

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MAY 18, 1927

Number 2278

## The Bridge of Yesterday

OVER the bridge of yesterday  
My thoughts have turned tonight,  
And out of the far-off distance  
Comes a tender, glowing light,  
And centres around a friendship  
That has lasted through time and tide,  
Though the chance and change of fortune  
Has severed our pathways wide.

It may be the Earth's tomorrows  
Hold for us no meeting place;  
It may be that only in Heaven  
I shall meet you face to face.

But when memory seeks a pleasant trip,  
And the choice of a pathway comes,  
I choose the bridge of yesterday  
To the days when we were chums.

Jacqueline E. Rogers

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.

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Four dollars per year, if not paid in  
advance.

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

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

### Prejudice Against America in Europe.

New York, May 15—Enclosed you will find a clipping from the New York Times quoting George Ade as being impressed with the strong Anti-American sentiment in England. I referred to it in my letters several months ago and this view has been confirmed by the reading of English papers during the past seven months.

This Anti-American feeling has grown less pronounced in each succeeding country that we have visited.

In France they were superficially polite, but readers of their papers found them teeming with anti-debt propaganda, and you could hear of incivilities to Americans like my experience with the French customs guard at the Italian border, which was made more noticeable by the affable reception by the Italian customs officials.

The French merchants, if they share in the sentiment, are too dependent on American patronage to openly demonstrate it; but in Italy and Sicily the warmth of welcome from the populace generally seemed more genuine.

It remained for Vienna and the cities of Germany to demonstrate real joy in welcoming Americans, one manufacturer from the Black Forest expressing regret that it was not like the pre-war times. This gentleman also expressed the oft heard hope that Germany was through with war forever, but he believed there was strong feeling between England and France that within ten years would become so tense that it would culminate in actual rupture.

Most every one seems to expect there will be war of some kind, but they differ widely as to who will be in it.

We met a Montreal merchant who travels extensively in Europe who believed the next war would be the gobbling up of France by Germany and Italy.

We were in Nice at the time of the arrest of Garibaldi and heard nothing to disturb our serenity until just before leaving we were told that their papers had been teeming with news of war with Italy and that they had a date fixed for the bombardment of Nice by Mussolini. He is the bugaboo for all Europe. They all admit his ability, but fear his cunning.

While in Italy we were frequently told that under no circumstances was it wise to mention his name in con-

versation, and it was common for visitors to refer to him as Mr. Smith or Mr. Jones.

I encountered one exception at a transient hotel in Italy, where, in conversation with the manager about the prevalence of the flu throughout Europe, he said although at the borders of Italy on every side, it would not be allowed to cross the border. When I asked why, he replied that Mussolini's Fascists were there and they would stop it (as sarcasm). I was surprised to learn that he was a Frenchman, bold enough to say it openly.

Gay W. Perkins.

### Illness of Long-Time Leroy Merchant

Recent reports from Leroy are to the effect that Godfrey Gundrum, the pioneer merchant of that place, is very ill at his home. Mr. Gundrum has lived a long and useful life and his friends hope for his early recovery.

The Tradesman recently wrote to George Gundrum, who now conducts the general store established by his father, requesting that he send us a review of his father's life. His reply was as follows:

Leroy, May 17—I thank you kindly for your letter. My father is very sick. He is so ill at present our doctor thinks he may die.

I copied an autobiography my father wrote and enclose it herewith.

He also kept store in Evansville, Indiana, in partnership with A. P. Lahr. You may add this in some place if you wish. George Gundrum.

Godfrey Gundrum was born in Pirmansens, Germany, August 27, 1839.

Our family emigrated to this country November, 1854, and settled in Stewartsville, Indiana.

During my first years in this country I did farm work.

Next three years storekeeping until June, 1861, when I enlisted and became a soldier in the civil war, serving three years and two months.

In 1862 my father met a tragic death and I, being the oldest and most capable of our family, took his place and under a motto I thought good and practical, our family of mother and her six children were kept united, although apart.

Our motto was: Each for all and all for each.

Our mother's home remained her children's own dear home.

After six years of our promiscuous family life we were enabled in 1870 to enter into a small business, and a new, joyful, happy home at Ionia, Michigan. After a struggle in business of twelve years, caused by the panic of 1873 in 1882 a double misfortune befell me—failure of health and business.

Being in meager circumstances I had to begin again in a small way and selected Leroy, Michigan, for a new start in October, 1882.

This was a new town and surrounded by dense woods. The people then here were in lowly circumstances like myself.

None of us were independent but dependent for help and favors.

This condition inspired the whole quality of friendship.

Fortunately for humanity in necessity, deprivation, misfortune and sor-

row, we are all friends in deed.

I often felt a great satisfaction in my success of winning so many patrons to be my friends.

Godfrey Gundrum and Mary V. O'Brien were married in 1875. From this union six children were born. Three died in their early life. The remaining three are known to most of our community. Bessie Gundrum is at home in Leroy. George Gundrum has kept store with his father for years and Dean Gundrum is with the Standard Oil Company at Grand Rapids.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 17—The new lumber and millwork yards opened for business last week at 819 Ashmun street by L. M. Hollingsworth are stocked with a complete assortment of lumber. Being located on the main street, within one block of the Northern Power Co. terminal, they will have excellent shipping facilities, also get much of the farming trade which passes by the yards in entering the city.

The Lock City Mercantile Co. is the name of the new firm which purchased the J. Macki & Co. grocery stock and meat market, at the corner of Spruce and Johnson streets.

Charles Nelson, of Saginaw, has accepted a position with H. P. Hossac & Co., the Cedarville merchants, as meat cutter during the tourist season. Mr. Nelson has had many years experience at the meat cutting game and will have a real job during this season, catering to the cottagers and summer hotels which receive their meat supplies from the Hossac market.

The Civic and Commercial banquet, which took place at the Sault Ste. Marie Club last Friday, was largely attended. The principal speaker was A. W. Dawson, the honorary president, who has returned from an extended trip throughout the United States. He gathered much information in reference to conditions and many pointers which he passed out to the Association to make the Soo one of the most attractive places on the map. He urged the members to learn more about our city, as we have more attractions to offer the tourists than any other city anywhere near the size of the Soo. He also suggested that the police department get posted and be able to impart this information to the visitors, as they do in California and some of the other places. Mr. Dawson also said that our camp site was the best for comfort, beauty and convenience of any camp site between here and the Pacific coast. At the banquet it was decided that we have our second homecoming next year and preparations will be made in the near future for the big event.

If you want to look at the solid facts of a thing, you must strain off the sentiment first.

R. N. Adams, one of our grand old men, celebrated his 83d birthday Saturday. He is still active, getting to his office at 9 o'clock in the morning and looking after his ranch on the Seymour road in the afternoon. He said that he did not feel any different than when he first saw the Soo on May 5, 1879. He drives his auto each day and enjoys his work and the fellowship of his many friends.

If we love mystery and adventure we must love life, for life is both of these. William G. Tapert.

### Why Some Men Fail.

There are many causes that lead to failure. Here is a list of the most common causes:

Finding fault with the other fellow, but never seeing your own.

Doing as little as possible and trying to get as much as possible for it.

Spending too much time showing up the other fellow's weak points and too little time correcting your own.

Slandering those we do not like.

Putting off until to-morrow something that we should have done day before yesterday.

Talking friendly to the other fellow's face and stabbing him in the back as soon as he turns around.

False belief that we are smart enough to reap a harvest of pay before sowing a crop of honest service.

Disloyalty to those who have trusted us.

The belief that we know it all and no one can teach us anything.

Last, but not least, lack of the necessary training and education to enable us to stand at the head in our line of work.

Look this list over and check yourself up by it. If none of these causes for failure apply to you, then you are to be congratulated, because you are a success.

### Zinc Is Mined Near New York.

Zinc ore of a high quality is mined not far from New York City, at Franklin, N. J. The mine has been worked for more than seventy years and there is a large amount of ore still available. Zinc is found in other places in the eastern parts of the United States, but the Franklin deposits are the only ones of any size or consequence in the East. The United States, as a whole, produces more zinc than any other country in the world. Most of it comes from Missouri, Oklahoma, Nevada, New Mexico, Montana, Colorado and Kansas.

### Five New Subscribers This Week.

Eckstrom & Saur, Grant.

E. Gould, Bailey.

Elliott Moore, Augusta.

Thos. Clifton, Plymouth, Ind.

C. E. Walker, Cedar Springs.

A man using various names and claiming to be a member of the carpenters' union, is working various towns in Michigan, passing forged checks on merchants. His game is to use the names of local carpenters and contractors and to present checks late in the afternoon in payment for small orders of goods. He uses a union card which he has made out to the name of the payee of the check to identify himself.



## THE SMALL TOWN MERCHANT

### Some Problems He Must Meet and Overcome.\*

It has been stated and broadcasted over the country that the day of the small town merchant is past and that the chain stores of various kinds are going to take his place. Ladies and gentlemen, right from the beginning let me assure you that this statement is not only erroneous, but I am fully convinced that that day never will come. Now understand me rightly—I am now talking about the merchants of the small towns—towns of 1,000 to 10,000 or even 25,000 population—and not of cities of 100,000 or more population.

The small town merchant is to-day and will continue to be the one outstanding important factor in his community throughout the years to come—if he so wills. But remember that "success" in a small community depends entirely on the individual—not the one who to-day tries to run his store as father did fifty years ago, but the one who is wide-awake—on the job—who knows his customers, most of whom are his friends; knows their whims, wishes and idiosyncrasies; who caters to them day and night like a mother does to her children; who is ever ready to sacrifice his own comforts, his own pleasures that his customers may have the things they want when they want them—at the price they want to pay. Now, please, my good friends, do not think that it is my desire to picture for you the "ideal" merchant, but just one who has a real, heartfelt desire to succeed—make a little money for himself and give to his customers all that they are rightfully entitled to.

We are talking about the small town merchant, the man who pays his taxes in his home town, who can be relied upon to help at any time for any occasion that may call for his help. He is the man who is selected by his fellow townsmen for the honored positions that the town has to offer. He is the man who supports the home newspapers, who patronizes his fellow merchants, who is a member and supporter of some church organization. And believe me, this good man is facing some real problems to-day that the merchant of twenty years ago never heard of. We are coming back to the "chain stores" that have not only attempted but have made severe inroads into the "old fashioned" business of the small merchants the country over. We fully realize that the average merchant—who is conducting a successful business—cannot do that business at less than 22½ to 27½ per cent. overhead. But here is where the trouble begins. It is a well known fact that the big chain organizations are doing business at from 14 to 18½ per cent.—very few over that. The Woolworth, Kresge and other variety store organizations are doing their business at an overhead not exceeding 16 per cent.—while the grocery chains, such as the A. & P., Consumers and others are doing

business on an overhead of from 6½ to 15 per cent. My good friends, you cannot equal this no matter what you attempt to do. Therefore you will have to do something to offset this small overhead—something that you do not find in the average chain store—something that money cannot buy—something that is greater, better, more important to the success of your business and that, ladies and gentlemen, is "Yourself."

Now, my friends, from the name of your organization, the Michigan Retail Dry Goods Association, I take it that I am now addressing men and women who are primarily interested in dry goods and associated lines—not meat dealers, grocers or variety store keepers. These latter would need a different message from yours.

Let us take, for instance, the J. C. Penney organization with over 700 stores, which did a business in 1926 of \$115,682,738, which was an increase of \$24,620,122 over 1925. Some business, ladies and gentlemen! And some of you are facing this very competition. Personally, I would not consider them as very important or dangerous competition. And still you have to overcome their lower cost of distribution—their tremendous purchasing power—their perfect or nearly perfect check-up on sales—their daily sales comparisons, etc. And here is where you have to begin—if you have not as yet begun. More of that later.

Mail order competition is getting less and less all the time. We have no more farmers who used to patronize these great mail order institutions—they are getting less and less—for the automobile has brought them into the ranks of the town dwellers. But now these mail order houses, in order to check this loss, which appeared inevitable, have opened some very fine in some cases very elaborate retail stores. But, friends—they need not frighten you, for they are no more than just one more store in your community which will have to fight for their business. And don't you lay down on the job—your past successes won't help you any to get new laurels. Fight back and re-organize, if necessary, your entire business in order to win.

Now listen, you men and women of the small town stores.

You are the ones who have been responsible for these chain store organizations. You are the ones who have made them possible. Never before in the history of business has the mortality been as great as it is to-day among the merchants of the smaller communities. What is the cause? For there cannot be an effect without a cause. And again I want to state most definitely, the merchant himself is to blame. The methods of years gone by, by which father was able to accumulate a small fortune, are completely passe to-day. To-day it is the survival of the wide-awake, active, up-to-the-minute merchant—the survival of the fittest. And that simply means that the merchant, in order to survive, must be on the job every day. He must be thoroughly acquainted with the facts

pertaining to his business. He must take an inventory based on present market values at least once a year—twice a year is better. He must watch his stock carefully every month. He must know his costs of doing business. He must know what each salesperson costs him every month. He must know what his mark-downs amount to, but before he does that he must know what his mark-up must be in order to produce a profit. He should have a perfect system of check-up on his sales. He should have daily comparisons with sales of a year ago. He should have a fairly good knowledge of merchandise. You wonder why I put "knowledge of merchandise" last? Because it is the least important factor after all, for a man can hire a good merchandise man or buyer, but he cannot afford—in a small town—to hire a superintendent for the business. Again I want to say that "you, yourself" are the most vital part in the success or failure of your business. Your business success depends almost entirely on yourself, on your personality, on your attention to your business. In many, many cases your customers trade with you because they have confidence in you, in your judgment, in your honesty and integrity, in your business ability. Of course, the buying must be expertly done—the selection of stocks must be perfectly performed—the prices made reasonable to meet all competition—and the display and advertising of the merchandise must be artistically accomplished. And all this is done for the sole purpose of attracting and selling the customers.

But to do this it is most essential that an efficient, loyal sales force be trained. The time for the untrained sales person is past. And in order to so train your sales people you must again personally supervise the development of sales ability in your salespeople. Please remember that salesmen are not born, but developed. Very few sales people are any good when they first begin, but I have seen men and women develop into the very highest type of sales persons from what anyone might consider a very poor beginning. Daily supervision, personal attention of the department manager or store manager, helpful suggestions and demonstrations will soon put the new clerk on his feet. Teach your sales people loyalty. Do not retain in your employ any person who is not loyal to your store. You should insist that your co-workers—please note the word—buy all goods they possibly can from you. Personally, I would not retain in my store anyone who is disloyal in word or deed to either the proprietor, manager or anyone connected with the organization. Employ only men and women of unquestioned integrity and character. Be clean in your life and teach your co-workers the value of clean living. Only men and women who are truly clean in their personal lives can expect to succeed.

What, then, shall I say of religion? Just this: No matter what your religious belief—whether Jew, Catholic

or Protestant—be honest in your conviction and do not be a hypocrite.

I believe in prayer—we all do in Zion—and we start every day in our store with a prayer service and you may believe me, my friends, that we are all better sales people because of it. One of the greatest difficulties the small town merchant has to contend with is stock-turn-over. It is true that in most small towns most merchants carry far too big stocks of merchandise for their own safety. Our stock turn is only about 3¼ times per year on all our goods. It costs us 26½ per cent. to do business, while our net profit after all interest charges, etc., are met, amounts to 3.6 per cent. Of course, we have some departments which show practically no profit—others that show a very small margin—such as the grocery, where our net profit on sales is only 1 per cent., but where we meet all competition and have had as high as \$7,200 business in one single day, while other departments show very satisfactory returns all the way from 5 to 17 per cent. on sales. And although the entire supervision of the whole store rests on my shoulders, I personally buy all the ladies ready-to-wear items. Now you will wonder, as many have, whether we have a New York buying office or whether we are associated with what is known as a "Buyer's Syndicate." Most emphatically we are not. And my advice to the average small town merchant is to keep away from these buyers' syndicates. Do not trust the buying of your merchandise to anyone who has absolutely no knowledge of your problems, of your local conditions, of the wants and wishes of your clientele. Unless you are in a position to superintend your own buying I advise you not to become associated with these buying offices. Remember that most of these "buyers" have been associated with big firms and they, therefore, know nothing of your problems. Your problems are local ones. The solution of your problems must be a local one and cannot possibly be arrived at in New York through men who do not know you—and care less.

Let me tell you, my friends, that the most essential thing for you to do is to buy in small quantities—buy good quality merchandise—buy often and thereby have nice, clean, fresh up-to-date goods always. Concentrate your buying. Do not buy from every man who wants to sell you. Your best friend is your jobber. When your jobber knows that you are giving him a fair and reasonable amount of your business he will give you his very best price. He will work with you and for you, for your success is of greatest interest to him. And, believe me, that he will not let you overbuy. Let me tell you another thing that you should never lose sight of—and that is this: Suppose through some unforeseen circumstances your business should slump and you should find yourself up against it to meet your obligations. Who is going to help you through? The fellows a long ways away who don't know you and are not interested in you except to get

\*Paper read at dry goods convention by W. E. Schmalfuss, manager of the great Zion Store at Zion, Ill.



their money from you or your jobber who is close by, to whom you can turn and consult with and whom you go to for advice and extension of time which invariably will be granted if you have stuck by him? I have known a number of merchants who could have been in business to-day if they had not scattered their business so much that it was practically worthless to anyone. And when trouble came, as it may at times even be the best of them no one stood by them. Consequence—failure. Therefore, I want to impress upon you the advisability of concentration of buying.

But, my good friends, this does not mean that you would need confine your buying to one or two sources—no, not by any means. If you do contemplate joining a buying association, be sure that the selection of merchandise is left in your hands, for you and you only know what your customers want.

Now what about Special Sales? Are they beneficial or harmful? Just let me state that too many sales are not only harmful, but distinctly destructive to good business. Of course, friends, I know that special sales if properly conducted are beneficial, but it will be utterly useless for me to try to tell you what kind of sales to have and when or how to conduct them. One of our best sales efforts is our dollar day sale. We have two of them each year. One in May and one in October. These sales amount to something and our people know it. We have had dollar day sales amounting to from \$16,500 to \$24,500—all cash in the till at the end of the day. But of course, these days have meant a great deal of planning, and planning in the right direction. Instead of trying to see how much goods we could give away we have planned special merchandise at a profit for these events—at the same time reducing our top-heavy stocks which will accumulate in the best of stores. And believe me, friends, we budget all of our sales, Purchases and Expenses—and so at the very beginning of our six monthly period we have some idea how we are going to come out. And with that advance knowledge we plan our advertising expenses. In our store it costs us 2¾ per cent. on sales for advertising. That includes S & H green trading stamps, which—we all know—are a great expense. Do not ask my opinion as to the benefits derived from them. I might want to discontinue them but might feel somewhat doubtful at the present time—but then I am not telling you. Use your own best judgment after thoroughly investigating. That's what we did. Another question that I have been asked many times is: What can be done to keep people from going to the nearest larger town and buying their merchandise there, for which in many cases they pay more than they would at home? My answer is: "Nothing." Remember that the greatest desire of every woman is to have something different from her friends and neighbors and she imagines she will get something better, more distinctive and more select in the larger city than she does at home. Will

she get it? Sometimes she will—frequently she will not. Does she save money by going away from home? Rarely if ever. Usually she pays more. For the big city stores must make a good margin of profit, for their overhead is greater than yours. Of course, we fully realize the futility of arguing with a woman. There is only one way to convince her that the home store is right and that is by giving her consistently good values. Have you ever noticed a woman, after having bought a beautiful new dress of your competitor in some other town and then have her find the same garment in her home store at a considerably lower price? I have. And have you then noticed the utterly foolish expression of chagrin and annoyance? So have I, but wisdom teaches me to say nothing then. For you'll gain nothing by making her feel cheap; you want her for your customer hereafter, don't you?

Now friends, just a word about advertising. Use your home paper freely. Write truthful advertisements. Sometimes use comparative prices, but not always. No hard and fast rule can be laid down for that—it just depends on conditions and seasons. But as a general rule I would say, do not use conservative prices too freely. It creates a doubt in the minds of your customers. A doubt in your sincerity, a doubt in your veracity. And never permit a doubt to enter your customer's mind as to your veracity or integrity. Use circulars and build up a real mailing list. Keep your ladies' list separate from the men's. Have a list of households and know how many children there are in the family. It will pay you well. Folks—young folks as well as old folks—like "personal" mail coming to them. Write them "personal" letters about the wonderful new arrivals in the ready-to-wear department or about the new things from the men's section. Or if you have a furniture department about the lovely new furniture, draperies or curtains. Tell them about these things so enthusiastically that they will want some. For the true value of advertising is not selling the things that are advertised, but to create a desire to visit the store and look over the items that are advertised. And then salesmanship steps in and sells something better, more expensive or some of the advertised goods. Again I say to you, develop salesmanship among your co-workers. Your store in your community is exactly what you and your co-workers make it. At one time business was built on friendship—to-day it is built on service. But it is retained by building on friendliness.

Remember that the morale of your business is built on the morals of the men in charge. Live clean, wholesome lives—set a worthy example before your co-workers. Always be on time. In fourteen years I have never been late once in the morning. I am there at 7 a. m. and I am the last to leave the store.

Take care of your health. Never forget that the real success of your business depends on your physical

condition. For your mental strength is largely influenced by your health. Work hard. It is not going to hurt you. And train someone to take your place—someone as capable, as fearless to do right as you are.

Just a few more words about the chain stores. There is some agitation among trade paper publishers to make the small retailer believe that the basic theory of the chain store is wrong. I just read such an article in one of the hardware publications. The history of the past ten years has proven conclusively the fallacy of this assumption—for the operation of the chain stores is basically right in spite of certain weaknesses. No better proof could be offered than their balance sheets.

