 box ..... 7 85  
 Fairy, 100 box ..... 5 50  
 Palm Olive, 144 box 11 00  
 Lava, 100 bo ..... 4 90  
 Octagon ..... 6 00  
 Pummo, 100 box ..... 4 85  
 Sweetheart, 100 box ..... 5 70  
 Grandpa Tar, 50 sm. 2 10  
 Grandpa Tar, 50 lge. 3 50  
 Quaker Hardwater  
 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  
 Mayflower, per gal. .... 1 55

**Maple and Cane**  
 Maple  
 Michigan, per gal. .... 2 50  
 Welchs, per gal. .... 2 80

**TABLE SAUCES**  
 Lea & Perrin, large ..... 6 00  
 Lea & Perrin, small ..... 3 35  
 Pepper ..... 1 60  
 Royal Mint ..... 2 40  
 Tobasco, 2 oz. .... 4 25  
 Sho You, 9 oz., doz. ..... 5 20  
 A-1, large ..... 3 15  
 A-1, small ..... 2 99  
 Capery, 2 oz. .... 2 99

# WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75  
 Bon Ami Cake, 3 dz. 3 25  
 Brillo ..... 85  
 Climaline, 4 doz. .... 4 20  
 Grandma, 100, 5c ..... 3 75  
 Grandma, 24 Large ..... 4 00  
 Gold Dust, 100s ..... 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 ..... 7 20  
 Speedee, 3 doz. .... 4 00  
 Sunbrite, 72 doz. .... 4 75  
 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, Cochín ..... @ 30  
 Mace, Penang ..... 1 10  
 Mied, No. 1 ..... @ 24  
 Mixed, 5c pkgs., doz. @ 45  
 Nutmegs, 70 @ 90 ..... @ 18  
 Nutmegs, 105-110 ..... @ 70  
 Pepper, Black ..... @ 45

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

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

# STARCH

**Corn**  
 Kingsford, 40 lbs. .... 11 1/2  
 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 50  
 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  
 Mayflower, per gal. .... 1 55

# WRAPPING PAPER

Fibre, Manila, white. 05 1/2  
 No. 1 Fibre ..... 08  
 Butchers D. F. .... 06 1/2  
 Kraft ..... 07 1/2  
 Kraft Stripe ..... 09 1/2

# YEAST CAKE

Magic, 3 doz. .... 2 70  
 Sunlight, 3 doz. .... 2 70  
 Sunlight, 1 1/2 doz. 1 35  
 Yeast Foam, 3 doz. .... 2 70  
 Yeast Foam, 1 1/2 doz. 1 35

# YEAST-COMPRESSED

Fleischmann, per doz. 38

# Zion Fig Bars

Unequalled for  
 Stimulating and  
 Speeding Up  
 Cooky Sales

Obtainable from Your  
 Wholesale Grocer

Zion Institutions & Industries  
**Baking Industry**

From Zion

# TEA

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

# GUNPOWDER

Choice ..... 40  
 Fancy ..... 47

# CEYLON

**English Breakfast**  
 Congou, Medium ..... 28  
 Congou, Choice ..... 35 @ 36  
 Congou, Fancy ..... 42 @ 47

# OOLONG

Medium ..... 39  
 Choice ..... 45  
 Fancy ..... 50

# TWINE

Cotton, 3 ply cone ..... 33  
 Cotton, 3 ply pails ..... 35  
 Wool, 6 ply ..... 18

# VINEGAR

Cider, 49 Grain ..... 20  
 White Wine, 80 grain ..... 26  
 White Wine, 40 grain ..... 20

# WICKING

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

# WOODENWARE

# BASKETS

Bushels, narrow band, wire handles ..... 1 75  
 Bushels, narrow band, wood handles ..... 1 80  
 Market, drop handle ..... 90  
 Market, single handle ..... 95  
 Market, extra ..... 1 60  
 Splint, large ..... 8 50  
 Splint, medium ..... 7 50  
 Splint, small ..... 6 50

# CHURNS

Barrel, 5 gal., each ..... 2 40  
 Barrel, 10 gal., each ..... 2

### Concluding Session of the Flint Convention.

The closing session of the convention was held in Parlor A of the Durant Hotel.

A few questions out of the question box remained to be answered, which took up an interesting half hour.

Wm. McNeil, of Lee & Cady, was asked to address the meeting, which



D. L. Davis, Ypsilanti.

he did, urging a higher standard for merchants and encouraging us for the future.