In conclusion, note the Rexal chain of drug stores. At one time a drug store was primarily an apothecary shop actually selling drugs—and making a living doing so. Well, I am glad that drugs have largely gone out of style. And people live longer. To-day the total sale of drugs is only about 5 per cent. of their sales, while they have gone into the business of selling razors, knives, scissors, sporting goods, toys, rubber goods, cosmetics, dry goods specialties, handkerchiefs, mirrors, electrical appliances, stationery of various kinds, popular copyrights, magazines, bathing suits and accessories, automobile accessories, radios, phonographs and hundreds of other items, besides having a soda fountain and a lunch counter. In reality a veritable miniature department store. And their success is due to splendid displays in the windows and inside the store and every item is plainly price marked. Their service is prompt, courteous, cheerful, willing—smiling. In order to succeed, go and do likewise.

#### Fall Shirt Line Opened.

Lines of Fall shirts are being opened at lower prices. It is expected that most firms will soon be ready with their offerings, while two important lines have already been opened. Novelty ties are featured to a considerable extent in the new goods, continued emphasis being put on collar-attached and collar-to-match models. Buying at present is confined mainly to fill-in requirements on seasonal merchandise, with broadcloths having the best call. Several sellers, in commenting on their Fall offerings, say that there is now very little demarcation between seasons, as the various periods are blending into one another, and new offerings are made from time to time.

#### Heavy Colored Cottons Wanted.

Although, along with most other lines of textiles, colored cotton goods are affected to some extent by the seasonal slump, there is a nice demand for several kinds of them at the moment. Among the goods selling best are heavy chambrays of the work shirt type and, where they can still be had, denims. Much of the production of the latter goods, however, is covered until Sept. 1, this being true of the output of the largest producer. Also being taken, mostly for export shipment, are colored drills and heavy cotton suitings. Ticks seem to be the

slow movers of the market right now, without a great deal of prospect of bettering their position for some time.

#### Leading Items in Undergarments.

Retail reorderers for slips continue to be active. The demand for this merchandise has been good for weeks past. New sports types which have been recently shown are taking well, and the demand also covers garments of crepe de chine, metallic rayon, satin and broadcloth. The French panty is likewise a leading item in underwear, together with the combination undergarment which has five garments in one. Nightgowns in both silk and cotton fabrics have been doing well. Rayon merchandise for sales purposes has moved very actively.

#### 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

#### Good Button Trade Prospects.

Style trends are favorable for a good fall season in buttons and buckles, according to manufacturers and importers. The indications are that the couturiers will be lavish in the use of ornamental buttons in their models for the new season. Novelty effects of many kinds, it is believed, will find much favor, with metal, rhinestone and galalith buttons looking like "winners." Extensive lines are being prepared by manufacturers.

#### White Handbags Being Featured.

The vogue for white has become a factor in the handbag field. Bags of white washable kid are now being offered to retail at \$2.95. The merchandise is of the pouch type and is equipped with back strap or long handle. The frames are leather-covered and the trimmings are of nickel and gun metal. Leather piping is used in the designs, which are worked out in varied color combinations. The bags are also obtainable in solid white.

#### Reptile Effects Outstanding.

Reptile effects continue to predominate in the new handbags being brought out by manufacturers. Success of these types has been marked, the wholesalers say, the indications being that they will also come in for attention during the fall season. The pouch style is favored over the underarm type of bag. Silk bags are more or less neglected as far as volume selling is concerned, although they may be offered later for summer wear.

Every merchant should be a permanent resident and a dependable unit in every indispensable feature of city life.

**MOVEMENTS OF MERCHANTS.**

Ionia—J. C. Osborn succeeds O. S. Thorne in the grocery business.

Crystal—Strait & Volz succeed H. J. Fisbee in the grocery business.

Lansing—Earl Wright succeeds the Hall Grocer at 415 West Maple street.

Saugatuck—S. L. Newnham succeeds A. T. McDonald in the grocery business.

Sparta—Charles A. Robinson succeeds A. Oostdyke in the grocery business.

Casnovia—Collins & Estlow, grocers, have added a line of hardware to their stock.

McBrides—Virginia Guyette succeeds C. E. Main in the grocery and meat business.

Sheridan—Samuel W. Maus succeeds Fred Mosser in the grocery and meat business.

Negaunee—Henry Levine, dealer in boots, shoes, etc., has filed a petition in bankruptcy.

Elsie — The Clinton Creamery Co. has increased its capital stock from \$70,000 to \$250,000.

West Olive—Bert Beckman succeeds B. A. Gebben in the dry goods and grocery business.

Allegan—Oscar Frank Fuller succeeds C. Surprise in the grocery and second-hand goods business.

Newberry—Fountain Bros. have engaged in the paints, wall paper, etc., business on Newberry avenue.

Muskegon Heights—Steve Thomas succeeds John Suchovsky in the grocery business at 1500 Eighth street.

Iron Mountain—The Upper Peninsula Office Supply Co. has decreased its capital stock from \$30,000 to \$25,000.

Detroit—The Detroit Dry Kiln Co., 200 Dubois street, has decreased its capital stock from \$200,000 to \$50,000.

Detroit—The Cook-Gross Motor Co., 8323 Van Dyke avenue, has changed its name to the E. H. Cook Motor Sales Co.

Battle Creek—The Hagadorn Lumber & Coal Co., 26 Hambling ave., has changed its name to the Ruthbun & Kraft Co.

Cedar Springs—George W. Knapp has sold his grocery stock to C. E. Walker, formerly engaged in business at Luther.

Flint—The Entroth Shoe Co. has been incorporated to deal in boots, shoes, etc., with an authorized capital stock of \$10,000.

Newberry—A. L. Newmark, dealer in men's furnishings and clothing on Newberry avenue, has installed a modern plate glass front in his store.

Grand Rapids—The Standard Builders Supply & Fuel Co., 1535 Kalamazoo avenue, S. E., has increased its capital stock from \$50,000 to \$100,000.

Lansing—Wells B. Eldred, who has conducted a grocery store at 601 River street for the past fifteen years, died at his home 530 South Capitol avenue, May 11.

Lake Odessa—Fred Smith has sold his grocery stock and store fixtures to Merl Hulbert, formerly connected with the Bishop Haddix grocery and meat market.

Climax—Ira Barkley, who has con-

ducted a clothing, dry goods and grocery store here for the past twenty years, is confined to his home with a serious illness.

Pontiac—Wint's Dairy, 264 Norton avenue, has been incorporated with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Muskegon Heights—John Suchovsky has sold his store building, grocery stock and store fixtures to Steve Thomas, who has taken possession and will continue the business.

Lawton — The John Free Lumber Co., of Paw Paw, has purchased the lumber yards of L. Stoker & Son and Lambert & Co. and will consolidate them at the Stoker yards.

Lansing—E. I. Hull & Sons, furniture dealers at St. Johns, are erecting a modern three-story building at 912 East Michigan avenue, which they will use as a branch furniture store.

Middleville—William Trombley has sold his restaurant, ice cream and confectionery store, the Auto Rest, to R. Hamelele, recently of Grand Rapids, who will continue the business.

Detroit—Lasalle Lighting Fixtures, Inc., 7334 Third street, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Rothchild's Shoe Co. has leased the store at 132 South Burdick street and will occupy it with a stock as soon as a new front and numerous interior changes can be made.

Grand Rapids—The Battjes Fuel Co., 1547 Division avenue, has been incorporated with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed, and paid in in cash.

Lansing—Ayers Bros. have erected a modern meat market adjoining their grocery store, 108 Rockford road and equipped it with the latest market equipment, including mechanical refrigeration.

Delton—Harry Scott has erected a modern store building and filling station on the former site of the Mansion House, at Yankee Springs and will conduct a general store and oil station there.

Kalamazoo — Herbert E. Johnson, former president of the Kalamazoo-City Savings Bank and later, chairman of the board, has disposed of his entire interests in the institution and retired permanently.

Detroit—Parks, Inc., 15821 LaSalle street, has been incorporated to deal in fruit, farm produce and groceries, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Lansing—The Cushman-Carl Co. has been incorporated to conduct a general elevator business as well as sell fertilizer, building materials, grocery sundries and farm products, with an authorized capital stock of \$50,000.

Bitely—John Koopman has sold his store building, stock of general merchandise, warehouse and resort property to D. F. Leffingwell, recently of Grand Rapids, who has taken possession and will continue the business.

Detroit—The Royalite Stores, Inc., 1100 Penobscot building, has been in-

corporated to deal in lighting and electrical supplies, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Kalamazoo—Lawrence L. Lynch, associated with the Star Bargain House for the past eighteen months, has purchased the entire holdings in the company of Mrs. Myra Stranahan and will continue as active manager of the business.

Tyre—The Tyre Elevator Co., with business offices at Bad Axe, has been incorporated with an authorized capital stock of \$12,500 common and \$17,500 preferred, of which amount \$21,750 has been subscribed and paid in in property.

Detroit—The Universal Electric Co., 6373 Belfast avenue, has been incorporated to deal in all kinds of electrical apparatus at wholesale and retail, with an authorized capital stock of \$2,910, all of which has been subscribed and paid in.

Charlotte—The Sawyer Oil Co. has been incorporated to deal in fuel oils, lubricants, etc., with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Muskegon—Control of the Muskegon Trust Co. has been purchased by the Union National, Lumberman's, Muskegon Savings and First State Savings, of Muskegon Heights, the first two banks to have active charge of the institution.

Traverse City—The Traverse City Lumber Co. has been incorporated to deal in lumber and building materials of all kinds at wholesale and retail, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Cadillac—The Cadillac Muskrat Co. has been incorporated to breed and deal in muskrats and other fur bearing animals, with an authorized capital stock of \$8,000, \$1,100 of which has been subscribed and paid in, \$100 in cash and \$1,000 in property.

Three Rivers—Over \$27,000 worth of stock has been subscribed for by local business men for erecting a modern hotel here. Construction will commence about July 1 and completion is expected early in the fall. The cost of the hotel will be about \$185,000.

Big Rapids—Charles P. Judson, one of the best known hardware men in the State, died May 16 in a hospital at Jacksonville, Fla. Judson was 65 years old. He is survived by his widow and a brother, George, of Schoolcraft. Mr. Judson also was known for public spirit, benevolence and church work.

Kalkaska—George F. Bow, formerly landlord of the Manning House, but for the past seventeen years engaged in the grocery business, has sold his grocery stock to Fred DeBoer, who was formerly engaged in the mercantile business at McBain. Mr. Bow will continue the coal and wood business, which he has conducted in connection with the grocery business for several years.

Detroit—Weil & Co., Detroit furniture dealers, are constructing a new warehouse which will give them 220,

000 square feet of floor space when completed. It will be 350 feet long by 105 feet wide, and will be equipped with every modern facility for handling merchandise quickly and safely. Estimated cost of the building is \$500,000, but only four of the six stories are to be built at present.

Corunna—Officers are searching for two men, one of whom is believed to have been wounded, who were surprised in the act of burglarizing the clothing store of Eesley & Moore here early Monday. Patrolman James Wilson surprised them and fired several shots as the pair fled down an alley. He thinks he hit one. The men had several hundred dollars worth of goods piled near the store door, ready to be hauled away.

**Manufacturing Matters.**

Muskegon Heights — The Central Wheel Co. has changed its stock from \$100,000 common to \$10,000 shares at \$10 per share.

Detroit—Sperlich & Uhlig, manufacturer of electrical appliances, has changed its name to the Ironrite Ironer Co., 38 Piquette avenue.

Ionia—The Universal Garment Co., Chicago, has closed its branch plant here. The machinery will not be moved at present, pending a change for better trade conditions.

Detroit—The Interstate Tool Co., 1936 Mitchell street, has been incorporated with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit — The East Side Products Co., 1008 Devonshire Road, has been incorporated to manufacture and deal in beverages and syrups, with an authorized capital stock of \$25,000, all of which has been subscribed and \$5,000 paid in in cash.

Bangor—The Joll Kids Garment Co., P. O. Box 125, has been incorporated to manufacture and sell children's garments, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Detroit—The Detroit Aircraft Engine Corporation, 8747 Brandt street, has been incorporated with an authorized capital stock of \$250,000 preferred and 25,000 shares no par value, of which amount \$94,000 and 25,000 shares has been subscribed and \$219,500 paid in in property.

Grand Rapids—The Michigan Automatic Vending Machine Co., 706 G. R. National Bank building, has been incorporated to manufacture and distribute machines, "Tri-Sum", with an authorized capital stock of \$25,000, of which amount \$3,000 has been subscribed and paid in in cash.

Detroit — The Michigan Products Corporation, 728-30 Penobscot building, has been incorporated to manufacture and sell beverages, with an authorized capital stock of \$150,000 common, \$10,000 preferred and 10,000 shares no par value, of which amount \$20,000 and 4,850 shares has been subscribed and \$24,850 paid in in property.



### Essential Features of the Grocery Staples.

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

Tea—The demand from first hands is rather poor and the consuming demand is also light, because the weather still remains cool. Prices, however, remain about unchanged since the last report. The undertone is steady to strong, without material change.

Coffee—The situation has shown no special change for the week. The market on Rio and Santos, green and in a large way, has had its usual small fluctuations, but they have not amounted to much. All grades of Rio and Santos are dull, with prices about on last week's basis. The undertone is weak, except for high-grade Santos. Mild coffees show no change for the week. Jobbing market for roasted coffee is unchanged and moderately active.

Canned Fruits—California fruits have been selling pretty well, with stocks getting low in some lines, particularly apricots and pears. New prices are expected soon. California pear canners are predicting an advance in 1927 pack on account of light yield.

Canned Vegetables—A fair amount of business is moving in staple vegetables like corn, peas and tomatoes, but market features of any unusual snap or interest are lacking beyond recent estimates that crops of peas and corn in New York State as well as in New Jersey will undoubtedly show quite a material reduction. The volume of buying in Southern tomatoes holds up well, but prices for these are quotably unchanged. Continued rainfall in the West is reported to have seriously interfered with plowing operations and the tomato crop will be delayed. As for some time past, the average buyer is quite willing to let the canner continue holding the bag in the face of all of the reports of smaller crop indications.

Dried Fruits—There is a much more optimistic feeling evident throughout the market for dried fruits, with selling conditions gradually beginning to favor leading holders. The gradual increase seen in the movement of raisins and at somewhat higher prices are regarded as especially favorable, both Muscat and Thompson raisins being firmer than they have been in some time past. The commercial packers with one or two exceptions appear to be pretty well cleaned up on the Pacific Coast, and from all appearances the bulk of unsold stocks are now lodged with the association. Promotion work in prunes is going ahead and producing wider markets for them. The Sun-Maid is coming out with a definite campaign on Sun-Maid prunes. Reverting to raisins there is a feeling in some quarters that some of the independent packers will be entirely withdrawn on standard items in the near future, and buyers have been urged to cover their early fall requirements. Other items with the exception of evaporated apples, which have shown a firmer tone, are about unchanged.

Canned Fish—Salmon packing is under way in the West and the market on all varieties of salmon has remained about unchanged since the last report. Alaska salmon is about as firm as it has been. The recent decline in Maine sardines was unexpected and has brought about some buying. It looks now as if there will be more California sardines than were expected. Other tinned fish unchanged from last week.

Salt Fish—Some of the new domestic mackerel are being salted and they will be on the market shortly, but probably not in sufficient supply to amount to much. So far the catch of domestic mackerel has been very much larger than usual up to the present time. Imported mackerel are still very scarce.

Cheese—Fine old cheese is still steady to firm on account of scarcity. New cheese is not wanted and is dull and inclined to be weak.

Nuts—Attention in the nut line is focused on the firmer position ruling in walnuts and the larger sizes of almonds. The stronger views entertained by Bordeaux shippers on walnuts lend a tone of strength to the American market and offers from all directions are reported in decidedly small volume. Pignola nuts are also in limited supply and trade factors assert prospects favored a higher market.

Rice—The latest break in the levee at Bayou Des Glaizes, which has covered Northeastern Louisiana, one of the richest sugar and rice sections in the world, is viewed with alarm in the rice market. Conditions throughout are reported as decidedly firm and large handlers are showing keener interest in offers.

Syrup and Molasses—The demand for grocery grades of molasses is poor, on account of the season. Prices, however, are still maintained. Sugar syrup is in light supply and excellent demand at unchanged prices. Compound syrup is moving right along, at fair prices, which show no change for the week.

### 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 had some fluctuations during the week. Early in the week, on account of light receipts and strong advices from outside markets, prices went up a small fraction, but later the situation changed and the market went down to the former figure. At the present time the situation is fairly steady, with a fair demand. Jobbers hold fresh packed at 41c, prints at 42c. They pay 24c for No. 1 packing stock.

Cabbage—Mobile stock commands \$8@8.50 per crate.

Carrots—\$1.75 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—\$1.25@1.35 per doz. for Southern hot house.

Eggs—The market had a steady week until buyers began to slacken up in their purchases and the market went off a slight fraction for fine fresh eggs. The situation is fairly steady, with plenty of eggs coming forward. Local jobbers pay 21½c 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 silver skins, 25c per bunch.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$6.00
360 Red Ball	-----	5.50
300 Red Ball	-----	5.50

Lettuce—In good demand on the following basis:

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

New Potatoes—Carolina stock commands \$9 per bbl.

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 Navel are now on the following basis:

80	-----	\$4.50
100	-----	5.00
126	-----	5.25
150	-----	5.75
176	-----	5.75
200	-----	5.75
216	-----	5.75
252	-----	5.75
288	-----	5.75
344	-----	4.75

Sunkist Red Ball, 50c cheaper.

Parsnips—75c per bu.

Peppers—Green, 60c per doz.

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

Pineapple—\$4.50 for 24s and 30s.

Potatoes — \$1.75@1.85 per bushel generally.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	25c
Light fowls	-----	21c

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

Spinach—\$2 per bu.

Strawberries—Aromas from Tenn., \$5; Aromas from Kentucky, \$5.50.

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

### Who Remembers?

We look back over Time and we tremble before the swift, sure, march of Progress. We behold the sewing machine and we see millions of human feet released from the slavery and

drudgery of foot power by the science of automotive power. We see whaling oil give way to kerosene and kerosene to the modern electric light.

We talk through the air—we fly through the air—we send pictures through the air—and even to-day we are being promised that soon we shall see each other through hundreds of miles of space.

Telephone—telegraph—electricity—harvester machine—automobile—electric refrigeration—washing machine—millions of man-made slaves created by the mind of man and the muscle of man, in order that the mind may be free to learn and grow.

Millions of us know the most popular movie star—the leading home-run hitter—the witchery of the latest love triangle. How many of us know the romance of science? How many of us know the names—the struggles—the courage and fortitude of those who brought these blessings of civilization?

Only yesterday I heard from the lips of a great leader in industry the tremendous romance of an old man in New England at work day and night in his laboratory, solving—curing—improving—the problems and trials of industry in order that to-morrow may be better than to-day.

Millions have profited from his work. Perhaps only a hundred know his name. What a wonderful thing it is to realize that science and industry and invention need not—nor wait not—nor care not—for the applause of the multitude.

### Sale of Canary Birds Which Won't Sing.

Last week the Tradesman described the costly experience of a Southern Michigan merchant had had with canary birds which wouldn't sing has produced some fireworks. It will be remembered that these birds were sold on a commission arrangement made with a salesman by the name of Steffen who disappears about the time the complaints come in.

Several merchants have written since the story was published, expressing the hope that we would locate this man and let them know where they could find him. We have interested the National Better Business Bureaus, Inc., in this stunt and have their assurances that they will employ every facility at their disposal to make it warm for anyone who tries to earn his living out of silent songsters. Not only will an effort be made to round up salesmen of this kind of merchandise, but publicity and other facilities will be used to warn retailers against the risk involved.

It is easy advice to tell merchants that they must be sure of the dependability and honesty of any concern with which they enter into a deal on such an uncertain article as this. We can't think of anything better to suggest while the Better Business Bureau is running down the bad actors.

### Pedigree Hootch.

"Is this good alcohol?"  
"It oughta be! I got it out of a Packard Radiator."

## PRODUCING AND MARKETING.

## Two Essential Factors in Handling the Egg Crop.\*

The business of producing eggs has doubled and trebled and quadrupled in the last few years and has grown to a business with such rapidity that comparatively few of us realize that the business of producing eggs and marketing eggs and poultry meat is one of the greatest industries in the Nation to-day. The annual poultry crop, considering both the value of the market egg and market table meat, totals now, approximately, one billion, three hundred million dollars annually, and in Michigan alone the 1926 poultry crop totalled seventy-four million, five hundred thousand dollars in value. Most of us can not comprehend a million dollars and a billion dollars is such a great sum that even with the aid of a pencil, we cannot adequately visualize its magnitude.

We hear much and read much of the depression under which the farmer struggles to-day. We hear and read that farmers are discontented, that farming is an unprofitable enterprise, that the farmer takes all the risks of poor crops, bad weather, low markets, high taxes, etc., without adequate compensation, and we are the most of us convinced that the farmer at the present time has not the same show and the opportunity to make a profit as have manufacturers, merchants, etc. Those of us who are gathered here this afternoon, engaged as grocers or meat dealers in making our livelihood, are essentially agriculturalists. Practically every commodity that we handle originates on the farm, with the exception of a few mineral salts. Our entire businesses are built and our profit is made through the handling of agricultural commodities.

Grocers and meat dealers are, perhaps, more closely connected with the farming industry than any other one class of business men. The farmer depends upon the country store or the nearby city store to buy his produce and the grocer or meat dealer depends entirely upon the farmer to supply him with goods to sell. Some of these goods may have gone through various manufacturing processes, but they are still essentially agricultural. Our prosperity, therefore, and the prosperity of the farming community are closely linked.

In the last few years of farm depression, every effort has been made by the Federal Government, by the agricultural colleges and experiment stations, by the farm papers and other interested agencies, to diversify farming, to eliminate the old practice of one crop farming. The one crop farming areas of the corn belt and the Great Plain States have suffered the most, and you have noticed in your own communities that the farms depending upon one crop or one product for their entire income have suffered most, unless that particular crop happened to be one not affected by the general depression.