The following were chosen delegates to the National Grocers convention in Omaha: D. L. Davis, Ypsilanti; O. H. Bailey, Lansing; M. C. Goossen, Lansing; Herman Hansen, Grand Rapids; Ole Peterson and Hans Johnson, Muskegon.

Our friends, Mr. and Mrs. E. A. Stowe, were present and Mr. Stowe



Hans Johnson, Muskegon.

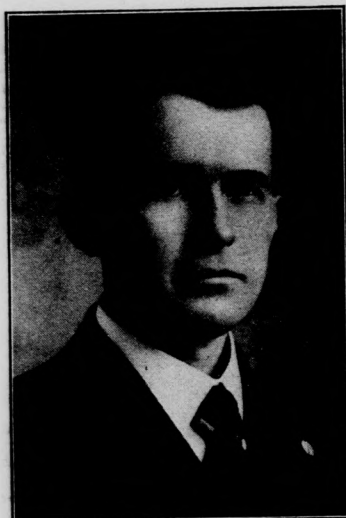
was called upon for a few remarks. In his characteristic manner he told of the various organizations which have arisen in the past, such as the grange, etc., all of which have caused the grocer to worry about the future. He suggested that the modern chain store, while threatening the individual grocer with extinction, would probably also go the way of these other schemes.

He urged us to do all the chain stores do and do it better.

Mr. Stowe told how that a certain chain store in Grand Rapids had gotten its biggest boost by keeping open on Thursday afternoons when the other stores are closed.

It was suggested that the stores which have considerable chain store competition discontinue a mid-week half holiday and employ extra help throughout the week, so that the clerks could alternate in taking a half day off, but that the store keep open.

The Resolutions Committee proposed a rising vote of thanks to the following, which was duly given:

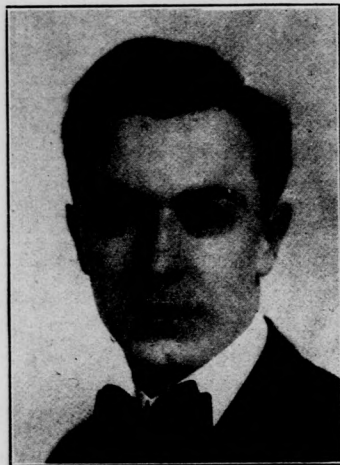


E. W. Jones, Flint.

E. W. Jones, Flint.  
Rudy Eckert, Flint.  
Flint Chamber of Commerce.  
Flint Convention Committee.

Messrs Tatman, Affeldt and Loeffler, who are retiring from the Board.

The Secretary wishes to extend thanks to the management of the Durant Hotel for the efficient manner in which they cared for us. In spite of



John Affeldt, Jr., Lansing.

the fact that they were also entertaining the State P. T. A., they managed to take care of all of our members who wished to stay at the Durant.

As officers, we will sorely miss those who retire from the Board of Directors—Messrs Tatman, Affeldt

and Loeffler—but we welcome the new members—F. H. Kuhlow, G. Vander Hooning, Park Haynor, H. C. Schuberth and O. L. Brainard.

The addresses given at the convention and the papers read at the various sessions have all been published in the Michigan Tradesman and it will be well if you read them over again.

Paul Gezon,

Sec'y Retail Grocers and Meat Dealers Ass'n.

### Losses Which Result From Giving Overweight

A customer will be satisfied, knowing that the package he is buying is overweight. Many of them weigh up everything, and no complaint is ever made regarding overweight. However, on the hit and miss weighing system now and then a package is bound to be short, and while the customer may not come in and complain, he or she feels that the store has robbed them. They forget about the many cases of overage.

From the merchants' standpoint weights should be accurate—not guessed at. For one thing they will not average up, as so many people will argue. Most clerks will weigh until the scale goes down, not to a balance.

In buying a hundred pounds of anything the retailer generally gets 100 pounds of balanced weight from the jobber. When he sells he will sell 100 pounds perhaps on balanced weights, if there is no other loss, but if he is loading down the measure side past balancing point, he is not selling 100 pounds, and in pound sales won't be able to make up 100 packages. It isn't the single sale that hurts, it is on a lot of sales.

For sake of argument suppose an item sells for 16 cents per pound. If the clerks should average a half ounce or an ounce too much it would make a difference of either one-half or one cent on each pound sold. On 1,000 pounds at one cent the merchant is out just \$10 that he should have in the form of cash.