Michigan farmers have been urged

\*Paper read at grocers convention at Flint by J. A. Hannah.

to keep a reasonable number of good dairy cows, a flock of good hens and to diversify their crops so that they were not forced to depend upon any one single cash crop for the year's income. This diversification campaign has been carried on extensively in Michigan and other states and the general farmers have taken to it readily and have profited thereby. The general farmer in Michigan, with a good herd of cows, a good flock of hens and two or three cash crops, is now on a fairly sound economical foundation. One hundred and eighty thousand Michigan farmers are keeping flocks of good hens. Most of these farmers, have rather small farm flocks, but thousands of them have increased the size of their farm flocks to the point where the hen is depended upon to return a considerable percentage of the farm income.

These poultry projects have been profitable and are still profitable. That is, they return to the farmer a living wage, which can not be said of all agricultural products. These thousands of farmers in whose welfare you are interested, are dependent upon you if their poultry crop is to remain profitable. They can produce eggs and market meat of high quality, but they are depending upon you to market it for them.

Eggs are a highly perishable product. An egg depreciates in quality and in value rapidly. An egg is never so good again as it is at the time that it is laid. The rate of this depreciation in quality and value depends entirely upon the conditions under which the egg is kept. You are interested in selling your customers only products of the highest quality. This is particularly true of those commodities whose quality is easily detected by the buyer, as it is in the case of the egg. You Michigan dealers and grocers sell millions of dozens of eggs each year and are anxious that each of these dozens of eggs shall give complete satisfaction.

You wish to hold your trade and still many of you are overlooking a most excellent opportunity to not only hold your trade, but secure new trade, by offering a quality egg. Some of the chain stores use eggs as a price leader. Eggs may be used as a leader: but as a quality leader, they will bring more lasting results. The better city trade will pay almost any price for a good quality egg and go to unusual inconvenience to get it. There are dozens of poultry farms which sell their entire product at the door at a price from 5 to 10 cents above the highest retail price in the nearby city, and have difficulty in supplying the demand from persons who drive five, ten and fifteen miles into the country, many times over poor roads, to secure these eggs of known quality.

I believe that if you will offer an egg of guaranteed quality, fresh, well kept and candled, you will find that not only will it satisfy the customers you already have, but that as soon as the quality of eggs offered becomes generally known, you will have a number of persons visiting your store solely to secure these eggs of good quality.

An egg is not always an egg. Many eggs which are offered by grocers should be placed on sale in the meat market or in the fresh meat department, as in many cases they combine not only the qualities of an egg, but meat as well in various stages of decomposition. Eggs may be kept for several weeks under good storage condition, with very little deterioration in quality. On the other hand, if only a few hours old, of poorly stored, they will deteriorate so rapidly as to make them unfit for food. A good egg should be cooled immediately upon gathering, all animal heat removed from it at once. It should be kept at a temperature not to exceed fifty or fifty-five degrees until sold.

Of course, all eggs should be candled, as some eggs are laid carrying blood spots and blood clots which can be detected only by the candle. These, of course, are unfit for food and even sold absolutely fresh will be considered stale eggs by the consumer. If you are interested in offering a high quality egg, you should find a supply that is reliable, and should educate those furnishing you your eggs, so that they may produce for you an egg of the very highest quality.

Barnyard eggs are never of as good quality as are hennery eggs. The vari-

ous foods a hen may pick up about the barnyard are often such as to give peculiar and undesirable flavors to the eggs. The hens producing your eggs, therefore, should be fed solely on clean, well balanced foods, and in purchasing your egg supply, you should remember a fresh barnyard egg may not be of good quality. Your producers should then be educated to gather eggs frequently once or twice each day, keeping them in the refrigerator or the cellar, cooling them rapidly and keeping them cool until brought to you for sale. All of these eggs should be candled either by your producer or by yourself before they are offered for sale. Blood spots can be removed in this way only. These eggs should be graded so that they are uniform in appearance, packed in an attractive carton, and you will find, as many of you have already found, there is a very unusual demand for these high quality certified or guaranteed eggs. Many of you are using these high quality eggs as a bait or a leader to attract new customers to your store. I believe there is no food product the average person is so particular about as an egg, and if you will offer eggs of known high quality, you help yourself by creating a demand for a good product and you help the egg producer by

SPRING AND GREEN THINGS ARE  
ON THE WAY—IT'S TIME TO  
THINK OF MORE SALADS!

## BLUE RIBBON MAYONNAISE

This delicious dressing will supply just the added urge your appetite needs at this time of year.

The irresistible flavor of BLUE RIBBON MAYONNAISE is supplied by the fresh yolks of eggs, finest imported spices—blended by a secret process. Its tasty tang will win your palate!

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encouraging him to produce only eggs of the highest quality.

So long as you do not differentiate between eggs of good quality and barnyard eggs, there will be no effort upon the part of the general farm producer to produce an egg of better quality. By refusing to handle eggs of poor quality, you will within a very short time bring all producers to producing a product of good quality, without an increase in the average price. Eggs are being produced and will continue to be produced, and if there is no demand for the poor quality eggs an egg of good quality will be produced.

There is much prejudice in the mind of the buying public against a cold storage egg, due to a lack of understanding. Stored eggs, if well handled, may be of the highest quality. Stored eggs, if poorly handled, are certainly of poor quality. In purchasing your storage egg supply, you should enquire as to the date of storage, the conditions under which the eggs were stored and the method of grading and of candling as they come out of storage. Cold storage eggs are not all alike. Well stored eggs you may offer to the most discriminating trade to their entire satisfaction. Stored eggs should, and eventually will, be sold on a strictly quality basis.

Egg consumption is low in America, only approximately half of what it is across the border in Canada. In the past six years, or during the operation of the compulsory egg grading laws in Canada, the average egg consumption has doubled, increasing from 13.2 dozens per person, to 26 dozens of eggs per capita at the present time. This great increase is attributed directly to the egg grading laws and to the sale of eggs on a quality basis. We believe that egg consumption in America will increase proportionately just as soon as eggs are sold on a quality basis. The buying public realizes that all eggs are not of the same quality, but many grocers and meat dealers who handle eggs do not realize this, and still take pride in every opportunity of offering eggs at the lowest possible price, without grading and with no assurance of quality. The old line of "strictly fresh eggs" is out of date. The freshness of the egg does not determine its quality. A twenty-four hour egg may be a poor egg and a three week egg may be a good one.

#### Knew How To Economize.

A live-wire salesman rushed up to the home of a doctor in a small village about 3 a. m. and asked him to go at once to a distant town.

The doctor cranked his flivver, and they drove furiously to their destination.

Upon their arrival the salesman asked: "How much is your fee, doctor?"

"Three dollars," said the physician, in surprise.

"Here you are," said the salesman, handing over the money; "the town garage keeper wanted \$15 to drive me over when I missed my train."

#### IN THE REALM OF RASCALITY.

##### Questionable Schemes Which Are Under Suspicion.

Alpena, May 16—I send you herewith some circulars received from the Barrett Eyesight Institute, Inc., Los Angeles, Cal. They would be wonderful, if true. I understand you do some investigating. Could you find out whether this is 99 per cent. fake?

John M. Glenn.

It would be wonderful if true. Barrett Eyesight Institute claims to restore perfect vision without the use of glasses. If true all of us would joyfully lay aside our glasses and adopt the Barrett plan. The claims do not seem reasonable in view of the millions of people who find it necessary to wear glasses, and the best scientists of the medical profession searching for means to preserve perfect vision and correct that which is faulty. Eye specialists tell us that there is no foundation for the claims of the Barrett Institute, the methods pursued are not new, and have been discarded as without material value by the best eye students and authorities. Urbane L. Barrett does not claim in his literature to be a doctor, to say nothing of being an eye specialist, and his name does not appear in the directories of the medical profession. The claims of this so-called institute can therefore only logically result in raising a false hope in those who have defective eyesight and incidentally separate them from a certain amount of money—in the event that he or she decides to test the claims to a definite conclusion.

The Federal Trade Commission, Washington, D. C., has directed W. R. Maxwell, trading as International Publishing Co., Chicago, Ill., to discontinue certain unfair business practices.

According to the Commission's findings, Maxwell, since March, 1923, has been engaged in selling, through agents directly to purchasers, a set of books in 10 volumes entitled "International Reference Work." These books are bought by Maxwell from B. P. Holst, of Boone, Iowa, who does business as Holst Publishing Co. and who sells the same work in eight volumes as "The New Teachers' and Pupils' Cyclopedia," both works being published from the same plates by W. B. Conkey Co., printers, of Hammond, Ind., the only difference being in the title pages and covers.

The respondent, continues the findings, represented himself as a publisher; represented on business stationery and in the "International Reference Work" that he maintained branch offices in various cities, that the work has been thoroughly endorsed by superintendents of education of more than twenty-four states, that the work is used by more than 300 colleges and normal schools and in the public schools of all the principal cities of the United States, that the work was bound in "full library buckram" or "full chrome levant," that the price of \$49 was a greatly reduced price and that he operated the "International Research Bureau" to answer questions propounded by purchasers of the work, all of which representations the Commission found to be untrue.

A partial list of contributors and assistants, containing the names of 48 persons with their respective titles and prominent positions as educators and authors, the Commission found to be untrue, as were also fictitious letters of recommendation that the respondent

published and circulated as written by persons of prominence.

The findings conclude that these misrepresentations deceived the purchasing public, injured respondent's competitors, and constituted unfair methods of competition in commerce.

The above findings of the Federal Trade Commission reveal the typical book agency scheme. Many people have been deceived by the agents of this concern into signing orders for these books. Some of the victims have complained to the Realm regarding the deception. Our advice has been to refuse the books, or ship them back and refuse payment. The Federal Trade Commission is doing good work in curbing the operation of individuals promoting such frauds. The Commission's order is to cease and desist from the practices and claims which are pronounced untrue.

Quincey, May 17—Will you give me some information about the Lydon Manufacturing Co., 180 North Wabash avenue, Chicago, Ill.? They sent a set of eight spark plugs which I never ordered. I took the plugs home and have them yet. A few days afterwards I got a letter telling me to put the plugs in my engine and try them for 30 days free trial, and if I did not like them better than any other plug on the market I was to send the plugs back. I did not try them or even take them out of the boxes they came in, and the other day I got a letter from the auditing department telling that I owe them \$8, and they also claim that it is past due now for the payment and that they are going to collect it if I don't send money. I did not order these plugs. What do you advise me to do? I don't care about paying 17 cents

postage that it takes to send the two sets of spark plugs back when I did not order them.

R. S. B.

The Chicago concern has adopted the plan of the cheap necktie concerns to sell spark plugs. Our advice to the subscriber is to keep the spark plugs until Lydon Mfg. Co. send a duly authorized representative for them. This subscriber is under no obligation either to send the spark plugs back or to pay for them, provided he does not use them. He will be threatened with legal action, but he need have no concern regarding such threats. Unless merchants refuse to be bulldozed in this way, they will be flooded with all sorts of merchandise for which they have no use. No reputable concern will send out goods that are not ordered.

#### To Spend \$4,000,000 Advertising Apples.

National headquarters of Apples for Health, Inc., which is soon to start a \$4,000,000 National advertising campaign for the apple industry of the country, will be established at Indianapolis soon by Paul C. Stark, of Louisiana, Mo., president of the organization, announces.

Under the direction of the organization, according to Mr. Stark, \$1,000,000 a year for the next four years will be spent on advertising apples. Newspapers will be largely used as the advertising medium.

The English language is rich in words, but that is no excuse for being extravagant in speech.



## THIS IS THE AGE OF SPECIALISTS AND SPECIALTIES

We have a Franklin Cane Sugar for every purpose:

**FRANKLIN POWDERED SUGAR**

—for fruits, cereals and cold drinks

**FRANKLIN XXXX**

—for icings and uncooked candies

**FRANKLIN PRESSED TABLETS**

—just the right size for tea, coffee, cocoa and other hot drinks

Tell this to your customers and make sales

**The Franklin Sugar Refining Company**  
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"



### AS THE BRITISH SEE US.

The official report of the delegation sent by the British government last autumn to investigate industrial conditions in this country is interesting, inasmuch as it enables us to see ourselves as others see us. As the delegation was made up of representatives of the government, as well as of capital and labor, no attempt has been made to formulate recommendations. The report simply sets down what the delegates could agree upon unanimously.

Judged by the report, the greatest impression made upon the delegates as a whole was that of the friendly relations existing in this country between capital and labor. They point out that the trade depression in the United States in 1921 resulted in a joint effort of capitalists and workers to lower the costs of production by increased efficiency, based on no higher motive than that of self-interest, the workers themselves having become convinced that reduced costs increased consumption and provided more work at higher wages.

The delegates think, however, that the increased energy and skill of the individual worker are not the only causes for the generally higher standard of living in the United States. The formation of the large industrial combinations, the standardization and simplification of industrial methods, the system of installment buying and the American attitude toward the responsibilities of management all play an important part in the industrial development of this country. The report devotes considerable space to our industrial combinations, referring to them as "horizontal trusts," and sums up its findings in these words:

Where well organized their success is undeniable. They have caused cheaper production and lower selling prices, and this has resulted in widened markets, greater employment and higher wages. Large amalgamations of similar industries are no more difficult to control than small units, and the advantages are that overhead charges are lessened, selling expenses are reduced and individual factories can be specialized on the production of fewer varieties of articles, again causing cheaper production.

As a corollary to this organization on the part of capital the delegates found that labor generally was pulling away from the trades unions and forming alliances with their employers which eliminate strikes, boycotts and the rioting and ill feeling which necessarily accompany union methods and union domination. Workmen generally feel that confidence and good will are the bases of industrial peace, while trade unionists are forced to follow the orders of unscrupulous leaders and go out on strikes and participate in boycotts which are utterly destructive to the good will and the good feeling which should prevail between the employer and the employed.

In concluding the report the delegation calls attention to three lessons to be learned from industrial conditions in the United States. First, the value of co-operation. Until that fundamental truth is realized by both partners in British industry there is no hope of improved conditions for either of them.

Second, trade unions can never play the part they should play in industry because they invariably elect unscrupulous men to head their organizations—men who misrepresent their cause and use their positions to extort blackmail from employers. Third, employers, individually and as a whole, must do more to establish friendly relations with those to whom they pay wages and also to improve their methods of production and organization.

### COTTON CONDITIONS.

As for some time before, the flood situation remained the principal factor last week in changing the quotations on cotton. Combined with it, however, was the speculative instinct with its disposition to watch for weak points in the game of the operators. In the main quite a high price was kept up. Attention is given to the large amount of the takings of the record crop of last year, which promised at the outset to overhang the output for the present year whatever that might be. But the indications now are that the exports will take care of about 11,000,000 bales, while the takings of domestic spinners are estimated at about 7,500,000 bales. If so much cotton will be taken care of, the carryover will be very moderate and the size of this year's crop will be controlling as to future prices. There have been advances in price on long staple cotton of from one and three-sixteenths to one and one-quarter inch lengths because of the belief that these varieties will be scarce in the new crop in consequence of the floods. Domestic cotton mills have more orders in hand than in a very long time. Those which secured their supply of raw material before the recent price advances are in a position to sell fabrics at comparatively low prices. Printcloth buying has been up to September-October delivery and sheetings up to July-August. Denims are well sold up ahead, and this is also true as to certain gingham. Fine goods have been much in demand. A feature of the week has been the advance of half a cent a yard in a branded line of muslins. Export business in cotton goods is looking up. In underwear the nainsook lines have gone well and balbriggans are showing more activity with the coming of warmer weather. Heavy knit underwear is stagnant.

### URGING THE METRIC SYSTEM.

Before the Pan-American Standardization Conference, held in Washington during the past week, an attempt was made to have that body commit itself in favor of the metric system of weights and measures. This seems a little incongruous because all the Latin-American countries now employ that system, and they do not need to be convinced of its utility so far as they are concerned. In fact, practically every country except the English-speaking ones use the system and, so, what propaganda there may be ought to be directed to the latter. This country has the decimal system of coinage, but adheres to the Anglo-Saxon standards of weights and measures. Theoretically, everything appears to favor the

metric system. It does away with the anomalies and variances apparent in the other. It has no duplications like troy weights and avoirdupois, dry measures and wet and the variances in the contents of barrels, gallons, quarts and the like, to mention only a few illustrations. But it is no easy matter to change the habits indulged in by a people for centuries so that they will throw away their old yardsticks and other measures of dimensions and capacity. To do this would mean a lot of expense and inconvenience. A formidable and well-organized opposition also exists against changing to the metric system. One argument often advanced in its favor is its value in foreign trade. But, as against this, there is the example of Great Britain, which manages to be the world's greatest trader and which clings tenaciously to the old method. As there appears to be cogent arguments for and against the adoption of the metric system the process of persuading English-speaking peoples to resort to it promises to be a slow one.

### WOOLS AND WOOLENS.

At the London wool auctions the closing days bore out the promise that was earlier manifested. Only the withdrawal of a large percentage of the offerings prevented quite a slump in prices. In this country the tendency appears to be toward lower prices also, although it is meeting with much resistance from sellers. The mills seem to be fairly well supplied with raw material and are buying quite sparingly. From different sources come complaints about the conditions prevailing in the domestic woolen industry. Among the latest to express themselves on the subject were the worsted and woolen spinners who met during the past week in New York. The problem faced is an obvious one. There is not enough demand for woolen goods to keep the machinery of the mills in motion and there does not seem to be any immediate prospect that this condition will change. The result is a ruinous competition, which often cuts off hope of any profit and which has forced to the wall a number of the mills. Most organizations are now trying to restrict output to demand. A change for the better in the call for fall woollens has recently come about, orders for duplicates from the clothing manufacturers having followed the retailers. In women's wear fabrics there has been no material change in the situation. Cutters-up have the samples in hand, but the bulk of their orders will not be put in for some time to come.

### ASKED FOR BREAD, GOT STONE

The merchants of Michigan petitioned for the enactment of two measures from the Legislature—a Sunday closing law and the abolition of trading stamps.

Did they get what they asked for?

Not by a jugful.

The dilatory legislators had all kinds of time to devote to the bill which provided for an increase in their own salaries—which Governor Green

very properly vetoed—but they could not find time to consider two meritorious measures which were sponsored by the men who handle the food which keeps the people alive and active.

The make-up of the Senate this year came very near to qualifying the members for admission to the imbecile class, judging by the reprehensible manner in which they handled the capital punishment bill and finally succeeded in defeating it altogether. By refusing to enact a capital punishment law, the members of the Senate placed a premium on murder and encouraged the vicious elements of the State to continue the reign of lawlessness which has made life so cheap in Michigan.

### DRY GOODS CONDITIONS.

Buying of summer goods at retail has fairly set in and promises to continue well into next month. Weather vagaries hereabouts and elsewhere throughout the country have tended to delay the business and to set at naught the efforts of many who have tried to force their offerings to the public according to the calendar instead of in consonance with the thermometer. All the indications point to a fairly good season, but without the lavishness that marked those of some years ago. It is the consciousness of this that is prompting the great stress laid on price in many of the offering of the stores throughout the country, despite the movement in favor of quality goods. The lure of the great outdoors has been giving a greater impetus than ever to sales of sports wear in all its branches. The imminence of commencements and of June weddings has brought an insistent demand for apparel suitable to such occasions. Nor has the call for household goods slackened to any extent. Accessories and articles of personal adornment continue to be called for in a rather liberal way.

### FULL OF MEAT.

The Tradesman seldom prints an article which exceeds a page in length, but sometimes the importance of the subject or the method of treatment justifies such an exception to the general rule. Such a situation confronts the Tradesman in the paper presented at the dry goods convention at Lansing last week by W. E. Schmalfuss, Manager of the Zion Store, at Zion, Ill. It is full of meat and is so specific in statement and so general in character that it applies with equal force to merchants in any line of business.

The paper is not the creation of a dreamer or theorizer, but presents the actual every day experience of a hard headed, practical business man who puts in long hours six days every week in directing the destiny of one of the largest small town stores in the United States. The Tradesman has never published a more valuable and suggestive treatise on independent store-keeping along independent lines than the paper in question.

So acute is the human eye that in total darkness it can see the lights of a candle sixteen miles away.



## OUT AROUND.

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

Last Saturday was about as stormy a day as I have encountered since I began my week end trips several years ago. It begins to look as though 1927 would be noted for the number of rainy Saturdays, just as 1926 was notable for the number of pleasant Saturdays which were crowded into the summer season.

My first stop was at the Dodge general store at Comstock Park. The senior owner of the establishment rounded out a mercantile career of fifty years last fall and has since been taking life easy, leaving the management of the store to his two sturdy sons and their capable wives, who make a double team hard to beat. I do not wonder the people who trade at Comstock Park enjoy doing business with the leading dry goods and grocery emporium of the place.

My next stop was at Bailey, where I found a new grocery store since my last visit to that place. It is conducted by E. Gould, whom I consented to accept as a subscriber to the Tradesman on the condition that he read carefully every issue. I have long ceased accepting subscriptions from merchants who express doubt as to their finding time to read the Tradesman, because experience has taught me that a man who does not read his trade paper is headed for the bankruptcy court and I dislike very much to be "in" at the demise of any merchant. I have always felt that it was a reflection on the Tradesman to have a regular patron of the publication surrender to his creditors and I fully believe that any merchant who reads the Tradesman and profits by its teachings and advice cannot fail.

After devoting forty-four years strenuous years to the creation, development and maintenance of a trade journal I do not want any merchant to subscribe for it and pay for it unless he proposes to read it. Three dollars is little enough to pay for fifty-two copies of a paper, any one of which may contain a suggestion which is worth a hundred times \$3 to any thinking, progressive merchant. No one need take the Tradesman to "help the cause" or "encourage the editor." The cause does not need any help and the editor does not need any encouragement. He has satisfied himself years ago that he has a useful niche to fill in the world of mercantilism and he is doing his best to fill that niche to the satisfaction of all concerned.