Package goods have greatly reduced labor and time lost in packing merchandise about the stores. A few years ago a great many of the present package lines were sold from bulk. The scale in those days played a much more important part than it does to-day. In the large flour, sugar and other manufacturing plants automatic machinery is loading the packages and weights are right. It costs the merchant a little more to buy package goods, but it saves him a lot of loss on overage in a year, plus paper, bags, string and labor or time, and the customer is much better satisfied with established weights.

However, there are some items which continue in bulk or which are sold in bulk and package. The grocer probably doesn't use his scales anything like as much as he formerly did, but he still needs them, and the warehouse, or store room is one of the places where they are needed the most, as that is one of the places where the most guessing is done. Fancy scales are not needed for such purposes any old style bal-

ancing scale can be purchased quite cheaply from the junkers and dealers in used store equipment.

Years ago when the writer was serving an alleged apprenticeship for a very successful retail grocer, drawing all of \$10 a week, he learned a great deal of how things should and should not be done. In a previous employment everything was done the wrong way and that merchant wondered why he never made money and went broke. At the successful store house the hours were 6 a. m. to 7 p. m., and 9 o'clock every other night. There wasn't much business in the evening, but the time was used for putting up bulk goods.

The first evening at filling and weighing up sugar packages the old man stepped over and said: "I've been watching you and every package you've put on that scale has pulled the beam to the bottom. We use balanced weights here and nothing else."

There is a world of difference between a well managed and a poor managed store. If the manager or owner does things wrong it is a license for every employee to do things the same way. If employees know that the old man does things only the right way and won't stand for his workers to do them any other way, they soon get in the habit of doing things right, even if it does mean a little extra effort and more footsteps. At any rate, that is what they are paid for.

### The Hardest Job of All.

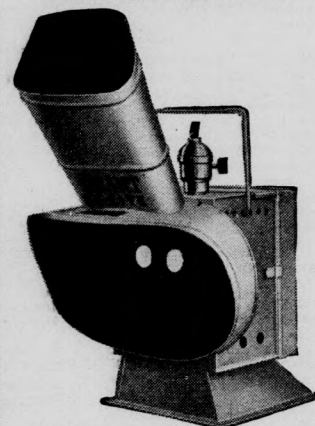
"I want you to understand," said Young Spender, "that I got my money by hard work."

"Why, I thought it was left to you by your rich uncle!"

"So it was; but I had to work to get it away from the lawyers."

### MERCHANTS ARE READY TO BUY

Grant Dalite Egg Candler



All that is necessary for your salesmen to do is to mention the merits of this candler over the dark room method and the sale is made.

LAWYERS MAKE IT COMPULSORY FOR EVERY MERCHANT TO CANDLE ALL EGGS AFTER MAY 15th.

No investment is required to handle this specialty. We will ship direct to your customers and give you 25 to 33 1/3% commission.

Write us for literature.

GRANT MANUFACTURING CO.  
208 N. Wells St. Chicago



## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 2.—On this day was held the first meeting of creditors in the matter of Lee B. Hart, Bankrupt No. 3136. The bankrupt was present in person and represented by Willard G. Turner, Jr., attorney for the bankrupt. Creditors were represented by Alexis Rogoski and Lou Landman, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed for the present. The matter was then adjourned without date, but held pending report of attorneys for creditors upon the necessity of a trustee.

In the matter of Isaac Warsaw, Bankrupt No. 3072, the trustee has filed his final report and account and a final meeting has been called for May 13. The report and account of the trustee will be passed upon and the expense of administration ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of Walter H. Laffer, Bankrupt No. 2997, the trustee has filed his final report and account, and a final meeting of creditors has been called to be held on May 13. The report and account of the trustee will be considered and expenses of administration paid, as far as the funds on hand will permit. There will be no dividend to general creditors.

On this day also was held the first meeting of creditors in the matter of Winfield Scott Thomas, Bankrupt No. 3131. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Mara-Rickenbacker Co., Bankrupt No. 3129. The bankrupt corporation was present by William R. Mara, its president and represented by Francis L. Williams, attorney. Creditors were represented by Corwin, Norcross & Cook; G. R. Credit Men's Association; L. N. Atwater and Robert S. Tubbs. Claims were proved and allowed. Harold F. Lusk was named trustee, and his bond placed at \$1,000. William R. Mara and one other witness were sworn and examined, without a reporter present. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ernest Bonnette, Bankrupt No. 3134. The bankrupt was present in person and represented by Clyde Ketcham, attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. The case has been closed and returned to the district court as a case without assets.