At Grant I had the pleasure of adding the hardware house of Eckstrom & Saur to our list. They are both hard working chaps and I believe—now that they are both going to read the Tradesman—they are rightly headed for a prosperous career.

F. T. Longwood has rearranged his stock since I was in Grant the last time, occupying one side of the store with dry goods, the other side with groceries, with the shoe stock in the rear. It is one of the most attractive

store interiors I have ever had the pleasure of inspecting.

The Pollard Mercantile Co. has now been in existence twenty years. Mrs. Millicent M. Pollard has been connected with the establishment since it was started and since the death of her husband, thirteen years ago, she has conducted it alone. In the meantime she has had to close her doors three times to submit to operations in Grand Rapids hospitals.

I regretted to learn that A. B. Cash, who clerked for Mr. Longwood seven years, was very low at his home in Grant and that his recovery is a matter of very grave doubt. Mr. Longwood spoke in high appreciation of his capable and much liked assistant.

At Newaygo I was informed that N. A. McDonald had been in poor health for several years. The store looked very inviting under the management of his capable relatives.

I have long held the Christenson family in high esteem for the remarkable record they have made as merchants and good citizens. Unfortunately, they were all out when I called at the store. If I remember rightly, the senior Christenson started on a small scale, in keeping with his original resources, gradually expanding as the volume of his business increased and his ability to buy in larger quantities developed. During the war, when it was so hard to obtain supplies and prices were advancing by leaps and bounds, he piloted me through his warehouse. It looked to me more like a wholesale than a retail establishment, but the shrewdness of the merchant-diser was exhibited when he worked the stock down to normal conditions before the sudden declines set in. Mr. Christenson's greatest asset is a group of sturdy sons who served the country well and faithfully when it was menaced by the kaiser and who now relieve the father from most of the detail work connected with the store.

The First State Bank looks very inviting in its new location. I cannot understand how the officers managed to get along in the cramped quarters they occupied so many years.

I have known William Ansoerge, local manager of the Newaygo Portland Cement Co., for nearly forty years, but I never saw him in better spirits than he was last Saturday. While waiting in the Valley Inn to see Mr. Ansoerge, I looked out in the street and was reminded of the visit I paid Newaygo in 1880—forty-seven years ago—in company with Gen. James B. Weaver, of Iowa, who was then the candidate of the Greenback party for President of the United States. I mounted an empty dry goods box in front of the hotel—it was the Courtright House then—and harangued the crowd to subscribe for the Grand Rapids Leader, with which I was connected. The paper was a weekly and the price was \$1 per year. I took only yearly subscriptions and inside of two hours I enrolled 110 new names on our list. There was little paper currency in those days and I distinctly recall how weighty I felt with 110 silver dollars in my pockets.

Newaygo county was one of the chief centers of Greenbackism in those days and elected Greenback county officials for several years. The next day we campaigned in Flint and the following day in Bay City, but I never afterward equalled the record I made in Newaygo as a subscription solicitor.

The Greenback party was an outgrowth of the panic of 1873, and was due to the impression entertained by Western farmers and mechanics that the bondholders who purchased our bonds during the civil war with depreciated currency should be repaid in the same kind of currency, instead of gold. They did not object to the payment in gold of the bonds which we sold for gold. The movement grew rapidly in certain sections of the West, being strongest in Michigan, Illinois, Indiana, Iowa and Kansas. Michigan elected a Congressman on that issue—Geo. L. Yaple, the so-called boy orator of Michigan. Indiana elected La Follette and Iowa elected General Weaver. All were earnest and energetic men who presented their cause with much vigor and effectiveness. I have always thought they served a useful purpose and did much to temper the arbitrary attitude both the Republican and Democratic parties had assumed because of their close alignment with Wall Street and the banking interests of the East. I think the leaders of the movement were generally honest, but some of the men who undertook the political manipulation of the party succeeded in getting enormous sums of money from the Democrats on pleas that they could induce the voters of the party to support Democratic candidates. When Wellington R. Burt, of Saginaw, was nominated for Governor by the Democrats of Michigan, the Greenback party had practically ceased to exist. General Wm. P. Innes, who had previously acted as chairman of the State Central Committee of the Greenback party, called a meeting at Lansing, which was attended by three people. Gen. Innes elected himself Chairman, Ben Colvin Vice-President and Will Innes (his son) Secretary. He then solicited an interview with Mr. Burt on the plea that he could divert 25,000 Greenback votes to the Democratic candidate. The conference was held in Grand Rapids in the presence of two men who are still living and who will vouch for the correctness of this disclosure. Gen. Innes left the meeting with Mr. Burt's check for \$25,000, with the understanding that he would pursue an energetic campaign in behalf of the Saginaw gentleman. He never held a meeting, never hired a band, never engaged a speaker and never sent out a circular. On the defeat of Mr. Burt, he came to Grand Rapids, called on Gen. Innes and demanded an accounting. Gen. Innes laconically replied:

"I will account to my own committee, sir."

Gen. Innes had previously forced Gov. Begole to appoint him State Railroad Commissioner, which office he held two years, traveling around the State on a pass purporting to inspect risks for the fire insurance companies

which he represented in the capacity of general agent.

I am told that the political manipulation of the party in some other states was equally profitable for the manipulators.

The Greenback movement found expression later on in the Peoples party, the Populist party and finally the free silver party, which was subsidized by the silver miners of Colorado and other Rocky Mountain states.

I have occasionally booked twenty subscribers a day for the Tradesman, but there is some difference between the enthusiasm of the converts to a new political party and the conservative attitude assumed by some merchants who are not familiar with the good qualities of a trade journal which is faithful to the trust. I meet no difficulty in interesting seasoned merchants in the Tradesman and when I once get them to read the paper I can almost invariably hold them as long as they remain in trade; but the new beginner almost invariably throws up his hands and protests he "has no time to read," which means that he is directly headed for the scrap heap and will reach his destination before he knows the fate that has befallen him.

My itinerary for Saturday also included White Cloud, Woodville, Big Rapids, Stanwood, Morley and Howard City, but the steady downpour forced me to abandon the idea of completing my route, so I headed homeward, enjoying the pink and white blossoms of the apple and pear trees and the deep green of the wheat fields which were much in evidence as we meandered along M 54.

I have watched the spring foliage for fifty years and have noted that the leaves on the forest trees are usually all out (except the oaks) by May 10. This year the foliage was about four days later than usual. In other words, it did not reach perfection until May 14.

E. A. Stowe.

## New Orleans Abandons Public Markets.

In the face of the persistence of certain reformers that municipal markets are highly desirable, it is significant to find New Orleans, which has operated public markets for several generations, practically deciding to drop them and let private interests take them in hand. In all twenty-one such establishments are to be abolished and only one likely to be retained.

Of the twenty-two only five showed an increase in revenues for the year ended last August 1, as against the year previous. These five were the Keller Market, whose revenues increased about 4 per cent.; the Suburban, which showed a 1½ per cent. gain; the Rocheblave, which gained 3 per cent.; the Foto, which gained 8½ per cent., and the Zengle, which gained not quite 1 per cent.

The French Market, which the city proposed to continue operating, showed a slight decrease during the year. The Magazine Market showed a slump of 32 per cent., and decrease of from 10 to 15 per cent. were common among the other markets.

## SHOE MARKET

### New Style in Men's Shoes For Fall.

So far as men's shoes are concerned, the outstanding feature of the fall forecast as formulated at the recent Joint Styles Conference unquestionably is the prediction that extreme balloon lasts, carrying toes even wider than those now in vogue, will be sold extensively during the coming season, particularly in the medium and popular price grades.

The story of this latest development in men's styles is an interesting one. As one of the speakers at the conference declared, there was every indication a few weeks ago, that the balloon last was slipping. Considerable talk was heard in the trade of a more conservative style of last, with narrower and more pointed toe. Then the new extreme balloon flashed on the horizon and the style situation with reference to this class of men's shoes was reversed overnight. Now acknowledged authorities on men's styles see this ultra balloon as the decidedly new and coming thing for fall. As Harry Silver, of O'Connor & Goldberg, remarked at the styles conference:

"If wide toes do not sell for fall, then I'll be looking for a job."

When Jesse Adler, of New York, read the report of the men's style committee at the session of the Joint Conference, this question of wider toes precipitated a sharp debate from the floor. Mr. Adler's committee had made only a passing reference to the development of the ultra wide toe, venturing the prediction that it would be good in some localities. Several speakers from the floor took issue with the report in this particular, contending that the language was not strong enough to convey an idea of the extent to which balloons and extra wide balloons may be expected to sell.

The sentiment of the conference was by no means unanimous in favor of wide toes, however. Several speakers declared they had noted a trend toward narrower and more pointed toes. After considerable discussion back and forth it appeared that the call for narrower toes was confined mainly to the higher priced lines, while the popular and medium grades were still strong for balloon toes and for toes even wider than the balloons with which the retail trade and the public are now familiar.

Accordingly, the report of the men's styles committee was revised and the section covering lasts was rewritten, the report as finally adopted being as follows:

In Medium Grades—Brogues, balloons, extra wide balloons, French and conservatives. In Higher Grades—Brogues, French, conservatives and some narrower toes.

Presumably the call for the new extreme balloon toe last will come very largely from the young men's trade. This is a type of shoe well suited for wear with loose-fitting, baggy trousers, as affected by college men and the young fellows who attend prep schools and high schools, as well as by the

young men's trade in general. It is not a type of last which one can easily associate with the well dressed but conservative business or professional man, and it is in this class of trade that the call for narrower toes is largely to be found.

Right in this connection, however, it is worthy of note that some of the manufacturers of the highest grades of men's shoes have recently brought out wide balloon toe lasts, on which shoes are built carrying either a stiff box or soft toe. Such lasts will doubtless appeal to the younger fellows and possibly to a certain percentage of middle aged and older men, who find it difficult to wear narrower toed shoes and will readily adopt the wider toes from a comfort standpoint.

A number of progressive manufacturers have already brought out samples representing their conception of the new ultra-wide balloon, most of these being in the medium price grades and in the field of high style young men's shoes. While the balloon toe in its inception was regarded as more or less of a collegiate proposition, following closely the wide or "balloon" trousers popular among collegians, it must be borne in mind today the so-called collegiate styles in clothing, shoes and wearing apparel generally apply not only to the college man, but to a much wider group of young men in all walks of life who in their wearing apparel take their cue chiefly from the college styles.

### Turkish Towels Sell Freely.

Turkish towels are among the most active items in the market at the present time. The demand for them is well spread, both geographically and between manufacturers. One indication of its size is the fact that the production of one of the newer factors in this field has been sold up well into August after a relatively short period of sale. All-white towels of the Turkish type are in some demand, but sales of them are far outnumbered by those of colored-border effects. The leading border colors, as named, are blue, pink, gold, lavender and green. Although a good business is being done in the 23 by 46 inch and 24 by 50 inch sizes, the greater part of the demand is for slightly smaller towels. Those particularly wanted measure 20 by 40 inches and 22 by 44 inches.

### Novel Dollar Smoking Set.

A novel and compact smoking set to retail at a dollar is being placed on the market. The outfit is made of polished brass in round, square and octagon shapes. On the sides of the base, which measures about six inches across, are mounted holders for cigarette pack, pipe, match box and colored glass ash receiver. There is an engine-turned design on the base, the bottom of which is covered with felt. Similar outfits may be obtained in copper and nickel silver. In the latter, colors may be obtained in the base design at slight extra cost. The brass set wholesales at \$9 a dozen. The individual pieces with their own bases are priced at \$5 per dozen, assorted.

### Wedding Rings Are in Demand.

Current and recent sales of wedding rings in the jewelry trade presage an active matrimonial season next month. This was attributed in part yesterday to the short wedding period in April, due to the late Easter, and also in part to the unwillingness of many prospective brides to go to the altar in May. Diamond set platinum wedding rings seem to be in greater request than usual this year, those ornamented by attractive carved work being especially favored. The average offerings of this type of ring show them containing up to twenty small diamonds. Wedding rings not stone set are also offered in profusion in platinum and in yellow and white gold. Here, too, the preference seems to be given to novelty carved effects, mostly based on orange blossom motifs.

### Large Hats Coming in Well.

Predictions that the Summer of 1927 would see a revival of large hats for women, especially in chapeaux of the better kind, seem in a fair way to be borne out. A nice business is reported here, in the finer merchandise, in large hats of milan or of that material edged with crinol in such colors as light and medium blue, black, red, navy and tan. At the same time small hats of Italian crochet in such pastel hues as hydrangea, flesh pink, pale yellow, etc., are being sold in a good way. Sport hats are moving in considerable variety and quantity. Felt shapes with medium brims are favored to a large extent and, in addition to being taken in self and ecru shades, they are moving freely in the various pastel colorings.

### Wrist Watches in High Favor.

One of the features of the present demand for timepieces is the generally good call for wrist watches. Women's watches of this type are selling in a wide price range and in a variety of designs, sizes and metals. The same is true of strap watches for men, especially in solid gold and gold-filled styles. One of the big manufacturers is having considerable success with curved back cases, which fit more closely and comfortably to the wrists of the wearers. Taken altogether the current call for wrist watches is said to be unusually active for this season of the year.



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### The Importance of Flavor in Nutrition

There are Government food tasters at Washington who chew meats, vegetables and other products cooked in the experimental kitchens of the Department of Agriculture. The procedure is part of a new program of testing food values according to palatability.

Palatability tests were made recently of 100 legs of lamb from breeds used in the Western range States. These particular animals had been produced at the Government sheep experiment station at Dubois, Idaho. They were sent to Purdue University last Fall for finishing, then shipped to the department's experiment farm at Beltsville, Md., for slaughtering.

Twenty-five legs from each of four breeds of lambs were cooked in the experiment kitchens in lots of eight in temperature-controlled ovens. Five judges scored the cooked meat for aroma, texture, tenderness and flavor.

The results are to be incorporated in recommendations to producers as to better production methods, and in recommendations to consumers with regard to cooking practices.

Spectators at a pie-baking contest at the Department recently were astonished to see the judges score the pies by tasting them; they had half expected the judging to be done with scientific instruments. Enquiry elicited the information that mechanical stomachs are used to determine digestibility, and rats to determine body building qualities, but that only the human palate can be used to determine flavor.

"There has been an unfortunate tendency among students of nutrition," said Miss Caroline Hunt of the Department, "to underestimate the importance of palatability, individual preferences and family customs. The question of how foods go together from the standpoint of taste as well as from that of body building and health must be kept in mind. The human body has need of many substances and no one food provides them all.

"The various flavors—bland, sweet, spicy, acid, savory—must be not only pleasant in themselves but also well blended or skillfully contrasted. In the meal that satisfies the taste there is usually a background of comparatively mild-flavored foods, such as bread, butter, cereals and milk, and against this background, and offset by it, is the savoriness of meat or vegetables or the mild acidity of fruits."

The activities of the official food tasters have resulted in many new recipes and new cooking methods. It has been found, for example, that successful results in roasting beef are obtained by a preliminary searing at 250 degrees centigrade, and then by lowering the temperature to 125 degrees centigrade for the remainder of the cooking period. The time of cooking may be shortened by cooking at 150 to 175 degrees, but the evaporation and dripping losses increase, and there is less uniformity of "doneness" as compared with meat cooked at the lower temperature.

"Many food customs," the nutrition

experts have found, "have been formed in response to instinctive requirements of the body. In the early days of this country people went to considerable trouble to gather wild herbs and greens of various kinds. These foods provide an important dietary element necessary for health. In the light of recent studies on the nature of protein it is probable that the common custom of serving a small quantity of meat with beans may represent an instinctive effort to make the dish satisfactory in the matter of the quality as well as in the quantity of protein it provides.

"In a less variously productive country the instinctive demands of the human body might finally have led to the custom of satisfying body needs by means of simple palatable meals in which each requirement of the body was satisfied by one or at most two foods. It is not unusual for a meal to provide several animal protein foods; meat, milk and eggs, perhaps; several starchy foods, such as bread, macaroni and potatoes; several fat foods, such as butter, cream and bacon. This custom often involves waste of materials and the housekeeper's time and energy.

"In vegetables as a class, as in cereals, the largest though not the most important ingredient is starch. In fruits as a class, as in syrups, honey and candy, the largest ingredient is sugar. In most nuts, as in cream, bacon and chocolate, the predominant nutrient is fat. Good meal-planning, therefore, suggests that vegetables be considered in connection with the other chief sources of starch, the cereals; that fruits be considered with sweets; nuts in connection with other fat-carrying materials used to enrich our meals."

### Try To Help Veil Sales.

While it has been a long time since veils have met with any degree of popularity, the trade is watching with interest the showing of this merchandise by a leading local store. This veil is of the type which extends from the hat to a point just below the eyes. It may be had either attached as part of the hat or separate. Although it is not expected that the vogue for this merchandise will result in any great immediate demand by consumers, it is felt that some stimulation may result that will be helpful. Bobber hair, together with small hats, are the great stumbling blocks to a real vogue for veils and veillings.

### Offering Fabrics Gradually.

Many of the women's wear mills are not making all their fabric offerings at one opening, as has been the case for many seasons past. The idea of holding "something in reserve" is taking hold, together with the plan of showing fabrics closer to the time they are in demand by the garment manufacturers. Thus, a number of mills are announcing their intention to sponsor new fabrics continually as the season progresses. This action, it was said, will serve to eliminate the criticism made by the cutters-up that the original offerings look "stale," and will be productive of stimulated activity.

## Speed Up Sales

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The manufacturers are creating the demand and saving your time through their advertising.

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## FINANCIAL

### New Investment Trust Idea.

Ideas and methods of finance so far have originated for the most part in Europe, but there have been instances in which they have been enlarged upon and improved by American financiers—the latter due partly to the different needs of the people and industries of this country and partly to the natural aggressiveness and ingenuity of bankers and business men here.

The investment trust is a product of England and Scotland and is one of the outstanding investment mediums of those countries. The principles upon which they are operated were introduced into this country since the war, and, although there have been slight variations in their adaptations, until the present time there has been little which might be termed as an improvement over them.

What appears to be a new method of serving investors, however, has just been worked out by the Investment Managers Company, which bids fair to broaden the scope of its operations. This company, of which Edgar Lawrence Smith is president, it was announced to-day, is about to undertake the building up of accumulative investments for subscribers to its second trust fund. That is to say, earnings on the subscribers' funds will be reinvested under investment trust principles, with the primary object of increasing the principal rather than of providing current income. Subscribers to this fund will pay income taxes annually, though receiving no actual distributions out of income, all of which will be reinvested for their benefit. It will be recognized that such tax payments are equivalent to annual additions to their accumulations.

This new plan, it is believed, will fill the needs of those who wish to build up a fund for use during their declining years. It will probably also appeal to those who wish to invest for their children.

Mr. Smith, in outlining the purposes of "accumulative investment," writes as follows in the company's prospectus:

"The results which follow the regular compounding of income over a period of years are appreciated by many, but where income is received by individuals in odd amounts at irregular intervals its prompt reinvestment is troublesome. Too often, on this account, a program of great potential future worth is never undertaken, or, if undertaken, is not continued for a period long enough to show substantial results.

"Investment trust fund B, managed by Investment Managers Company, is designed to serve investors who believe that a sound program of uninterrupted accumulation can be most safely carried forward under experienced professional supervision.

"By combining the accumulative funds of many investors in a single trust fund such management is effectively applied to the resources of all

participants at a minimum cost to each." Ralph Hendershot.

[Copyrighted, 1927.]

### Shareholders Get Full Data.

A rather unique method has been employed by the management of the Grand Rapids Railway Company in presenting the reorganization plan of that concern to stockholders for consideration. Instead of merely furnishing them, as is usually the case, with the proposed terms of the plan, which must necessarily appear somewhat complicated to security holders not well versed in financial matters, officials have prepared a rather comprehensive list of questions and answers which should be helpful in deciding for or against the proposal.

Of especial importance is the detail into which the answer goes on the question of why the reorganization is necessary. This is explained in part as follows:

"It is necessary to reorganize the Grand Rapids Railway Company at this time because of its large floating indebtedness and its lack of a medium for doing any financing other than through first mortgage bonds, which cannot be issued and sold in sufficient amount or at advantageous prices in view of the company's present condition. The cause of the present floating debt goes back to June 1, 1919, when the three-year issue of bonds, amounting to \$3,700,000, became due, which bonds were, in turn, issued to refund the long-term 5 per cent. bonds originally issued in 1900.

"The present outstanding first mortgage bonds require semi-annual sinking fund payments amounting to \$80,000 annually, and the car trust notes become due in monthly installments aggregating approximately \$98,000 a year. It is believed the consummation of the plan will enable the company again to sell its first mortgage bonds at prices more nearly approaching par."

As a result of the proposed reorganization, it is pointed out that \$2,000,000 of common stock held by the Union Railway, Gas and Electric Company is entirely eliminated. It is proposed to issue two shares of new common stock for each share of old preferred stock outstanding, and holders of the latter are offered the privilege of subscribing for new preferred stock at \$100 a share. Each share of new preferred carries a bonus of five shares of common and an option to purchase an additional five shares of common at \$10 a share on or before May 1, 1929. The bonds of the company remain undisturbed.

Based on the results of operations during the twelve months ended February 28, 1927, the annual dividend requirements on the new preferred stock, after giving effect to the plan, were earned nearly fourteen times, which would indicate the advisability of the holders of the old preferred subscribing to a liberal portion of the new. On the same basis, the company earned 85 cents a share on the new common stock, and it is stated that, due to the expected savings, earnings

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

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Increase in Business and Assets as follows:

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Dec. 31, 1925	704,152.41
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Call on the local agent or write to the

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may equal as much as \$1.45 a share in the near future.

Ralph Hendershot.

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#### Big Winter Wheat Crop in Prospect.

A crop of winter wheat smaller than that for 1926 but larger than for any other year since 1921 is indicated by the Department of Agriculture's estimate based on May 1 condition. The present prospect is for a 1927 production of winter wheat of 593,940,000 bushels which falls short of the high 1926 output of 626,929,000 bushels. A variety of opinions on the 1927 crop have been expressed since the torrential rains of the West set in earlier in the year and Kansas authorities declare that a bumper production there this year now is impossible. No grounds to fear any serious decline in output can be found in the new Government figures.

Only four times since 1910 has the production of winter wheat equaled 593,940,000 bushels. The new estimate compares with an actual output in 1926 of 626,929,000 bushels and in 1925 of 401,734,000 bushels. Similarly, the estimated production of rye for this year is 47,861,000 bushels which represents a substantial increase over the 40,024,000 last year. It is, of course, too early to draw any very accurate conclusions on the agricultural output this year but at least these preliminary signs point to a large output in some of the more important staples. While the area of winter wheat to be harvested now is reckoned at 38,701,000 acres or less than was planted last autumn it still represents an acreage substantially greater than was harvested last year.

A sizable 1927 production of the leading agricultural crops would go a long way toward the rehabilitation of the districts still in distress provided prices hold up. It had been thought that the heavy rains might seriously reduce the production in many areas and this it doubtless has done. Reports now are coming in to the effect, however, that production will be substantial despite reverses in the growing conditions that were suffered this spring. It would, of course, be unreasonable to reckon at this stage that the flood conditions will bring to the wheat market any such rise in prices as have come to the market in cotton for actually the rise in cotton represents far more than the flood itself.

While the destruction of cotton along the Mississippi Valley has accelerated the rise in cotton the basic reason for this advance must be explained in another manner. It rests primarily on the world-wide increase in consumption of the commodity. Not only has the demand for raw cotton increased by leaps and bounds in this country recently but the demands from other countries have multiplied so rapidly that the statisticians now say without qualification that the outlook is definitely for a record world consumption this year. The purchasing power of the farmer still is low relative to that of other producers and for this reason the 1927 crop reports and the trend

in agricultural prices will be watched with more than usual interest.

Paul Willard Garrett.

[Copyrighted, 1927.]

#### Peak Seen in Capital Offerings.

If the volume of new financing continues at the present pace May will set a new record for many months. In the first thirteen days of the month, or down to the close of business Friday, new capital offerings reached a total of \$374,275,000. That is more than twice the total of \$143,322,000 for the same period last year. April financing was the highest on record for that month and those who follow such matters in the financial district are beginning to reckon on another record performance for May.

This drops interesting light on the trend in financing for 1927. What will happen in the months that lie ahead nobody knows but so steadily has the tide of new offerings rolled in for the year to date that a substantial margin over the total for any other year has been set. The 1927 flotation so far of bonds and stocks aggregates \$2,947,134,000, which represents a lead of more than \$700,000 over the total of \$2,233,643,000 offered up to this time a year ago. Especially significant among the fresh offerings of the month has been the \$60,000,000 issue of New York City obligations purchased by the syndicate on a 3.936 per cent basis and distributed at a price representing a yield of 3.90 per cent. to investors.

This rising volume of new capital flotations has been readily absorbed in the investment markets without materially affecting money rates. Indeed, seldom, if ever, have fluctuations in money been so narrow as in 1927 to date. Even a chart of the renewal rate for call loans looks very much like a straight line drawn along the 4 per cent. level. It goes without saying that this unusual stability in the price of money has been achieved partly through the influence of gold imports. Seasonal tendencies in money to advance have been offset by a larger inflow of yellow metal than had been anticipated.

It now appears likely that still more gold will come into the country on the present movement but even before this was known authorities in the financial district had reckoned on a good bond market. As conditions that forced money rates to abnormal heights following the war have passed old levels gradually have been approached. The market still has a considerable distance to rise before bonds will sell on so low a yield basis as was common in 1900 and 1901 and 1902 but faith that it will eventually reach that goal does not appear to be shaken by signs of an increasing volume of offerings. Paul Willard Garrett.

[Copyrighted, 1927.]

#### Height of Monotony.

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"You'll change your mind," said his fiancée, "when you look over our wedding presents."

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### Making a Business of Summer Resort Fire Protection.

The problem of securing adequate fire protection around lake resorts and similar property locations lacking metropolitan fire fighting equipment seems to be efficiently and economically solved by a tiny fire boat recently developed by an enterprising Westerner. Simultaneously the builder and operator of the boat has established himself in a leisurely and lucrative business which enables him to earn the equivalent of a year's income during a season of fire danger of approximately four months.

One of the most popular mountain lake resorts in Southern California is Big Bear Lake, situated at an elevation of about 7,000 feet in the San Bernardino mountains. Being only some five hours by automobile from Los Angeles, the fifteen odd miles of shore line of this lake are the summer retreat of thousands of vacation seekers, cabin camps, hotels and resorts. The lake is located in the midst of a virgin forest, and during the long dry summer of a region of seasonal rainfall the danger from fire is an annual menace. Big Bear Lake, however, has a fire hazard that is not particularly different from hundreds of other Western lake resorts, and the lake resorts of many Eastern and Middle Western states.

The danger from fire at Big Bear Lake, as it was observed by Frank W. Lewis, of Los Angeles, set him to thinking of ways by which the tremendous property investments around the lake might be adequately protected against fire. At the same time Mr. Lewis pondered as to how a satisfactory method of lake resort fire protection might be commercialized to his own advantage. All this was with the result that he devised a highly satisfactory method of protecting such lake resort properties from fire, and set himself up in a business that is thoroughly profitable as well as rather leisurely.

Being mechanically inclined, and trained in the use of tools and machinery, Mr. Lewis built a little fire boat that is a highly efficient fire fighting unit. It is virtually a pocket edition of the great fire boats in use in various seaports and most important commercial harbors. The craft is merely a 16-foot rowboat powered with a 2-horsepower outboard motor. Into this hull was installed a 5-horsepower high pressure centrifugal pump, and a 1,000 foot length of 2 inch hose. The fire pump and engine weigh only 105 pounds. The 1,000 feet of hose weighs slightly less than 200 pounds. Thus the entire load in the boat, counting fuel, tools, machinery and all, is less than 400 pounds—a very light load in a 16-foot power driven boat. The boat can speed across the lake to the scene of any fire within 1,000 feet of the shore, traveling at the rate of six miles per hour. Arriving at the scene of the blaze, the fire hose is quickly run out, the suction hose dropped over the side of the boat, and the pumping engine started. Water is then played onto the fire in a stream that can be

thrown nearly 100 feet from the nozzle of the hose, and at the rate of a barrel a minute. The liveliest kind of a forest fire, or blaze originating in a lake resort cabin, cannot last long under such an extinguishing jet of water. Moreover, with the entire lake to be drawn upon, the supply of water for fighting any fire is inexhaustible.

Obviously, any fire that breaks out anywhere in the region within a thousand feet of the lake shore can be reached by the little fire boat's hose, and is usually of short duration. A greater length of hose might be used, but 1,000 feet is sufficient to reach all the property of the owners who pay for the fire protection upon a monthly subscription basis.

The fire boat owner and operator now spends most of his summer days fishing from his craft out in the middle of the lake. A system of gongs placed around the shores inform him of the location when a fire breaks out. It then becomes his duty to forget the bass and trout while he hurries to shore to put out the blaze.

Each property owner under Mr. Lewis's fire boat protection subscription plan pays \$1 per season for protection for each \$1,000 value of his property. A cabin owner who has a \$10,000 property thus pays the fire boat man \$10 for protecting his summer home for the whole four months of the dry season. This amount is more than restored to the property owner by the reduction of premium allowed by the fire insurance companies when the fire boat protection is subscribed for. Nevertheless, this basis is highly profitable to the fire-boat blaze warrior. He has approximately a million dollars' worth of property on his paid-for subscription list, and that nets him the tidy sum of \$10,000 as gross receipts with which to finance his fishing, and an occasional job of fire fighting. The fire boat and all its equipment represent an investment of only about \$1,000, and its operating cost probably does not exceed \$100 per month even when several bad fires have to be fought during any one month.

Of course, among the many hundreds of property owners around the lake there were a certain number who refused to subscribe to the fire boat protection. Consequently the fire boat man words his contracts agreeing to fight fire in the property of non-subscribers only when such fires threaten to spread to the holdings of paid subscribers. At least one instance is recorded of a non-subscriber who regretted not having paid \$10 for a whole summer's protection from the fire boat after it was too late. The man who refused to subscribe had a \$10,000 summer home located between two other \$10,000 homes whose owners gladly contributed their \$10 each for protection. A fire broke out on the roof of the non-subscriber's property, whereupon the fire boat rushed to the scene and began playing water on the trees to prevent the fire from spreading through the pine needles to the cabins of the two subscribers. Thereupon the non-subscriber appeared and



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GRAND RAPIDS, MICH.



offered the fire boat man a one hundred dollar bill if he would extinguish the blaze on the roof. Mr. Lewis promptly put out the fire, collected the hundred dollars, and then another ten dollar bill as his subscription fee for protecting the same property until the fall rains will have rendered his services unnecessary.

The most surprising thing about Mr. Lewis's fire boat and his subscription fire protection scheme is like that which is said of every new money-making idea which delivers high value for the money paid—"Why did no one ever think of it before?" It is like the automobile, the airplane, and the radio; simple enough after we learn how it's done. John Edwin Hoag.

#### Tribute To Motherhood of America

Grandville, May 17—Wife, mother and home.

We have been paying tribute all over the land to the sweet purity of that mother love which has sweetened the most bitter gyves of a frenzied dash after frivolity and a place in the sun.

The names, wife and mother, are the sweetest nectar that is spoken by human lips, and it is certainly a sorry spectacle to see how sadly out of tune in this modern day is the old fashioned name of mother.

There has been an unprecedented struggle in our public life to cut a swell, regardless of the proprieties. The mother who once stood at the door of her home and proudly counted her little flock as she prepared them for attendance at church or Sunday school seems to have melted away into the dim distance.

Schools, colleges and churches have fallen into the swift flowing tide which bears the American people onward toward the great falls which seeps ready to devour them.

Neglect of home life and the slack bringing up of the children of the present day are fast making a jazzy, sissyized, spineless production of weaklings which, if it continues, threatens the most serious results.

Mother, what of your child? Are you doing your whole duty by it or has a certain imagined duty to your set in society taken your whole thought from that little boy or girl who looks to mother for an example to be followed? Has running to parties night after night, leaving the little ones with grandma or the neighbors, constituted your whole duty toward them?

Little human souls adrift on the great lake of the universe.

Is it any wonder that so many slips are made by our young people when mother has become no more to them than the hired help?

Get right in your motherly duties, my good woman, and then go out of a Sunday and celebrate mothers' day. One day out of the three hundred and sixty-five. What a sarcasm on the precious name of mother.

Those children who know the all mother from birth to adult age are the ones who make their mark in this world of ours, and who seldom go astray. How could they go astray with the constant love and faith of a mother standing with them and for them in every spot and place where temptation meets them.

One has not to be very observing to note the homes where there is a genuine mother, and where the joys of growing up are ever present. To neglect your child from its conception to adult age is a sin which, if there are unpardonable ones, heads the list.

The poet has seen fit to ask "What is home without a mother?" Such, of course, is not home and the many children coming up in the land with-

out the mother influence is lamentable.

The motherhood of America has been on the down grade for years and it is the mightiest threat against the stability of our institutions extant.

The tremendous increase of crime can be inscribed more directly to a want of motherhood in our land, and our churches and schools have not seemed to grasp the situation in all its portentous meaning.

War has been inveighed against by our best people, while these same citizens have never once taken into consideration the real why and whereof of war with all its horrors. We have climbed the heights of a subliminal civilization, which counts as naught the dearer rights of home and a faith in mother love which once filled the hearts and souls of our ancestors.

Motherhood, genuine and unadulterated, not the slimy pretense of the flapperized jazz-monger of to-day, is what must return to America before the real joys of life will get back with us as it existed a few decades ago.

So many "kids" just running wild in place of being subject to home influence is alarming in its possibilities.

It is not necessary to have little men and women among our young boys and girls, but genuine juvenile elasticity, with all the enjoyments of real childhood, and this can be made possible only by a return to mother and home. The happiest moments of a woman's life should be those while her little family is growing up around her.

So few, however, seem to respect the Almighty arm that has buoyed them up in their household duties and taught them to appreciate the charms of motherhood.

The handsomest woman who ever lived is that one who has one child in arms, another clinging to her skirts and telling mamma its wants, while the third boy, Jimmy, comes racing in after a play spell with his dog, ready and anxious to join the rest at the midday meal, even though the little room where the repast is spread may be of the humblest.

Be gentle with your children, although not giving way to their whims and undesirable demands. The old saying, "spare the rod, spoil the child," was an exploded fallacy many years ago. Even in some of the most religious households, where the rod was not spared, many severe whippings took place, and with the result that the children of those parents became soured and embittered in later life.

The old schoolmaster's avowal that "no lickin' no learnin'" says I" was long ago proven a fallacy, although it may be questioned if the reaction has not gone to the other extreme.

Mother's day reawakened old memories and a desire to see the day made one to celebrate three hundred and sixty-five times in the year.

Old Timer.

#### Fellow Flayers.

Son—What is a taxidermist,

Father—He skins animals.

Son—Well, what is a taxi-driver?

Father—He skins humans.

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## FORGOTTEN TOWNS.

## Settlement Near St. Ignace Gone Back To Wilderness.

There are several places in America where towns have been established, grown to considerable size and then, for some cause, gone back to wilderness and been forgotten. Such a town once stood on the North coast of Maine. That such a town once stood on the shore of Lake Huron, just South of the present city of St. Ignace, the writer is just as sure as he is of any place of historic geography. Careful research and the piecing together of the bits of history, found here and there in reliable places, have made quite a complete history of the lost town in Maine, since its remains were discovered. About 1923 some workmen who were digging a trench for a water pipe at St. Ignace threw out several human skeletons. Each of the skulls had an injury at the base in the rear which the writer believed then and is convinced now was due to the work of tomahawks. The research commenced then and continued ever since has not only led to extensive correspondence with the best authorities, but to many days' research in the State library at Lansing, City library at Detroit, University library at Ann Arbor and others. The result is not a complete history of the lost town, but here are some of the things discovered.

To understand this lost town we must remember that the French idea of a settlement was not a combination of homes like the English settlements, but was purely commercial. Like the settlement of Fr. Marquette at St. Ignace in 1671, they had a foundation of Indians, with traders and a priest or two. After telling of the disasters which befell the Huron Indians about 1633 and their fleeing from the Iroquois to various places, one of which was Mackinac Straits, Wood's Historic Mackinac, vol. 1, page 10 says: "These disasters affected the traders as well, for with the Indians gone it was necessary to follow them to their new retreats to open up new fields of trade."

In telling the story of the going of Fr. Marquette and his band to St. Ignace in 1671, Regie's history of the diocese of Marquette and the Soo, says: "To again establish a mission at that place, Fr. Claud Dablon, Fr. Marquette's superior went to the Straits and camped on the island the winter before the settlement by Fr. Marquette at St. Ignace. A treaty of peace had been made between the Iroquois and the United States, which time proved was a permanent treaty, and Fr. Dablon made this trip to look over the newly opened country. In his report (Jesuit Relations, vol. LV, 157-167) he says that the Indians told him how numerous they used to be and that they had intrenched themselves in a fort, a league and a half in circumference; that the Iroquois, elated at gaining a victory over three thousand men who, had carried the war even into the very country of the Agniers, came and defeated them."

In his report of the settlement of Fr. Marquette at St. Ignace, as preserved in the Jesuit Relations, Fr. Dablon says: "Their purpose was to repair to that land where they had already dwelt in times past."

There are a number of things which combine to fix the date of the Huron settlement at the Straits as 1635, and the victory over three thousand men above referred to was in 1649, which thus sets the date of the destruction of the old town.

During his administration as Superior of the Huron mission, it was Fr. Brebeuf's policy to establish missions in all the prominent Huron towns. In 1638 Fr. Brebeuf is reported as having visited all Huron towns and there is such emphasis upon the question of all that the question as to whether he was over at the Mackinac is settled to any fair minded person, whether there were French there at the time the Hurons were there. It would take that town to make them all. This official round was Fr. Brebeuf's last one as superior of the old Huron mission. He was succeeded as superior by Fr. Jerome Lalemant, who decided to change the general policy, concentrate the missions into five central locations and send the fathers on flying missions to the several Indian towns. The first named, Atorochron, has always been in controversy as to its location. In the Ontario Archives, 1908 Dr. Jones, the author, presents arguments to show that the various places which have claimed to be the location could not have been, and analyzes the word with a complete translation as "The nations beyond the Lakes." In 1641 a hospice and hospital were granted to this mission.

In my early research of this settlement I wrote the Bibliotheque Nationale, the public library of Paris, France. In their reply under date of May 22, 1924, one paragraph is of interest right here: "St. Ignace at Michillimackinac, was visited in 1641, by the Jesuits (Jesuit Relations, v. 11-16) but Mackinac is not mentioned again until 1670, when the name appears in the Relations of Menard and Allouez. The Hurons had withdrawn before the Iroquois. However, a memoir of Denonville in 1688 says that the inhabitants had been living there for over forty years."

Not 16, volume 11 of the Jesuit Relations, referred to above, tells the story of a missionary journey by two priests up the West shore of Lake Huron, the whole length of the Upper Peninsula. One of these priests was taken sick at the Soo and was sent to the Huron Mission "twenty leagues distant." If the reader will refer to a map he will be interested to know that it is just sixty miles from the Soo to St. Ignace, straight across the lakes from St. Marys—the place where "the nations across the lakes" were granted a mission in that same year. St. Marys itself would be about as near as any other known mission at that time and that is 243 miles from the Soo.

In Michigan as a Province, vol. 1, page 88, Fr. Lalemant is quoted as

RECOMMEND

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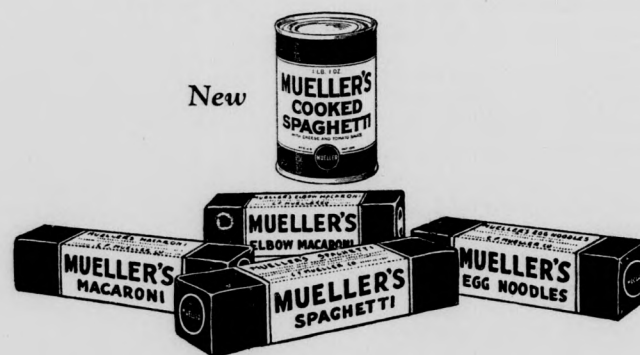
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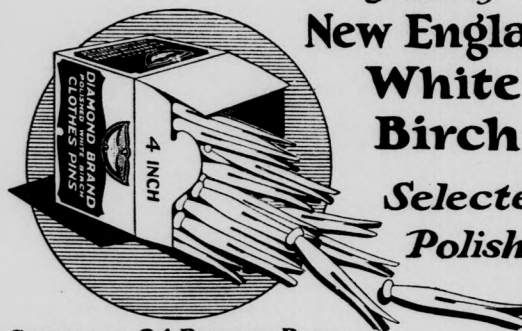
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CARTONS OF 24 PERFECT PINS~

TRADE MARKED QUALITY  
OF  
THE DIAMOND MATCH CO.Sold and Recommended by  
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being an unwilling witness in 1639, to the execution of an Iroquois chief, the details of which he relates. These details are precisely the same as those of such an execution which are told by Huron Indians as occurring at such an execution at St. Ignace, before Fr. Marquette's day there.

In Shae's edition, vol. 2, page 105, a report had reached Fr. Christian LeClerq, a Recollect, that the first settlement at the Straits of Mackinac was upon the island. In this reference he is quoted as writing a letter in which he makes it very plain that this was not the case, but that it was on the North side, where the Straits began."

In 1654 there was a settlement at St. Michaels Island in the mouth of Green Bay. A rumor had reached them that a war party of Iroquois was coming their way and they decided to erect a hasty stockade. In this settlement were refugees from the massacre at Mackinac, who were very anxious to build after the ideas "the black robe" had given them and used at Mackinac. From their discussion we get quite a little of the Mackinac stockade, of interest in the study there and also of interest because Fr. Brebeuf is quoted in another place, with exactly the same plans for a stockade.

There is another question which is growing more interesting the more I follow it. To what, when and by whom was the name Mackinac in its first form given. I have several authorities to say that it was first applied to a site just North of the Straits and afterward moved to other places. I can trace it very close to 1635. I am very careful not to give positive statements relative to "the beginning of Michigan" until I have convincing proof. I do not say that the name was given to the settlement by Fr. Brebeuf when he led the first settlers there in 1635. If anyone has anything definite on this question, I will consider it a favor if he will write me about it, to my home at Howell, Michigan. A. Riley Crittenden.

#### What I Know About Chain Stores. Written for the Tradesman.

Within the past few years retail grocery stores operated by two different chain systems have come under my observation.

They demonstrate the advantage of the cash and carry plan. They prove that the public appreciate having every item or line of goods distinctly price-ticketed. They draw customers by their newspaper advertising, glaring signs, distinctive colored fronts. But we are not convinced that it pays any better to trade at a chain store than at the individually owned retail grocery where managerial ability, system, personality, dependability, prompt service and reasonable prices are in evidence.

I know that at a chain store one can buy a dozen bars of soap for less than the prevailing wholesale price per 100 bars—for once or twice. I know that a satisfactory grade of salmon can be had for less than the regular retail grocer asks; but when you go again

that brand is not in stock, but one at the same price must be tried before you know whether it pleases or not.

I know that at the chain store three cans of corn or peas or beans can be bought for a quarter which are satisfactory—high quality—but when you want another supply they have none of those brands. You are told that those were specials on certain days, but regular two for a quarter goods. We know that you can buy a box of delicious, flaky crackers for fifteen cents a pound—once or twice—then when you think you are buying the same grade you later find them tough and hard as chips.