April 29. We have to-day received the schedules, reference and adjudication in the matter of DeForrest Peet, Bankrupt No. 3150. 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 \$59 of which \$25 is claimed as exempt, with liabilities of \$803. 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:

R. E. Colby, McCord	\$100.00
Alvah Brown, Grand Rapids	280.00
Lowell State Bank, Lowell	50.00
Dintman Bros., Alto	30.00
L. A. Coon, Lowell	30.00
Dr. Shepherd, Lowell	30.00
E. A. Prange, Grand Rapids	45.00
National Clothing Co., Grand Rap.	15.00
W. H. Watts, Alto	72.00
Fox Jewelry Co., Grand Rapids	30.00
Clyde Waters, Cascade	32.00
Barnum's Grocery, Alto	38.00
Chas. Brown, Lowell	17.00

May 2. On this day was held the sale of assets at auction in the matter of William T. Glimm, Bankrupt No. 3124. The bankrupt was not present. The trustee was present. Several bidders were present in person. The assets, as set out in the inventory and appraisal, with the exceptions of reclamations heretofore made, were sold to Glenn E. Banton, for \$250. The sale was confirmed and the meeting adjourned without date.

On this day also was held the sale of assets in the matter of Fairview General Store, etc., Bankrupt No. 3106. The bankrupts were not present or represented. The trustee was present in person. The stock in trade and fixtures, except reclamations heretofore made, and including the equity of certain contract property, was sold to N. D. Gover, of Mt. Pleasant, for \$801. The sale was confirmed and the hearing adjourned without date.

On this day also was held the first meeting of creditors in the matter of Meech, Arnold & Meech, Bankrupt No.

3133. The bankrupt corporation was present by Frank M. G. Meech, secretary-president and represented by Clarence E. Butler, attorney. Creditors were present in person and represented by John C. St. Clair, attorney. Claims were proved and allowed. Frank M. G. Meech was sworn and examined, without a reporter. The first meeting then adjourned without date.

In the matter of Regal Sandwich Shop, Bankrupt No. 3123, the first meeting of creditors has been called for May 16.

In the matter of Abe Gelman, Bankrupt No. 3142, the first meeting of creditors has been called for May 16.

In the matter of Carl A. Bruer and Adolph F. Breuer, individually and as co-partners doing business as Grand Bowling Academy and Banquet Beverage Co., Bankrupt No. 3144, the first meeting has been called for May 16.

In the matter of Glen Carlton, Bankrupt No. 3140, the funds for the first meeting have been received and such meeting has been called for May 16.

In the matter of Edward Brouwer, Bankrupt No. 3138, the funds for the first meeting have been received and such meeting has been called for May 16.

In the matter of John E. Quinn, Bankrupt No. 3093, the funds for the first meeting have been received and such meeting has been called for May 16.

In the matter of Arthur T. Slaght, Bankrupt No. 3139, the funds for the first meeting have been received and such meeting is called for May 17.

In the matter of Arend Geldhof, Bankrupt No. 3146, the funds having been received for expenses, a first meeting of creditors in this matter has been called for May 17.

In the matter of Kate L. Chase, Bankrupt No. 3145, the funds for the first meeting have been received and such meeting has been called for May 17.

May 3. On this day was held the sale of assets in the matter of Harry A. Filkins, Bankrupt No. 3081. The bankrupt was not present or represented. The trustee was present in person and represented by Fred G. Stanley, attorney for the bankrupt. No other offers were received and the offer of Anna Wilhelm, of \$450 for the stock in trade, tools, fixtures, machinery and equipment of the estate was accepted and confirmed. The meeting then adjourned without date.

May 2. We have to-day received the schedules, reference and adjudication in the matter of Robert A. Slaughter, Bankrupt No. 3151. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedules show asset of \$148.25, of which \$62 is claimed as exempt, with liabilities of \$1,182.38. 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:

Central Supply Co., Indianapolis	\$139.17
Crane Co., Indianapolis	77.12
American Radiator Co., Indianapolis	202.60
Husband & Anderson, Hesperia	342.55
Richard Pikaart, Fremont	90.00
A. A. Bristol, Fremont	59.72
J. H. Vandenbeldt, Fremont	45.15
Fremont Co-operative Co., Fremont	21.45
A. L. Burt, Fremont	15.77
C. M. Burke, Fremont	10.35
W. S. Fallman, Coloma	75.00
Ernest Slenk, Grand Rapids	26.00
International Correspondence	