I know that at the chain store you can buy delicious corn flakes for less than you ever bought such before. But soon that brand is not in stock and they offer you their own brand. You try it and it is satisfactory; you buy that brand again and ere the box is used you decide to go to your old grocer and get some other old standby.

At the chain store they have a carton containing fifteen ounces of crackers for twenty cents. Your grocer has just what you want at 18 cents for 16 ounces.

If you know a grocer in whom you have confidence; one who knows you by name and reputation, and who will rectify errors or replace unsatisfactory goods, why deal with strangers and always be obliged to put your knowledge of goods and selling schemes against theirs?

A leader may not always be a bait; a special may not always be a decoy and a low price may not always be a part of a deceptive scheme, but you cannot lose much by so regarding them especially at the chain store.

E. E. Whitney.

#### He Cheated Himself.

A striking story is told of a rich man who wanted to help a poor carpenter and his family. He hired the carpenter to build a house on a hillside and then went away on a long journey. The carpenter said to himself, "My boss is away and I can use shoddy materials and neglect the supporting work that doesn't show. The house will be weak, but nobody will know it." So he built a ramshackle house.

When the rich man came back, the carpenter said, "Here is your house." "Thank you!" said the rich man. "Here is the deed and the key. I'm giving it to you."

And the carpenter grieved that he had robbed himself of a good house.

We reap what we sow. We have to live in the house of life we build. If we do shoddy work, if we "soldier" on the boss, we pinch ourselves, shrivel up and lose our ability to discern between right and wrong. We have to live in such a house without character. We have to live with ourselves!

It is a tremendous fact that each one of us is building to-day the house we must live in to-morrow. We can build a palace or a hovel, a mansion or a jail or a pigpen, but we must live in it.

## WHITE HOUSE COFFEE

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

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## DRY GOODS

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

### Hosiery Business Is Spotty.

Hosiery buying continues spotty, but in two directions at least some nice orders are being taken. One of the active things at the moment is men's fancy half-hose, which have been doing well for some time and which promise to produce business for quite a while yet. Another is women's colored-heel full-fashioned silk hose to retail from \$1.50 up. "Numbers" in these goods to sell over the counter at \$2.50 are especially active. In addition to the black heel and gun metal body combination that has been popular so long, a nice business is being done in such combinations as dark nude on light nude, mauve on gray, a shade known as mode on brown, and auburn on a number of pastel shades. Black heels on light-colored stockings of different hues are also seen, but reports do not agree as to how well they are liked.

### To Check "Evils" of Business.

A novel plan to check business abuses is being tried out by the United Women's Wear League of America. It consists of a series of cards, each of which takes a specific "evil" for its subject. Each card points out just how unfair to manufacturers is the practice of the abuse it mentions and shows how it hampers trade relations between them and the retailers. The cards are issued to members of the league for inclusion with the statements they send to retailers, and are signed by the league. Among the things touched on by the cards, which are to be sent out in regular sequence, are unjustifiable discounts, returns, insistence on price concessions, etc. The plan grew out of the number of cases handled by the league in which retailers attempted to "put something over" on manufacturers from whom they bought goods.

### Luggage Buyers Still Inactive.

Manufacturers and selling agents of luggage are somewhat discouraged at present as a result of the continued inactivity of luggage buyers for retail stores, both large and small. Where, ordinarily, retail buying begins about March 15 for delivery starting around May 1, this year practically no important orders have yet been placed. This is particularly true of stores in and near the city. Decoration Day is generally looked upon as the beginning of the travel season, and in former years when this holiday was only about a month off a substantial volume of business had been placed. One of the reasons for retailers' holding off this year was said to be the carryover of stocks from last summer as a result of the bad weather during much of that season.

### Favor Novelty Drop Earrings.

Novelty pendant earrings ending in large "drops" are gaining steadily in

favor with buyers of popular-priced jewelry. They may be had in sterling silver, set with crystal, jet and imitation sapphires, amethysts and other colored stones, to retail at \$3 and up. Attractive neck chains to match them are available to retail around \$5 each, and appear to be selling well. In bracelets there is still a good call for narrow bangle effects in sterling. They are worn in multiple, anywhere from three to twenty being considered chic. Some of them may be retailed as low as 25 cents each. For children, bracelets embodying enameled animals in color, connected by sterling links, are offered at prices which will let them be sold over the counter at a profit at \$1.50.

### Revised Silk Throwing Rules.

Rules for the commission throwing of silk, revised by a committee of buyers and sellers of commission throwing of the Silk Association of America, have been approved by the Board of Managers of that organization. The revisions provide that transportation on all incoming raw silk that is rejected by the throwster or ordered returned by the owner shall be charged to the owner. Property of the throwster must be returned within sixty days after shipment is received, the throwster to pay carrier's charges. After this period the latter is entitled to payment for the unreturned property. Some change has also been made regarding terms and waste allowance, while other clauses have been added to specify further the basis for computing clearance and payment and average variation on skeins and twist. Other revised clauses cover claims and the price at which claims are to be settled. Arbitration is provided for under the procedure of the association.

### Containers With a Double Use.

Bath salts in novel as well as useful containers are being offered by wholesalers. The containers are of crackle finish glass in hand painted cat and dog shapes. After the bath salts are consumed, the containers become beverage sets. Another type is a pinch bottle which, after the salts are emptied, is filled with colored liquid and serves as a lamp base. The container is equipped with socket and wire, but comes without shade. The cat and dog styles are priced at \$90 per gross and the lamp types at \$13.50 per dozen. The salts are available in assorted odors and colors.

### Trends in the Silk Market.

Sheer crepes and tub silks lead in present buying of silks. Prints are moving more actively, but a good deal of business yet remains to be placed in these goods, according to converters and printers. White silks are meeting with a good call that promises to grow with the approach of warmer weather. Retailers have been in this market for goods for sales and manufacturers are clearing their stocks of certain kinds. Prices on fall silks are being made on a tentative basis and do not show much change. Fall business from the dress trade is expected to shape up well.

## MICHIGAN BELL TELEPHONE CO.

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Dear Mr. Dickey:-

We thought it would be well to let you know of the improvement in the long distance service. We have from ten to twenty calls a day, long distance, and we can cheerfully say that it helps materially in getting orders on Voigt's Crescent flour and other Voigt products.

We hope that the good service that you have been rendering will continue and with best wishes, we are,

Very truly yours,

VOIGT MILLING COMPANY.

*Edward Voigt*

CSV/ag

We can cheerfully say that  
it helps materially in getting  
orders.



## Uncle Jake says -



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

### K. V. P. DELICATESSEN

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

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

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN



### Novelties Strong in Jewelry.

While the more staple articles in popular-priced jewelry are not doing so well at present as they might, there seems to be no end to the call for novelties. Merchandise of this character, if priced right, needs very little selling effort to move it. Among the newest things offered to trade are gold-filled flexible chain bracelets in the form of serpents. The bodies have the appearance of being scaled, the heads are enameled in a life-like manner, and the ends of the tails are coiled. The bodies of the serpents pass through the coiled tails, thereby making them adjustable to various sizes. They can be retailed profitably at \$1.50 and up, while necklets to match, also gold-filled, retail at \$2.25 and up. The latter are seen with either single or double heads.

### Demand For Ribbons.

Although the situation in ribbons has not been of the best for the spring season, some firms are doing much better than general market conditions would indicate. Considerable stimulation has been noted during recent weeks by the demand from the coat trade for ribbons to be used for bow and sash decorations. The millinery trade has also been productive of a fair call for belting and moire ribbons. The men's hat trade likewise has been giving the ribbon mills orders for fancy bands. Metallic fancies will be prominent in fall ribbon lines. The general tendency is still toward ribbons of medium and narrow widths, with satins having the volume turnover.

### Floor Coverings Sell Better.

Both seasonal specialties for prompt shipment and fall lines of "regular" carpets and rugs are selling better now than was the case not so very long ago. The coming of warm weather has done much to stimulate the demand for the former, in which grass rugs are playing an important part. Business on "regular" lines that have been opened for the new season is apparently much better on the road than in this market, this applying to lines that were priced early last month. In districts where shipments of goods from the Smith auction have been received and moved into consumption, buyers are said to be laying down nice orders for future delivery.

### Beige Tones Still Lead.

Beige shades continue their outstanding leadership in color preferences in silks. These tones now have close to 50 per cent. of the demand, according to the figures of one large manufacturer here. The favor of them is almost three times that for greens, which compose the second color group. Blues of the Limoges and sea blue types have third place, with grape, gray and mahogany following in the order named. In individual colors two beiges are outstanding, followed by a gray and a green.

### Buying of Bathing Suits.

Advance interest in bathing suits has been good, and several leading manufacturers are credited with booking or-

ders which will take care of scheduled production. Novelty effects predominate in women's merchandise, with somewhat of a similar trend also noted in men's lines. Contrasting stripes and bandings are much used, together with varied jacquard effects. The price status of both worsted and wool garments is considered attractive and the former kinds are said to be doing well. Much business is yet to come from retailers. Activity during the next few weeks depends upon weather favorable to an early opening of the beach and resort season.

### Summer Millinery Outlook Good.

Present prospects for summer millinery are extremely bright. In the higher-priced merchandise an excellent business is looked for during the coming month in very large hats of fine Milan or of Milan with crinol hair edging. These are being shown to the trade in a variety of colors, including light blues, black, navy, tans and reds. Also well thought of for summer use are small or "pocket" hats of soft Italian crochet in hydrangea, flesh pink, the yellowish shade known as mellow glow and other pastel hues. In sports hats medium-brim felts promise well in the pastel color ranges and also in natural and ecru colorings.

### Platinum Prices Lower Here.

Platinum prices have eased off quite a little recently under the softening influence of the offering of what yesterday was described as "quite a large quantity" of the metal by representatives of the Soviet government. While the New York market is nominally firm at \$104 an ounce for "soft" platinum, wholesalers are buying this grade as low as \$93. For platinum containing 5 per cent. of iridium for hardening purposes, wholesalers are paying \$94 an ounce, while for that with 10 per cent. of iridium in it the price to them is \$95. The highest that "soft" platinum has cost in this market in the last year or so is \$118 an ounce, which was asked for it last fall.

### Slips Lead in Undergarments.

Slips continue among the most active selling items in undergarments, the demand for them having been good for some weeks. It covers crepe de chine, metallic rayon, satin, broadcloth and cotton garments. The recently introduced sports slips are said to be taking very well. New types of French panties and nightgowns are also meeting with a good turnover. The combination garment featuring brassiere, girdle and panty is being actively recorded. Chemises, shirts and dance sets have not sold as well in the higher grade merchandise as was expected. All types of rayon undergarments are in demand for sales purposes.

### Squared Up All 'Round.

Jones—Sorry, old man, that my hen got loose and scratched up your garden.

Smith—That's all right; my dog ate your hen.

Jones—Fine. I just ran over your dog and killed him.

## It Isn't Easy To Talk About

TO MANY, AND NATURALLY, PERHAPS, IT is not an easy matter to discuss with husband or wife the matter of making a Will to protect the family in case of death, but it must be done if those left behind are to be properly safeguarded.

Trust companies are organized to care for Estates in the best and most economical way.

A Trust company has continuous life; it always is on duty and accessible when its services are required; it is supervised by the state; it has ample capital to carry on its work and bring the experience and judgment of many capable people to the management of properties committed to its care.

And its charges are no greater than are allowed individuals, even those without experience or financial responsibility.

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**\$2,800 South Bay Cities, Calif. 5% Sanitation District Bonds**  
**Dated: October 1st, 1924. Due: 1400 October 1st, 1959; 1400 October 1st 1960. Denomination: 1000 and 400. Interest April and October 1st at the County Treasurer's Office, Los Angeles, Calif.**

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Grand Rapids, Michigan

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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.

### Let Us See Ourselves as Others See Us.

Written for the Tradesman.

Most of us think we have a monopoly of trouble. Regardless of the other fellow's line of business, he seems to have an easier time and fewer perplexities than we have. Nothing is so broadening, perhaps, as to get into our neighbor's position occasionally, study his problems and learn therefrom that there are trials everywhere.

The farmer, for example—surely he has plenty to contend with. I think you have never talked with one, whether he raised potatoes in Aroostock county, Maine, barley in Rock county, Wisconsin, hogs in Iowa or oranges in California, who would tell you anything but his troubles. As for profits—why, to hear 'em tell it, there is no such thing in any kind of agriculture or horticulture. All right. Listen to the Southern Pacific Railway Company:

"Mr. Producer, put yourself in our place. Suppose you had a farm or factory with a physical value of \$10,000 and you were subject to the same governmental regulation as railroads.

"You would be limited to a return of \$575, or 5 3/4 per cent. on the value of your property. Out of that \$575 you would have to pay interest on money borrowed for improvements and equipment. If the operations of your plant did not bring in a return of \$575, that would be your loss, for there would be no guaranty that the difference would be made up from any source.

"If your return was more than \$600, you would have to give half of the excess to the Government and you could only spend the other half in certain definite ways specified by the Government.

"The Government would establish the rates of pay for the labor you hired and would fix the prices on the things you produced. The Government would tell you how many of your farm or factory operations must be done and require you to make detailed reports on those operations.

"If, like the railroads as a whole, you had been unable for a number of years to earn the \$575 permitted, you would have considerable difficulty in borrowing money to make improvements and purchase necessary equipment that would enable you to attain greater production at less cost.

"If, like the railroads, you had been unable for many years, despite the greatest efficiency of operation, to earn the \$575 and those who purchased your products kept urging the Government to fix lower prices on those products—what would you think?

"Railroad costs are as real as costs in any other industry, and a railroad must earn a reasonable return in order to keep up its plant and give good service."

A time ago a citrus farmer traveled

across the continent. The first morning out he ordered grapefruit in the diner. He was scandalized to be charged 30 cents for that service. His order of cakes and sausage consisted of two moderate sized cakes and two pats of sausage meat; and he had a pot of coffee. Cakes and sausage were 65 cents, coffee was 20 cents.

True, the cooking was excellent and the waiter volunteered to refill his coffee pot and made no additional charge. He felt quite a bit better after his breakfast. But that 30 cents for grapefruit stuck in his crop, so that he related it as a child might tell of a bad bump on his head when he got home.

The railroad charged him \$1.15 for that meal. But to furnish the car, the napery, the china, the silverware, pay the Pullman company's royalty, maintain the waiters, haul the diner and otherwise render such hotel service while traveling at high speed over the landscape cost that railroad \$1.10, average, as plain expense overhead—with no charge whatever for the food. How would a grocer like to run a dining car system and depend on it for a living? Bear in mind, too, that the average check paid is less than the average overhead—or was a short time ago.

Men often are puzzled to know why there is always demand for better goods, better service; why merchants who trade up are the successful ones. This is the fact, regardless of whether we consider individual merchants or chains, personal service or non-service stores. We find the explanation in the following facts, taken from the Optimist:

"Every market is constantly dropping off from the top and just as constantly building up from the bottom. Each year 2,500,000 newly-born Americans begin consuming, 400,000 somewhat older Americans are graduating from high schools, 1,250,000 brides begin housekeeping and 1,250,000 young husbands begin spending their pay envelopes in a different way.

"Each year 2,000,000 families move into new homes or apartments. And then, on the other hand, 1,400,000 Americans die, and perhaps an almost equal number lose their productive capacity. Thus, in a few years a market may become entirely new; and it may move beyond the influence of good will previously obtained.

"The artillery of commerce must be trained upon ever shifting targets. It can never relax its fire. The target of yesterday is passing out of range and to-day a new one is swinging into view."

"Confronted with this ceaseless prospect of turnover, this constant falling off of old markets and oncoming of new ones, what are we doing?"

That is the crucial question. Are we awake to the fact that every day we must push for business and that as folks grow in knowledge of better goods, plus the money to buy them, there is room at the top for the go-getter of business? Ed. Swasey, of the Hearst organization, comments thus:

(Continued on page 31)

## 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

## ON TO OMAHA — AND IDEAS!

Be sure to attend the annual convention of the National Association of Retail Grocers at Omaha, Nebraska, June 20th to 23rd.

Find out what the other fellow is doing. Get together and swap ideas with your brother tradesmen!

Remember: Omaha . . . June 20-23rd. Make it part of your vacation trip! Get in touch with your local secretary or ask your Fleischmann man.

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



## MEAT DEALER

### Veal in the Springtime.

The Spring of the year is the season when the little lambs gambol on the green and is a time when the lanky, shambling calf does a little gambling, too; or, to be more exact, the men who deal in them feel the effects of uncertainty in their transactions, and uncertainty is the very essence of gambling.

During the Spring months veal comes into market in large quantities and so provides at times an unusual supply. If consumers take advantage of this period and buy veal more liberally than usual as they do certain other seasonal products, the gamble is reduced, if not entirely removed, from the transactions.

We have heard consumers say when they were asked to buy more of one or another kinds of meat to help a congested condition that they saw no reason why they should depart from their usual custom to help someone they did not know and, for all they knew, had no interest in them. Such an expression is not general, we believe, and such an attitude seems to us a very narrow one—devoid of human sympathy.

Those who produce veal and other things good to eat are doing what consumers want done and what must be done if they are to get enough to eat. Consequently, there should be a feeling of co-operation present, and when opportunity comes to help those who are doing worthy work it should be grasped.

There are other reasons why consumers find it of advantage to buy seasonal meats. During periods of heaviest production a large selection of high qualified meats are available at reasonable prices. The fact that the consumer-buyers work in helpful harmony with producers and marketing agencies does not lead to essentially higher prices, but rather to free active movement of what is to be sold. When demand is constant and in proportion to what is to be sold, sudden and demoralizing drops in prices do not result, and, what is more important, all meats are handled and sold while perfectly fresh.

Healthy movement of perishable products means little loss through spoilage or deterioration. Conversely, when markets are glutted and demand light it often happens that much good food is lost or impaired in value. This is an economic loss that cannot be recovered and it is bound to reflect in later supply and prices. Veal will be good during the next few weeks and a little added thought to it as part of the daily menu is recommended.

### Ox Tail Soup.

There is something appealing in the term "oxtail soup," and when it appears on the bill-of-fare in most restaurants and hotels the orders from patrons come in thick and fast. A few years ago the demand for oxtails was not as general as at the present time and sometimes they were sold very low. Even now the cost of ox tails at

wholesale in most places where they are sold is not high enough to wreck the National Treasury, but still high enough to make the packing and selling of them well worth while and a factor in the prices of the balance of the carcass. There is something about the flavor of the soup that is different from any other, and its stimulating effect makes the meal that follows taste better. We know of places where a small business has been built up on ox tails alone, the vendor supplying small restaurants and boarding houses. If this soup is so good when ordered from menus in hotels and other similar places it must command respect when served in the home; and it usually does. All retail markets do not carry ox tails, but every retailer will be glad to do so if he is requested to do so or will fill orders for them if he is given time to do so. For the information of those who have never tried this kind of soup the following recipe is given: The following ingredients are necessary: One ox tail cut into small pieces, one-half cup of cut onions, one-half cup of dried carrots, one cup sliced potatoes, one-quarter cup of barley, one tablespoon full salt, one-quarter teaspoon full white pepper, one tablespoon full pearl barley, parsley or celery top, a little thyme and marjoram and one tablespoonful caramel. The ox tail should be chopped at each joint, making the pieces from one to two inches long; wash well in two to three waters; put on to boil with two and one-half cups of cold water; add the barley and boil slowly for two hours; then add the onion, carrot, salt and pepper; boil for fifteen minutes. Add the potatoes and boil for twenty minutes; add a little paprika, thyme, parsley and marjoram and the caramel. Serve with the pieces of ox tail. The term ox tail does not mean that they are all taken from oxen. As a matter of fact, most of the tails come from steers and cows, but this does not matter in the least, for they are all good and taste about the same. Some demand a heavy tail, weighing upward of one and a half pounds, but most are lighter in weight.

### What a Risk.

Two Scotchmen, Jock and Sandy, who agreed that they needed a drink. But pooling their resources disclosed the fact that they had enough money for one drink only. They approached the bar, ordered the drink, and debated for a while as to which should drink the first half.

When a friend entered, they had an inspiration.

"Tom," they said, "we hae just been having a little drink. Won't you join us?"

He took the proffered drink, disposed of it and smacked his lips with appreciation.

"Let's hae anither," he suggested, ordering a drink of each of them.

When Tom had gone, Jock looked at Sandy and said, "Weel, Sandy, it wor'ked!"

"Ay, it wor'ked," Sandy replied, "but oh, mon, what a risk!"

## VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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Automatic 4451

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# SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

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GRAND RAPIDS, MICHIGAN

## Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham    Rowena Pancake Flour  
Rowena Golden G. Meal    Rowena Buckwheat Compound  
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Satisfaction guaranteed or money refunded.

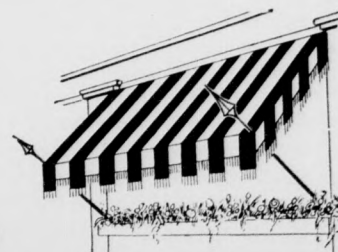
VALLEY CITY MILLING COMPANY

Grand Rapids, Michigan

## AWNINGS for HOME, COTTAGE OFFICE, STORE

Write or phone for Estimates  
Flags, Camp Equipment, Covers  
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CHAS A. COYE, Inc.  
Grand Rapids, Michigan



## 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.

### Selling Possibilities of Cordage and Allied Lines.

Written for the Tradesman.

One successful hardware dealer specializes strongly in the sale of rope. This man sells approximately three times as much rope as any competitor.

His success is due, not to any particular quality of the line he handles but to the up-to-date selling methods he employs.

To the uninitiated, up-to-date methods applied to the sale of so staple a line as rope may sound odd; but successful dealers are discovering that with the aid of good selling plans, rope is a profitable line to handle.

A good many dealers regard their staple lines with complete indifference. Rope is such a line. You probably have it in stock; and probably the stock and assortment are adequate to meet normal demands.