School, Scranton, Pa. 77.50

May 2. We have to-day received the schedules, reference and adjudication in the matter of Jacob D. Kirkhuff, Bankrupt No. 3152. 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 bond salesman. The schedules show assets of \$60,850, which is all covered by mortgages, assignments, etc., of which \$250 is claimed as exempt, with liabilities of \$27,983.39. 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:

Federal Government	\$2,454.37
G. R. National Bank	2,900.00
Massachusetts Mutal Life Ins. Co.	824.00
Northwestern Mutual Life Ins. Co., Chicago	475.00
Industrial Bank, Grand Rapids	1,200.00
Chas. M. Heald, Grand Rapids	3,800.00
Edward Heuser, Grand Rapids	1,000.00
G. J. Doran, Grand Rapids	400.00
R. E. Eickel, Detroit	3,150.00
E. C. Eifert, Grand Rapids	3,000.00
T. A. Breen, Grand Rapids	500.00
K. S. Hall, Melbourne, Fla.	3,600.00
Bonbright & Co., Detroit	1,548.08
Becker Auto Co., Grand Rapids	179.77
Steketee Dry Goods Co., Grand R.	65.84
Hammer & Cortenof, Grand Rap.	24.75
A. Himes Coal Co., Grand Rapids	126.25
Herpolsheimer Co., Grand Rapids	720.00
Young & Chaffee, Grand Rapids	47.50
Klingmann Furn. Co., Grand Rap.	124.00
James P. Gray Shops, Detroit	410.20
D. L. Healy Shops, Detroit	15.00
Rosengarten & Co., Detroit	395.00
Irving, Detroit	33.50
Ruby Shops, Detroit	25.00

Dr. A. V. Wenger, Grand Rapids	35.00
Dr. Alexander Campbell, Grand R.	225.00
Dr. T. D. Gordon, Grand Rapids	75.00
Dr. F. Hardy, Grand Rapids	54.00
Freyling & Mendels, Grand Rapids	101.43
Coles Glove Shop, Grand Rapids	20.75
F. W. Campbell, Detroit	90.00
Enterprise Electric Co., Grand R.	125.00
George Tower, Grand Rapids	100.00
Norwood Market, Grand Rapids	74.95
Weldman & Seidman, Grand Rapids	50.00
J. L. Hudson Co., Detroit	14.00

May 2. We have to-day received the schedules, reference and adjudication in the matter of Mike J. Nowicks, Bankrupt No. 3153. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$310 of which \$200 is claimed as exempt, with liabilities of \$1,994.07. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

National Cash Register Co., Grand Rapids	260.00
Sherwood Hall Co., Grand Rapids	85.98
Colonial Oil Co., Grand Rapids	55.92
U. S. Rubber Co., Detroit	124.50
Air Reduction Sales Co., Detroit	5.50
Butterworth Hospital, Grand Rap.	557.60
Willis L. Dixon, Grand Rapids	200.00
Vacuum Oil Co., Detroit	139.21
H. M. Hollingshead, Grand Rapids	16.25
Worden Grocer Co., Grand Rapids	52.25
Michigan Candy Co., Grand Rapids	57.45
G. H. P. Cigar Co., Grand Rapids	26.90
City of Grand Rapids	26.57
Herpolsheimer Co., Grand Rapids	142.97
National Grocer Co., Grand Rapids	24.39
Delbtr F. Helmer, Grand Rapids	16.75
L. H. Froman, Chicago	17.50
Gibson Grocer Co., Grand Rapids	17.02
Kent Grocer Co., Grand Rapids	13.50
Lee & Cady, Grand Rapids	5.63
Morris & Co., Grand Rapids	20.90
Arnold & Bros., Chicago	10.75
Boston Store, Grand Rapids	61.00
Abe Schefman & Co., Grand Rapids	8.40
Echo Electric Co., Grand Rapids	27.14
Devries Biscuit Co., Grand Rapids	20.50

In the matter of Reuben Markman, Bankrupt No. 3143, the funds for the first meeting have been received and such meeting has been called for May 18.

In the matter of Robert Flach, Bankrupt No. 3147, the funds for the first meeting have been received and such meeting called for May 18.

In the matter of James L. Deitz, Bankrupt No. 3135, the funds for the first meeting have been received and such meeting has been called for May 17.

In the matter of Jared Arnold, Jr., Bankrupt No. 3148, the funds for the first meeting have been received and such meeting has been called for May 17.

In the matter of Sherman L. Barnes, Joseph Den Houten and Edward Stehouwer, individually and as co-partners doing business as Fairview General Store, Bankrupt No. 3106, the trustee has filed his first report and account, and expenses of administration to date have been ordered paid.

Bankrupt No. 3124, the trustee has filed his first report and account, and expenses of administration to date have been ordered paid.

## Damage Suit Against South Haven Merchants.

A suit has been brought against M. Hale & Co., of South Haven, by a woman to whom was sold a coat with a Mandle fur collar.

The alleged damage, as stated in the complain, was that on account of wearing the fur collar, eruption started on her neck and her physician claimed that the fur collar caused irritation and poison.

Suit has been brought for \$5,000, doctor's bill, hospital bill, suffering, etc.

Merchants generally will be interested to learn the outcome of the suit because the question involved will, if decided against Hale & Co., become one of very great interest to retailers generally. Further information regarding this case will be furnished to our readers as the case progresses.

## U. S. Oranges.

The United States produces more than half the world's oranges, annually about 34,000,000 boxes.

## 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.

ORIENTAL ARTICLES for retail trade. Particulars free. Beia Co., Los Angeles. 571

Want To Buy—Shoes, clothing, dry goods, or general store. Must be cheap. D. H. Hunter, Rockford, Mich. 572

FOR SALE—Grocery store, including stock, fixtures, and building. Steam-heated, living rooms up stairs. Doing a good business in a thriving town of 1200 population. No chain store competition. Death of my husband reason for selling. Mrs. M. J. Flennerly, Edmore, Mich. 573

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

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

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. 566

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

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.

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

## 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.



## SUDDEN SUMMONS.

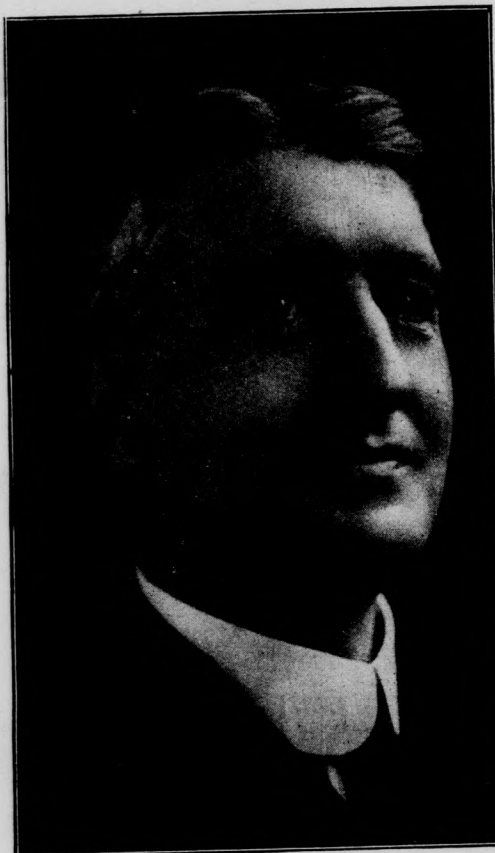
## Franklin Moore, Treasurer Diamond Crystal Salt Co.

St. Clair, May 10—Franklin Moore, of St. Clair, Treasurer of the Diamond Crystal Salt Co. member of the State prison board, and a former member of the State Legislature, died in Ford hospital Detroit to-day.

The world lauds always—sometimes unconsciously and involuntarily but always—the acquirement of success, as the world measures success. Be it envious or critical or frankly condemnatory of it, freely or reluctantly it accords to him who has “arrived” a high place in its mental Hall of Fame. The moralist, the priest, the reformer or the disciple of the Simple Life may condemn the theory of worldly so-called success, but in their heart of hearts, whether they confess it to themselves or not, the mass of mankind hold in high respect one who has wrested from his fellows by honorable means an accumulation of substantial possessions greater than is held by the average. There the world's gauge of a man rests. Comparatively little criticism, commendatory or disapproving, is directed to the future employment of success, however acquired.