The usual method of storing rope is to place the balls somewhere in the store basement, with an unwound piece of each sticking up through a hole in the floor. This is a handy method of storing the rope and a labor-saving means of getting at it quickly; but a rather poor way to advertise the line.

Rope will stand advertising. Yet it is the rare and exceptional dealer who takes the trouble to put on a window display of rope. The average dealer regards such a display as hardly worth the trouble.

Yet such publicity pays. One dealer who undertook to push the sale of rope by newspaper advertising and window display observed an increase in sales right from the start. Ultimately he was selling three times the quantity he had sold before. Some of this was business no one would have gotten; new business developed by publicity. Much of it was business taken away from the competitive dealers who stuck to old methods.

The sale of the rope itself is not the sole consideration. Among the many lines in every retail trade, there are a few articles which, when sold, help to sell other goods. This used to be, and to some extent still is, what the farm wagon does for the dealer in farm machinery. And rope does very much the same thing for the hardware dealer. A good line of rope well sold is a splendid advertisement for the hardware store.

The dealer who goes into the subject thoroughly will find a large actual demand for rope, and a larger potential demand—a potential demand that can be developed by aggressive selling methods. In rope there are numerous different sizes, each size suited for some particular purpose.

The dealer should remember that the larger the variety of sizes he carries, the better his chance of pleasing and satisfying his customers. Quarter inch, three-eighths, one-half, five-eighths, three-quarters, seven-eighths,

one inch, one-and-a-quarter, one-and-a-half inch, all have their special uses. Thus, for halter ties, one-half and three-quarter inch rope are the popular sizes; most farmers preferring to use for this purpose as light a rope as possible.

One dealer, though he was not located in a "cow country," contrived to build up a substantial trade in lariat ropes. Nearly all the farmers and farm boys, the cattle buyers and many others had occasional use, and some of them very frequent use, for the lariat. Some farmers purchased standard rope and manufactured their own lariats from that; but standard rope wasn't entirely satisfactory. This dealer studied the problem. He took time to work it out for himself. He found ultimately that seven-eighths, hard-laid rope exactly met the requirements. This rope would not kink or snarl. It ran free, and withstood the hardest usage to which a lariat could be put.

Having found the exact rope that would give satisfaction for lariat purposes, the dealer proceeded to feature that rope. Hence, his ultimate practical monopoly of the lariat trade.

The question, "How can I boost my rope sales?" is answered very simply. You must know your goods; be able to effectively describe their good qualities; then describe them—using your window display, newspaper space and personal selling effort to this end.

Here is a suggested bit of description calculated to appeal to average individual who requires rope:

"Our big rope sale is now on. We have the best and most dependable line of rope that is manufactured. No other line would satisfy you or satisfy us. We carry no second grade stock, doubtful mixture or shoddy stuff.

"Why is our rope the best? We are glad to tell you why. It is the best because it is made of the highest grade manila fiber, full size, long wearing and flexible. We have a full assortment of all sizes. Please look at our window display and come in and see our stock.

"If you need it, we have it."

When the shrewd hardware dealer puts on his window display of rope, he does not confine that display to the rope alone. If the season is right (anywhere between March and November) he displays hay carrier outfits as well.

Why? Because the hay carrier outfit is made principally of rope. The ordinary hay carrier outfit requires 160 feet of three-quarter inch rope, and 70 feet of three-inch rope. This is sufficient for a barn 60 feet long.

The dealer is well advised to display, advertise and sell complete hay carrier outfits. No farmer builds a barn nowadays without equipping it with the modern outfit for carrying in the hay. Many old barns are being equipped with these outfits.

Then the outfit for stacking the hay on the ground is also worth showing. This outfit (for a 50 foot stack) will require 150 feet of galvanized cable, 130 feet of three-quarter inch rope, and 75 feet of three-eighths inch rope.

## 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.



Decorations losing freshness  
**KEEP THE COLD, SOOT AND DUST OUT**  
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.  
Made and Installed Only by  
AMERICAN METAL WEATHER STRIP CO.  
144 Division Ave., North  
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These haying outfits help materially to promote the sale of rope. So it is worth while to feature them, quite apart from the immediate returns.

It is worth while for the dealer as a preliminary to developing this business to take time to thoroughly investigate the possible uses of rope in his community. Then study the various classes of rope, and their adaptability for various purposes. Know what sort of rope to recommend for each specific purpose.

Assisting the customer to select the right-size rope for his needs is not difficult, provided the dealer understands the business of selling rope. For instance, a rope too large for a certain purpose should never be recommended. Take the hay carrier, for example. The rope sheaves on the average carrier will take anything from a three-quarter to a one inch rope. However, the one inch is too heavy for the purpose and the retailer who hopes to keep on the good side of his customers will so inform them.

The hay carrier outfits for the barn, and the field stacking outfits are not the only opportunities for the dealer in this direction. The slings for hay wagon or the grapple fork for unloading, are included in the list. If a man wishes to unload his hay with slings, sell him slings. If he prefers a grapple fork, sell him the grapple fork. In some sections harpoon hay forks are demanded. The wide-awake dealer usually carries three sizes of these implements. The 25 inch tine harpoon fork is often used; for handling straw and alfalfa longer tines are often more convenient.

The successful handling of binder twine depends on selling in large quantities. A ball here and there doesn't make money for the dealer. It is necessary to go out after the big business and get it.

Newspaper advertising and window display will materially increase the sale of binder twine. One dealer in the Middle West has exceptional success in this line; which is all the more remarkable because he carries on business in a section where wheat and oats are not the principal farm crops. He features binder twine, however, in seasonable window displays; advertises it; shows it prominently inside the store; and canvasses every farmer who comes in to secure his binder twine trade.

These methods may seem commonplace. But display and personal suggestion are both powerful factors in swinging trade.

Some dealers make excellent use of the rural telephone in selling rope, twine and accessories. A little time spent each evening, or at some other convenient portion of the day, calling up farm customers and prospects, will usually bring in considerable business that might otherwise go elsewhere. "If you haven't time to come in, just phone me," is the slogan of one wide-awake dealer in catering to this trade. And when the farmers are busy in the fields, any time-saving service is apt to be appreciated.

In selling cordage it pays to stress

quality; and, while meeting mere price competition if necessary, to educate your public to the fact that quality goods are worth the difference. And, in general, aggressiveness on the dealer's part, good display, energetic advertising and wide-awake, intelligent salesmanship make the difference between big business and a just average trade.

Victor Lauriston.

#### Standard Packing For Bolts and Nuts.

The National Committee on Metals Utilization, Department of Commerce, is planning to call a conference for March 23 in Washington on the simplification of the packing of bolts and nuts. The Bolt, Nut and Rivet Manufacturers' Association, through its committee on standard packing, has submitted proposals for reducing the number of sizes of containers now used in handling, packing and shipping bolts and nuts. The survey of the current practice was started in 1924. It has been stated by Chair Ralph Plumb, of the Standardization Committee which conducted the survey, that "these lists have been prepared after a careful study of orders received, and are the result of six different methods of approaching this subject. While the quantities noted on these lists are, in a number of instances, a radical reduction from the general packing list now in use by the industry, the committee is of the opinion that this reduction in quantity and weight per case will not increase packing costs, but, on the other hand, will decrease same as it moves a large number of sizes from the mixed case list and its expensive packing, to the straight case list and its lower costs." It is estimated that 1,250,000 tons of steel are converted annually into bolts, nuts and rivets, and that under the program there will result economies for distributors and users, as well as producers.

#### Automobile Epitaphs.

Lies slumbering here one William Lake; He heard the bell, but had no brake.

At 50 miles drove Allie Pidd; He thought he wouldn't skid, but did.

At 90 miles drove Eddie Shawn; The motor stopped, but "Ed" kept on.

Here he sleeps, one Johnny Fonker; He rounded a turn without a honker.

Down in the creek sleeps Jerry Bass; The bridge was narrow—he tried to pass.

Beneath this stone sleeps William Raines; Ice on the hill—he had no chains.

Here lies the body of William Jay; Who died maintaining his right-of-way.

And here's what's left of Samuel Small; He paid no attention to "slow" signs a-tall.

Here lies all that's left of Harry; At the railroad crossing he did not tarry.

John William Jones lies under this thistle; He didn't heed the choo-choo's whistle.

#### How She Fooled the Man.

The girl about to travel alone was warned not to talk to strange men.

At the station the conductor said: "Where are you going?"

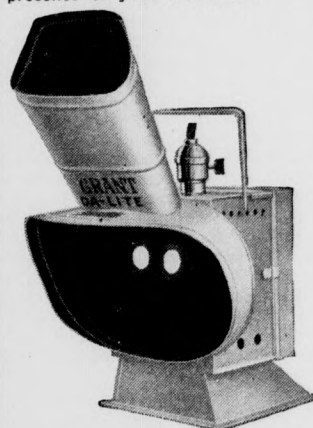
"To Detroit," she answered; so he put her on the Detroit train.

As the train pulled out she looked back and said:

"Ha, ha, I fooled him that time. I'm going to Chicago."

#### A Great Advertising Feature for Your Store

With the Grant Da-Lite Egg Candler you can candle eggs on your counter conveniently and in the presence of your customers.



#### Grant Dalite Egg Candler

In use by 90 Percent of the Produce Dealers in the United States.

Model 3 for use with electric light. Price .. \$7.00

With kerosene lamp complete, and special reflector (for use where no electric lights are available). Price, \$8.00

Grant Egg Candler Mfg. Co.  
208 N. Wells Street Chicago, Ill.

#### Link, Petter & Company

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Investment Bankers

6th FLOOR, MICHIGAN TRUST BLDG.  
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#### A COMPLETE LINE OF

## Good Brooms

AT ATTRACTIVE PRICES

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

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## KRAFT CHEESE

A variety for every taste

## Corduroy Cords

Let Your Next Tire Be a

Corduroy

—Built as good as the best and then made better by the addition of Sidewall Protection



**Sidewall Protection**

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Added Reinforcement. An original Patented and Visible Plus Feature

## I. VAN WESTENBRUGGE

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The Food of the Future  
CHEESE of All Kinds  
ALPHA BUTTER  
SAR-A-LEE  
BEST FOODS Mayonaisse Shortning  
HONEY—Horse Radish  
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.

#### "Grocers' Records that Talk"

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BIXBY OFFICE SUPPLY CO.  
Grand Rapids, Michigan

## COMMERCIAL TRAVELER

### AROUND CAPE OF GOOD HOPE

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

Port Tufik, Egypt, March 25—Leaving Mozambique at 7 p. m. Sunday we arrived at Dares-Salaam Tuesday at 7 a. m. There does not seem to be any literature on board about this place, but the purser says it was the capitol of German East Africa, now under British protectorate. The name given on the only map on board shows it as "Ter Dutanganka." From this place there is a railroad running 600 miles due East to Lake Tanganyika, which separates this territory from Belgian Congo.

We anchored in a good sized harbor surrounded by small islands three miles out from the town. Went ashore in launches. The Germans built some good looking structures along the water front. Back further are coconut groves with native thatched huts laid out by dirt streets. There is said to be a population of 52,000, of which 500 are white. They have a big country back of them about 600 miles square. Ivory and copra are exported from this territory.

A South African on board said General Smutz was up here during the kaiser's war to dislodge the Germans and that the English had 300,000 troops, mostly natives, from British points and lost during the war 60,000 in different engagements with the Germans.

We sailed at 2 p. m. for a three hour run to Zanzibar. At some of the ports we saw the native women clothed with strings of beads—rather scantily dressed—then we came back to the ship and saw some of the younger women passengers lounging on the steamer chairs in abbreviated bathing costumes. There seems to be at least one difference. Whereas the native with the least bead girdle on is the best looking of the bunch, on the boat the homeliest girls seem to wear the most abbreviated bathing suits.

Sailing at 2 p. m. up the coast between the shore and numerous islands on our starboard side, we reached Zanzibar at 5 p. m. Probably no other stop since leaving South America has been talked about as has this port. Most of us since our first geography lesson have known of it. There has been a romantic fragrance woven about it because of its reputation as an island where spices come from, particularly cloves. It is estimated that there are 48,000 acres with five million trees devoted to this product, with an output of seventeen million pounds.

Zanzibar has one of the best harbors in Eastern Africa. It is an island of 640 square miles, twenty-three miles from the mainland. The island has a population of 200,000. It was purchased from Germany in 1890 in exchange for Heligoland in the North Sea. It is supposedly governed by a sultan, but Great Britain pays him a salary and the island is administered by a British high commissioner and a British president. Its revenues in 1924 were \$2,081,500; its expenditures \$2,500,000; its exports about one million and its imports about nine hundred and fifty thousand dollars. Most of the trade between East Africa and the Arabian and East Indian ports go through this port, although of late years Mombasa is getting a larger share of this business.

Entering by steamer from the Southward the buildings along the shore are very conspicuous, as the houses are dazzling white and can be seen for many miles before anchoring a mile from shore. The town itself, under the native name of Unguja, has a population of 35,000. The buildings are of concrete, with little streets most of them not wide enough for rick-

shaws, and are very irregular winding and twisting around like a maze. There are many shops and small manufacturing rooms in which they are carving ivory, making jewelry, etc. The shops are mostly run by East Indians and their display of ivory necklaces, bracelets, cigarette holders and cases and all kinds of native animals are so attractive it is almost impossible to get away without buying.

We were taken on an auto ride out to the clove plantations at Bu-bu-bu. Our driver, who spoke very good English, said they had sixteen passenger ships call here every month, eight North and eight South, besides the regular cargo steamers. The town shows off from the ship better than any place we have been, extending along the beach for half a mile. The afternoon sun on the red roofs and white and soft yellow buildings, makes a real picture. Some of the merchants have their wares on deck and, as the boat sails at 5, bargaining is going fast and furious.

One of the interesting sights on shore was the afternoon outing of the sultan. The palace guards, in military uniform when the bugle blew, stood at attention. The sultan, dressed in an Arabic long frock coat, with a military collar and red fez, came out and took a seat in his carriage, which was lined with red plush. It was hitched to two fine looking horses, with a driver in a red coat and two footmen also dressed in red. He saluted the passengers who stood at the gates to see him and they, of course, returned the salute, as royalty, be it ever so humble, is always an interesting sight to most of us. What we all enjoyed was that it was so cool, as everybody had been forecasting a very hot day here.

We Michigan people think our State is a good one and that Grand Rapids, on account of the furniture industry, is as well known as any of the cities of the United States, but our pride had a fall when a passenger from New Jersey, probably never having been West of the Jersey marshes, said, "How did you people out West ever learn of this trip?" We were so limp for a minute that we could hardly think of a reply adequate to the remark. Another passenger who has been everywhere, but who has evidently not given much attention to geography, said, "When I come down here on my next trip I am going up the West coast of Africa. It is so much cooler." Evidently with the hazy idea that the equator ran North and South through the East coast of Africa.

Mrs. Boltwood is the mermaid of the passengers. She has been in the pool every day when we are at sea and at every port where we stayed long enough she has been in surf bathing. The inside pool hours for women are 10 to 12 and a number of ladies are so enthused by the pleasure Mrs. Boltwood gets out of it that they decided to take swimming lessons and a number of them have become very good swimmers.

Talk about swimming the English channel. Our friend can go them one better by having swam round the Cape of Good Hope and through the Red Sea via the Asturias swimming pool.

March 17 was a great day. We crossed the equator on the Northern lap of our journey and celebrated St. Patrick's day with the dining room ablaze with green flags, green balloons, green dresses, green neckties and green hats. A cool breeze blowing and everybody happy.

Wednesday p. m. March 16, to Monday a. m. March 19, en route to Aden, sea smooth and comfortable breeze blowing. Every novel which has ever been written about Aden speaks of its being so hot, but when we landed at 9 a. m. a cool breeze was blowing and it was very pleasant on shore.

Aden is the only harbor of any importance on the North shore of the Gulf of Aden. It is a coaling station



### Warm Friend Tavern Holland, Mich.

140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

E. L. LELAND, Mgr.

### HOTEL CHIPPEWA

HENRY M. NELSON, Manager  
European Plan

MANISTEE, MICH.

New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Roms with Bath \$2.50 and \$3

### MORTON HOTEL

Grand Rapids' Newest  
Hotel

400 Rooms -:- 400 Baths

RATES

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

"A MAN IS KNOWN BY THE  
COMPANY HE KEEPS"

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

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

**"THANKS"**  
for Sending me to the *Juller*  
**DETROIT'S**  
*Favorite*  
**Hotel**



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

**JULLER**

### Four Flags Hotel

NILES, MICH.

80 Rooms—50 Baths

30 Rooms with Private Toilets

C. L. HOLDEN, Mgr.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWART R. SWETT, Mgr.

Muskegon

-:-

Michigan

### CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

### HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

### WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

### NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.  
RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to  
Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

### HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the  
Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

### Wolverine Hotel

BOYNE CITY, MICHIGAN

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

### CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

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

### Columbia Hotel

KALAMAZOO

Good Place To Tie To



for vessels to East Australia, New Zealand and South Africa. The rainfall is comparatively small. The Gulf of Aden is 460 miles long and 125 to 220 miles wide. The territory of Aden is a peninsula, about eighty square miles, and is a British possession. The Strait of Bab el Mandel, the entrance from the Gulf of Aden into the Red Sea, is fourteen miles wide, divided by Perin Island into Large Strait and Small Strait. The Island is about two miles wide and two miles long. The town claims a population of 50,000, has a fort, barracks and a number of soldiers. It is the Gibraltar of the Red Sea. There is one long street across the Gulf front, with good looking buildings and three and four stores of white stucco. Back of this are several streets of native buildings and about a half mile back from the shore are volcanic rocks or hills about half a mile high, on which is situated the wireless station and fort. The shops have the usual display of fans, ivories, etc.

We sailed at 1 o'clock Monday afternoon and Tuesday in Red Sea very comfortable, good breezes blowing. Wednesday morning at 7 o'clock we stopped at Port Sudan, about one-third of the distance to Port Said. Port Sudan has a harbor about a mile long and 1500 feet wide, dredged out of the sand to a depth which enabled our big ship to go up to the dock. It has a number of good warehouses, big coal docks and oil tanks. There were four big ships in the harbor discharging cargo. It is the port for the Sudan and railroad runs from here to Khartum, a city of 25,000.

We sailed at 10 o'clock Thursday on the Red Sea so cool we had to change to heavier clothing. Friday morning we land at Port Tufik and take train, some for Cairo and some of us for a three day visit to Jerusalem, then back to Cairo. From now on we are going over same ground I covered in my Laconia letters, Naples, Monoco, Gibraltar and England.

I hope some of the Tradesman readers have derived pleasure in reading my descriptions of the points we touched in South America and Africa.

C. C. Follmer.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 17—Seymour W. Johnson, who represented Foster, Stevens & Co. a great many years and who left about a year ago to travel for Standart Bros., of Detroit, will be back on his old territory for Foster, Stevens & Co. within the next month. He has been living in Battle Creek during his connection with the Detroit concern, but will soon again take up his residence in Grand Rapids. Mr. Johnson is a member of No. 131 and will be welcomed back.

Two weeks ago a paragraph in these columns announced that R. W. Bentley, representing the Blackmer Pump Co. in Michigan, had been transferred to the Philadelphia territory. This was all wrong, probably due to the inexperience of the writer. It was the genial Rolland W. Otten, Conductor of Grand Rapids Council, No. 131, who should have been the subject of this article. Raymond W. Bentley, the Senior Counsellor of No. 131, is still successfully representing the Woodhouse Co. in Michigan.

The meeting of the Salesmen's Club of Grand Rapids Saturday, May 14, was in charge of Mrs. R. H. Randall. Rev. Whittemore, the new rector of Grace church, gave a very interesting address on "Personality," which was particularly adapted to salesmen. Geo. H. Clark, Sales Manager for the James Bayne Co., of Grand Rapids, very kindly rendered a couple of baritone solos, ably assisted at the piano by Mrs. Ernest B. Ghysels.

The Convention Committee for the Grand Council meeting to be held in

Grand Rapids June 9, 10 and 11 are making preparations for the largest convention ever held by the Michigan Grand Council, United Commercial Travelers.

The meetings of the Salesmen's Club of Grand Rapids, which are held in the Rotary Room of Pantlind Hotel, at 12:45 p. m., each Saturday, have been in charge of the ladies of the Club, during the month of May and they are increasing the attendance and interest by the splendid programs and the fine spirit of good-fellowship that prevails. The meetings for the year of 1926-1927 will close with a memorial meeting on Saturday, May 28, at the usual hour of 12:45 p. m. It is very fitting that this meeting shall be the best of the year. The history of Memorial day is one of interest. During the dark days of the civil war some of the wives, daughters and widows of soldiers in the Confederate Army met on some of the battle fields in the Southland in the Spring of the year and strewed flowers upon the graves of their fallen dead who gave their lives in the "Lost Cause." The sentiment and reverence which prompted them to so honor their dead made a strong heart appeal to people of the North who had lost loved ones in that grim struggle to preserve the United States of America and they also placed flowers on the graves of their own dead and those who died that the Nation might live, although the graves were nameless. This sentiment continued to develop until 1868, when General John A. Logan, then Commander-in-Chief of the Grand Army of the Republic issued an order to the members that May 30 of each year should be observed by them as a Memorial day for their fallen comrades. Most of the states in the Union have adopted this date as a memorial day and the observance of it has become almost universal by all of us, but is especially emphasized in military organizations. The meeting for May 28 is in charge of Mrs. L. L. Lozier, who has engaged Dr. George H. McClung, pastor of the First Methodist Episcopal church of Grand Rapids to deliver a patriotic address. The Club will also be favored with patriotic readings and songs. No effort will be spared to make the closing meeting one of the strongest of the year. The attendance of all the members who are in the city on May 28 is desired and expected.

Roy H. Randall.