Critics of the conventional climax of fiction have said that novels end where they should begin—that the attainment of the hero's great object should initiate the real story of his life with that attainment beginning the crucial test of his real strength and character. Similarly, a faithful biography of a successful business man, to depict the real story of his career, to hold the mirror up before the real man, would begin at that point in his life—if in the ambitions it may be that such a point can be identified—where he has reached an assured competency and would note what use he has made of his success. The acts and lives of comparatively few could safely be exposed to the glare of publicity, beginning at such a period in their careers. On the roll of that few may appropriately and safely be recorded the name of Franklin Moore, salt manufacturer and sterling citizen. This story has to do with his life up to and beyond the point where his brains, probity and industry placed him among the ranks of successful business men, but the character of the man since that attainment is reflected by the story of his struggles and triumphs.

Franklin Moore was born at St. Clair Sept. 6, 1877, his antecedents being Scotch-Irish on both sides. When he completed the tenth grade in the public schools at the age of 16 he went to work in the shop of the salt company as a barrel nailer. He worked at this job five years, when he was promoted to the position of shipping clerk and traffic manager. Altogether he devoted seventeen years to these two positions, exhibiting a degree of application and faithfulness which fitted him for higher duties and responsibilities. Eight years ago he was made Secretary and Treasurer of the



Hon. Franklin Moore.

company, which position he held at the time of his death.

Mr. Moore was married June 27, 1905, to Miss Jennie Harkness, of St. Clair. Two children grace the family circle—a daughter of 21 and a son 18. Mr. Moore resided in his own home in St. Clair and was a member of the Congregational church. He had served as Alderman, Supervisor and Mayor of St. Clair. He represented the Second District of St. Clair in the legislatures of 1917, 1919 and 1921. He was Speaker pro-tem of the House of Representatives in the last named session.

Mr. Moore was a Mason up to the Shrine degree and was a Past Master of his lodge. He was also Past Grand Patron of the Eastern Star. He was a member of Elks lodge, Port Huron, No. 343. He was a member of the Knights of Pythias and was a Past Chancellor of Lodge No. 20. He was a member of the Sons of the American Revolution of Detroit and President of the State Savings Bank of St. Clair.

## Method in His Spelling.

A storekeeper had for some time displayed in his window a card inscribed “Fishing Tickle.”

A customer drew the proprietor's attention to the spelling.

“Hasn't anyone told you of it before?” he asked.

“Hundreds,” replied the dealer, “but whenever they drop in to tell me they always spend something.”

## Height of Folly To Indulge in Heavy Buying.

Written for the Tradesman.

Prices have made a substantial gain for wheat during the past week, due principally to unfavorable weather conditions in the spring wheat sections of the Northwest, although some of the strength has been and is due to rather heavy movement in international trade channels. In fact, since the first of January world shipments have averaged approximately 18,400,000 bushels per week, whereas the probable balance remaining in exporting countries available for shipment prior to August first would not provide a higher average than 16,000,000 bushels per week, and of course, shipments that are out of relation to supply do influence prices.

Then, too, conditions have been unfavorable for planting of corn; particularly so as relates to the preparation of the seed bed, and as a consequence corn has enjoyed a substantial advance in price, and this has also had an influence on the price of wheat.

The abnormal wet weather in Minnesota has resulted in a decrease of 10 to 15 per cent. in the acreage sown to spring wheat; the acreage will be cut about the same percentage in North Dakota, while in South Dakota it has been increased 25 per cent. under ideal soil conditions. In both Minnesota and North Dakota there is an abundance of moisture in the ground, which many claim will provide an off-

set to the shorter acreage sown, by increased yields. However, it is altogether too early to talk about yields; a lot of things can happen to a wheat crop up to within a week of harvest; in fact too much warm wet weather during harvest could easily ruin the crop from a milling standpoint.

In other sections crop conditions are ideal; crop prophets in the Southwest are very enthusiastic over the excellent conditions of both soil and crop. The outlook is for another big yield. Seeding is well under way in Western Canada although the season is rather late in Canadian provinces as a whole, but the ground has an abundance of moisture.

The total acreage for twenty-one countries of the world shows an increase of 4,000,000 acres compared to a year ago, with conditions on the whole, favorable. Thus it will be seen there are both bullish and bearish factors in the present market, as usual. Those favoring higher prices argue world shipments are larger than the supply can care for until the first of August, if the present ratio is maintained; that corn is bound to go higher on account of unfavorable planting conditions, and this will influence the price of wheat; that spring wheat seeding is two to four weeks late, and in spite of moisture the crop is not likely to turn out well, as late-sown spring wheat does not do well; that we had a substantial decline and wheat is now only bringing what it is worth. On the other hand, the bears point to the very favorable conditions in the Southwest; the increase in world acreage; the abundance of moisture in all sections with good growing weather, and the rather pertinent fact that the trend of commodity prices is downward and not upward, and that with favorable growing conditions wheat will be cheaper on the new crop than on the old.

Personally, we feel prices will be pretty well maintained until new wheat is available in large quantities along in August and September. For the time being we would not like to be short of either wheat or flour, preferring to have normal trade requirements covered for the next five or six weeks, although it would appear there has been sufficient advance to meet known conditions.

As to new crop prices, everything depends on the general outturn of the growing crop of wheat, as well as the coarser grains, and consumptive and seeding requirements. While it is possible to predict a yield on present condition, it is not possible to know whether that condition, or other conditions surrounding crop markets will be maintained, improved or reversed, so it is a wild gamble to predict new crop prices at this time, and the height of folly to indulge in heavy buying for new crop delivery at the present level of prices.

L. E. Smith.

Detroit — The Anchor Post Iron Works, with business offices in the Dime Bank building, has changed its name to the Anchor Post Fence Co.



*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

**With the Price  
Established**

*through the manufacturers' advertising*

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

**K C  
Baking  
Powder**

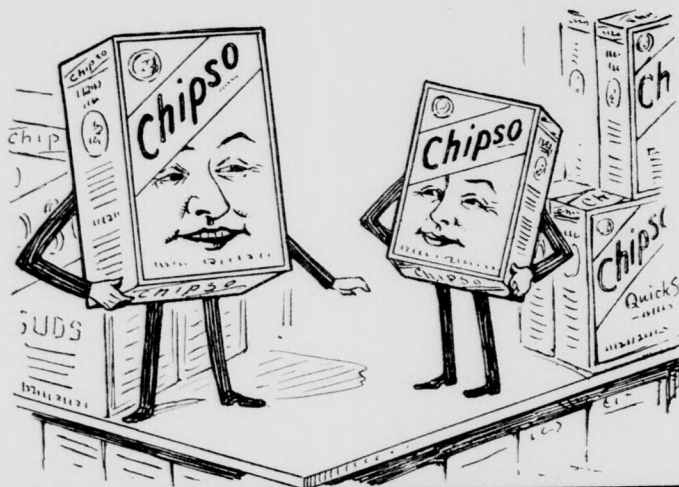
*Same price for over 35 years*

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

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by the  
Government**



## Grocery Shelf Gossip

LARGE CHIPSO—"Good morning. How's little brother today?"

MEDIUM CHIPSO—"Fine, and you look the same. Thank goodness they close the store at night or the Chipso family never would get any rest. As it is, they've taken five or six of us away already this morning."

L. C.—"Oh, well, we've got to expect that. You and I won't be here long either—we've never been 'shelf-warmers,' you know. Anyway, we ought to be out helping some busy housewife."

M. C.—"Right you are. It's here today and gone tomorrow with us. That must be why they call us 'the most amazing success in

the history of household soap'."

L. C.—"Yes, that's one of the reasons. But there are plenty of others. We're amazing to women, of course, because of our quick suds and because we make all of their cleaning tasks easier. But the most amazing thing is the way we became the leading seller among soap chips so soon after we appeared on the grocers' shelves."

M. C.—"No one can deny that. Probably there's no product in this store which has paid the grocer quicker returns on his investment and selling effort. We have given him a new understanding of quick turnover. As

soon as women tried us once, they came back for more. And they have kept on coming."

L. C.—"That's easy to understand. We have the goods. Women recognize our efficiency, and constant advertising and store displays have kept them from forgetting us."

Chipso's amazing success has unquestionably been due in large measure to keeping it before the public in advertisements and in store displays. Are you sharing in Chipso's success? Display material to help you sell more Chipso, or any other Procter & Gamble product, is yours for the asking. Use the coupon below.

### PROCTER & GAMBLE CINCINNATI, OHIO

<b>Procter &amp; Gamble</b> <b>Cincinnati, Ohio</b> Please send me free the number of display pieces indicated opposite:	K-327	BRAND	Window Trims	Counter Cards	Price Posters	Have you a copy of our 26 page booklet—"Windows that Sell"—which contains valuable information on effective window displays? A copy will be mailed free upon request. Name _____ Street _____ City _____ State _____
		Ivory Soap (large size)				
		Ivory Soap (medium size)				
		Guest Ivory				
		Ivory Flakes				
		P and G White Naphtha				
		Chipso				
	Crisco					