#### When On Your Way, See Onaway.

Onaway, May 17—Clifford Schlenz, the genial proprietor of the Schlenz restaurant and ice cream parlor, is now nicely located in the Stone building, just across the way. With the added room, nicer location, new fixtures and that famous smile for which Clifford is so noted the tourist, as well as the local trade, will be nicely taken care of.

Mr. Banks, at one time a hotel keeper in the adjoining town of Tower, is making a short stay in the city on a return trip from the West.

Mrs. Small and daughter, Miss Ruth, formerly engaged in the grocery business in Onaway, have returned from the West. They say Michigan is still in the lead for a State in which to live and enjoy life.

Mr. and Mrs. E. V. Smith, expert piano tuners of Boyne City, are busy calling upon their numerous customers this week. There will be no discord hereafter, for Ed. knows his business.

Everything points to a busy season in Onaway and vicinity. Now comes the 10,000 acre alfalfa booster society and the farmers are signing up rapidly in response to the action taken by the County Agricultural Society and the county agent. The merchants are also sponsoring this movement by mailing out literature and posting their show windows. In the near future the surrounding fields will present a beautiful sight and the well filled barns will pro-

vide the rich food for all the thoroughbred cattle which are rapidly being developed hereabouts. "Back to the Farm" is already becoming the cry and why not—is it not the only life?

Here comes a new industry for Onaway. Preparations are being made to install a garment factory on the second floor of the Gumm brick block. It is intended to have the machinery running in thirty days. It will furnish labor for from seventy-five to 150 hands, as the business increases. Sufficient local help has been secured and the hum of wheels will soon be heard.

Palmer McMillan has returned to assume his duties with the Onaway Lumber Co., where he was formerly employed. This company is supplying large quantities of lumber and building material, interior finish and everything that goes with it for the many cottages that are being built at the Lake. Better and improved farm buildings are also springing up, creating a demand for material that is up-to-the-minute.

Now comes the big event; going the clean-up proclamation one better. The city under the management of Vern Tran is going to improve Pine street, one of the busiest streets, by grading and graveling. The City Commission, the Community Council and the public in general will take a hand in this matter. Yes, and the public schools intend to dismiss for a day and every teacher and the pupils will don working clothes and how things will fly; this will end up with a big supper and a dance celebrating the event. As this street leads directly to the school buildings seeking an education will soon be smooth sailing.

You should see the broad smile on the face of Mayor Ott. He landed a seventeen pound shovel nose pike on one of his recent trips and the photos prove the story. He says wishing for them doesn't get 'em—you have to go after 'em.

U. S. 23 formerly M 10, has received fresh surfacing coats and is as smooth as a floor. We welcome you. "When On Your Way, See Onaway."

Squire Signal.

#### Detroit Wholesale Merchants Elect New Officers.

Detroit, May 16—William Brown, general manager of the Carey Co., of Detroit, and vice-president of the Phillip Carey Co., of Lockland, Ohio, was elected president of the Wholesale Merchants' Bureau of the Board of Commerce last week by the new Board of Directors at its organization meeting. George R. Treble, treasurer of Lee & Cady, was elected vice-president. E. E. Prine, who has been secretary of the Bureau for eight years, was re-elected. Mr. Brown has been a director of the Bureau for several years and served on several important committees. Mr. Treble has also been a director for a number of years and has served on the Legislative Committee of the Board.

The Directorate of the Bureau is as follows: T. F. Ferguson, Wm. Brown, W. W. Thompson, F. J. Martin, W. B. Campbell, Geo. R. Treble, W. C. McLaughlin, Howard J. Harvey, W. B. Hazelton, F. W. Woolrich, T. J. Marsden, A. H. Nichols, H. F. Murphy, F. B. Farmer, Henry Barmby, John W. Ladd, T. C. Carey, Geo. F. Minto, C. J. Peck, Carter Sales, F. E. Bogart, O. L. Heath, J. G. McPherson and J. L. Buell.

The Wholesalers' Bureau has just completed one of its most active and flourishing years in its history. During the ten months of the past fiscal year, which was shortened by advancing the Board's fiscal year to end June 30, instead of August 30, the Wholesalers conducted ten trade promotion trips out into the territory where 3,342 retail merchants were guests of the wholesalers at luncheon and dinner meetings.

#### Jim Golding in New Field.

Detroit, May 17—James M. Golding has severed his connection with A. Krolik & Co., where for years he has been the sales manager, and has gone into the real estate field in the border cities of Ontario. He is widely known among the members of the Board of Commerce and was for years an active worker with the Wholesale Merchants' Bureau. As a mark of appreciation for his services each member of the



Krolik force of fifty-five salesmen came to Detroit at his personal expense from all parts of the territory in order to attend a pretentious farewell banquet tendered by the salesmen who had worked under his direction. To his new field Mr. Golding brings a wealth of sales and executive experience, which, combined with his knowledge of Canadian real estate, will be of the utmost value to him. He expects to have his new concern in operation in the very near future.

#### John Parker's Business Career in Boyne City.

Boyne City, May 17—Over twenty years ago J. H. Parker came to Boyne City and started a small grocery business in the South end of town. As the years passed, this grew into a good sized general store business. Not a department store, but one in which one could go in and buy anything from a pin to an automobile, and from a peck of potatoes to a side of beef, not to mention a little loan, to help out on the rent or take the "missus" to the fair. John was a book-keeper, clerk, hauled freight and delivered goods, any time of day or night. He has made a lot of friends and some money. One of the "solid" men of the town.

Last winter he thought he would take a vacation, so he sold his business. Henry Kaden, who has been in the same business with his brother, Frank Kaden, at the other end of town, for more than a decade, as an employee, took over the Parker stock. And now Henry is serving John's old customers. Mr. Kaden has had years of experience, is well known and well liked by the whole town. His success is a foregone conclusion.

Mr. Parker's vacation consists in fencing in forty acres of cedar swamp, with a cute little lake on it, down by Deer Lake, where he has laid out a muskrat town, with all modern improvements. He reports his development very popular, over a hundred families having moved in and built houses within the past three months, which added to those farsighted muskrats who had already pre-empted property on the tract, makes a very respectable colony. We fear, however, that they are to be disappointed. There is little doubt they will be skinned, finally, and some lady will be wearing a "genuine" black fox fur. Any way Parker is having a lot of fun, and he says that it beats golf for reducing the waist line. Besides there's money in it.

Charles T. McCutcheon.



## DRUGS

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

### Names Forgotten.

If you have ever spent any time looking through the family album with some older member of your family, you must have been struck with the fact of how soon names are forgotten and how quickly memories fade; how even near relatives and dear friends are quickly lost touch with; now just a few years obliterate completely the names of once so familiar companions and scenes from one's mind.

In the same way, says Standard Remedies, names of articles of once common use, which you bought at the store nearly every day, have been forgotten, and with them the names of their makers and of the storekeepers selling them.

On the other hand, there are some products which are just as well-known to-day as they were in the days of your grandfather and great-grandfather. Their names have survived through all these years and they are still used every day. You have them in your home, and the storekeeper at the cross-roads, or the neighborhood druggist, still sells them.

What has kept them in the public mind? Why are they still known for their excellence the country over? The answer is: Their Merit and Continuous Advertising.

Their manufacturers have carefully kept them before the public. "Everlastingly", persistently, year after year, week after week, day after day, in summer and winter, in prosperous and in panicky times, in peace, in war days, they have continued to tell people about their goods and the advantages of using them. They made up their minds not to let people forget about their products; they passed the same determination on to their successors; and they succeeded beyond their fondest hopes, for their goods are winning more friends every day, and their sales are increasing year after year.

### Obtaining Confidence.

The best asset a store can have is good will and the confidence of its trade. There are many ways, inexpensive and convincing, by which the merchant can emphasize certain features of his store's policy which are conducive to building both good will and confidence. As illustrative, one merchant had received some merchandise and had placed it on display before the invoice had arrived. The display attracted attention to the articles and several made purchases. He sold the articles at selling price based on the quotation made by the salesman at the time the order was given. In the meantime the manufacturer's price had been reduced a few cents per dozen and when the bill came the merchant was given the benefit of the reduction.

Now the reduction per article amounted to only a few cents, which the average person would consider

hardly worth mentioning. This merchant however, had foresight so he wrote each purchaser that he had just received the manufacturer's invoice of the article the customer had purchased and had noticed the billed price was somewhat lower than that at the time of buying. This reduction rightfully belonged to his customer as he had figured his profit on the basis of the buying price, therefore he was enclosing refund check for the few cents.

This merchant's letter and refund created a confidence in his integrity that would be attained ordinarily only through years of custom and acquaintance. In addition every refund check sent out was an insurance that the customer would soon make another purchase in order to use the refund check.

### On Cutting of Prices.

A bulletin of the National Association of Wholesale Druggists carries the following on price cutting:

"One of our members recently issued the following statement on the subject of price standardization. This was used as an advertisement and also in circularizing customers. Copy is submitted as a suggestion to our other members.

"The cutting of prices of trademarked and patented articles, in our judgment, is revolutionary and affects not only the prestige of the retailer, but misrepresents the true value of the merchandise in the minds of the customers, thereby directly affecting the interest of the retailer.

"The manufacturer, who, through organized sales plans and publicity, creates the demand, is justified in preventing activities that tend to misrepresent the established value of his products.

"We are conscious of the moral obligation to maintain the policies of the manufacturer who creates the demand. Consequently, we reserve the right to refuse to sell any retailer who is practicing such methods as in our judgment create a condition that fundamentally affects the interest of our customers."

### The Jobber Is a Necessity.

The middleman is the jobber. Is he necessary between the manufacturer and dealer in raw drugs and the retailer? Where would the retailer be without the jobber? When years ago we had lined up the retailer on a platform to boycott any jobber who sold the cutter, T. N. Jamieson and I came to Peter Van Schaack with our tale of woe. Peter smiled, handed us the old Salamander stogies and went to the safe and got out a bunch of mortgages and said, "75 per cent. of your signers would be closed up the very day they attempted to live up to their platform and T. N. Jamieson and I went away like licked bull dogs. How many retailers have been kept afloat by the jobbers? I am out of the game now and can speak unbiased. I would have gone to the wall twice, if Robert Van Schaack had not kept my boat afloat and, of course, I felt in duty bound to stick to him when my boat was sailing again before the wind.

Hence, I say most emphatically, the middleman, viz, the jobber, is a necessity, a savior in time of storms to retailer. Stick to him and he will stick to you when you are in straits.

W. Bodemann.

### Sure Way To Kill the Drug Business.

Have the store opened at any old hour in the morning.

Do not come down until 11 a. m.

Leave it in charge of youngsters, who, meanwhile, will be skylarking.

Allow your window displays to topple over and do not rearrange them.

Also allow the the corpses of departed flies to gather in neat little heaps in the corners.

Let the dust accumulate a-plenty.

Allow the show cases to look like home on housecleaning day.

Keep your prescription department sloppy and in disorder.

Do not keep informed on the "topics of the day" as far as they concern your business.

Have a cosy hang-out for a bunch of good fellows who will smoke cigars, cigarettes, and make your store look like a Turkish bath and smell like a garbage dump.

Those are just a few suggestions. If you can think of others yourself, go right ahead, don't let anyone stop you.

### White Library Paste.

1—Water ..... 1 qt.  
Alum ..... 6 dr.

Dissolve, and add enough flour to bring it to the consistence of cream, and then, bring it to a boil, stirring all the time.

2—Starch ..... 2 dr.  
Sugar ..... 1 oz.  
Acacia ..... 2 dr.  
Water ..... sufficient

Dissolve the gum, add the sugar, and boil until the starch is cooked.

3—Rice Starch ..... 1 oz.  
Gelatine ..... 3 dr.  
Water ..... 8 fl. oz.

Heat with constant stirring until the milky liquid becomes thick and glassy, when the paste is ready for use.

### Liquid Deodorant.

Zinc sulphate ..... 14 oz.  
Aluminum sulphate ..... 14 oz.  
Betanaphthol ..... 18 oz.  
Oil of thyme ..... 1 dr.  
Water, to make ..... ½ gal.

Dissolve the zinc and aluminum sulphates in ½ gallon of water, by the aid of heat, add the naphthol and oil, and shake the mixture occasionally, in a stoppered bottle, until it cools. Set it aside for a few days, if convenient, and then pass it through a wetted filter, following it with enough water to make ½ gallon.

### Liquid Bluing.

The following is taken from the Standard Formulary.

Prussian blue ..... 1 lb.  
Oxalic acid ..... 4 oz.  
Water ..... ½ gal.

After solution is effected, dilute as much as desired.

Soluble blue or blue aniline may also be employed for making this preparation.

Another preparation which may be employed is a solution of 1 part of indigo-carmin in 10 parts of water.

### Living Nobly.

I don't know any life better than that of the honorably successful business man. To have endured early hardships with fortitude, to have overcome difficulties by perseverance, to have conducted and developed a large business, useful in itself and giving employment to many; to have achieved position, fortune, independence and influence, to have established a character above reproach, to have accumulated the esteem and confidence and friendship of one's fellows, and to have gained all this in the world without sacrificing the soul to avarice or starving the heart into hardness: I say that he who has so lived, has nobly lived.

David B. Forgan.

### Combine For Delivery.

If you are maintaining the expense of delivery equipment for your store—and if your deliveries are not sufficient to utilize this equipment to the fullest extent go to one or two of the other leading merchants of your town who are probably in a similar position.

Suggest that all of you combine into a co-operative delivery system, naming it independently of your stores. You thus would save duplication routes, could extend the range of your deliveries and economize in many ways.

### Fly, Moth and Mosquito Spray

Eustace H. Gane states that a very satisfactory, practically odorless and very efficient fly repellent and destroyer may be prepared by mixing together paradichlorobenzene and kerosene, with enough methyl salicylate to impart a pleasing odor. This preparation is said to resemble many of the present day fly sprays and is useful also in driving away moths. Paradichlorobenzene forms the base of some proprietary moth preventives.

### Fluxes For Soldering.

The fluxes generally used in the soft-soldering of metals are powdered rosin or a solution of chloride of zinc, alone or combined with sal ammoniac. A neutral soldering liquid can be prepared by mixing twenty-seven parts neutral zinc chloride, eleven parts sal ammoniac, and sixty-two parts water; or, one part sugar of milk, one part glycerine, and eight parts water.

### Frosting Electric Bulbs.

In frosting glass, the manufacturers employ a sand blast, but suppose in your case what is desired is a temporary frosting. The simplest method is to dip the bulb into a saturated solution of alum and allow the liquid to dry on it. If you prefer colors, the solution may be colored with cochineal, tumeric indigo and so on.

### Turnover and Surplus.

The druggist enamored of an occasional sale and a long profit, who is indifferent to the accumulative value of turnover, is never going to get very well acquainted with that cheerful member of the Gotrocks family whose name is Surplus.



**Fifteen Suggestions Spell Success.**

Departmentize your business to advantage:

By determining upon the major or main division into which the stock naturally falls.

By selecting a department head for each section who will be responsible for stock arrangement, department inventory, the preparation of publicity, and business returns.

By marking the departments in such a manner that each has a definite personality to the store force and to the public.

By keeping records of each department separate.

By keeping suitable leaders in view to stimulate interest in each department.

By requiring each department to give a good account of itself or to make clear the reason why.

By encouraging each department head to become a specialist in that field.

By encouraging a friendly but competitive spirit as to percentage profits of different departments.

Decide what to buy and how much:

By studying public needs carefully and the extent of popular fads and fancies.

By records which enable a fairly accurate estimate of what the public will absorb if the goods are satisfactory, the price right, and the advertising adequate.

By keeping closely in touch with new goods, and being one of the first to introduce them.

By avoiding that which is impractical and likely to be of passing interest.

By making a try out with arrangements for the replenishing of stock if the goods are ready sellers.

By profiting by past experience; by the advice of wide-awake members of

the salesforce, and by watching the reaction of patrons of the store to new goods.

By avoiding as far as possible, putting in lines which will kill or serve as too active competitors of lines already carried.

**Revolution in Food**

While the news from Madison, Wis., that Professor Steenback has at last captured the elusive "Vitamin D" and trained it to reside in any desired food product at will, will be received with some skepticism by the food trades until shown more tangible evidence than press reports, it is a subject of tremendous importance to every producer of food.

Professor Steenback is a reputable scientist and is reported to have unselfishly refused to profit by his discovery. He claims to have discovered that treating virtually all foods with ultra-violet rays, "inoculates" them with "Vitamin D," (except salt and sugar) and brings their nutritive qualities to the height of efficiency—especially in the vitally important storage of calcium that defies rickets. If a simple process can intensify food values in a way heretofore impossible—every food manufacturer must sit up and take notice.

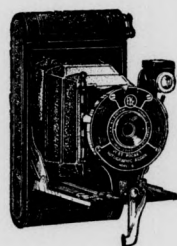
**Bells Have Rung For Seven Centuries.**

A consecutive record of 727 years of bell-ringing in the church at Halisham, England, was almost broken recently when the bellringers went on strike because their pay was not forthcoming. The historic record was kept intact by the church organist, a woman, who rang the bells for several weeks. Now the townsfolk have raised a fund to guarantee the bellringers their salary. One of the church bells has been in constant use since 1198.

**WHOLESALE DRUG PRICE CURRENT**

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

Acids		Cotton Seed	1 25@1 45	Belladonna	2 11
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50@6 75	Benzoin	2 28
Boric (Xtal)	15 @ 25	Eigerson	7 50@7 75	Benzoin Comp'd	2 40
Carbolic	34 @ 40	Eucalyptus	1 25@1 50	Buchu	2 16
Citric	52 @ 70	Hemlock, pure	2 00@2 25	Cantharadides	2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	2 14
Oxalic	16 1/2 @ 25	Lard, extra	1 55@1 65	Cinchona	2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	2 80
Tartaric	47 @ 55	Lavender Flow	6 00@6 25	Cubebs	2 76
Ammonia		Lavender Gar'n	85 @ 1 20	Digitalis	2 04
Water, 26 deg.	06 @ 16	Lemon	4 50@4 75	Gentian	2 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 90	Gualiac	2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl	@ 93	Gualiac, Ammon.	2 04
Carbonate	20 @ 25	Linseed, bld, less 1	00 @ 1 13	Iodine	2 15
Chloride (Gran.)	09 @ 20	Linseed raw, less	97 @ 1 10	Iodine, Colorless	2 15
Balsams		Mustard, artifil. oz.	@ 35	Iron, Clo.	2 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	2 14
Fir (Canada)	2 75@3 00	Olive, pure	3 75@4 50	Myrrh	2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	2 10
Peru	3 00@3 25	yellow	2 85@3 25	Opium	2 50
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	2 44
Barks		green	2 85@3 25	Opium, Deodor'd	2 50
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00@5 25	Rhubarb	2 19
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 2 50	Paints	
Sassafras (pw. 50c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	14 1/2 @ 15
Soap Cut (powd.)		Pennyroyal	3 25@3 50	Lead, white dry	14 1/2 @ 15
30c	18 @ 25	Peppermint	7 00@7 25	Lead, white oil	14 1/2 @ 15
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	Sassafras, true	1 75@2 00	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, art'l	75 @ 1 00	Putty	5 @ 8
Extracts		Spearmint	8 00@8 25	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Sperm	1 50@1 75	Whiting	5 1/2 @ 10
Licorice, powd.	50 @ 60	Tany	9 00@9 25	L. H. P. Prep.	2 90@3 05
Flowers		Tar USP	65 @ 75	Rogers Prep.	2 90@3 05
Arnica	@ 75	Turpentine, bbl.	@ 67	Miscellaneous	
Chamomile (Ged.)	@ 60	Turpentine, less	74 @ 87	Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Wintergreen,		Alum	08 @ 12
Gums		leaf	6 00@6 25	Alum, powd. and	09 @ 15
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	birch	3 00@3 25	trate	3 03@3 24
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 1 00	Borax, xtal or	
Acacia, Powdered	35 @ 40	Worm Seed	6 00@6 25	powdered	07 @ 12
Aloes (Barb Pow)	25 @ 35	Wormwood	9 00@9 25	Cantharades, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Potassium		Calomel	2 70@2 91
Aloes (Soc. Pow.)	65 @ 70	Bicarbonate	35 @ 40	Capsicum, pow'd	7 @ 10
Asafoetida	75 @ 1 00	Bichromate	15 @ 25	Carmine	7 00@7 50
Pow.	75 @ 1 00	Bromide	69 @ 85	Cassia Buds	35 @ 40
Camphor	96 @ 1 02	Bromide	54 @ 71	Cloves	50 @ 55
Gualiac	@ 80	Chlorate, gran'd	23 @ 30	Chalk Prepared	14 @ 15
Gualiac, pow'd	@ 90	Chlorate, powd.	16 @ 25	Chloroform	51 @ 60
Kino	@ 1 10	or Xtal	16 @ 25	Chloral Hydrate	1 20@1 50
Kino, powdered	@ 1 20	Cyanide	30 @ 90	Cocaine	12 10@12 80
Myrrh	@ 60	Iodide	36 @ 45	Cocoa Butter	70 @ 90
Myrrh, powdered	@ 65	Permanganate	20 @ 30	Corks, list, less	40-10%
Opium, powd.	19 65@19 92	Prussiate, yellow	40 @ 50	Copperas	2 1/2 @ 10
Opium, gran.	19 65@19 92	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Shellac	65 @ 80	Sulphate	35 @ 40	Corrosive Sublm	2 21@2 42
Shellac Bleached	70 @ 85	Roots		Cream Tartar	32 1/2 @ 41
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Tragacanth	1 75@2 25	Blood, powdered	35 @ 40	Dextrine	6 @ 15
Turpentine	@ 30	Calamus	35 @ 75	Dover's Powder	4 00@4 50
Insecticides		Elecampane, powd.	25 @ 30	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07	Ginger, African,		Epsom Salts, bbls.	@ 3 1/2
Blue Vitriol, less	08 @ 15	powdered	30 @ 35	Epsom Salts, less 3 1/2 @ 10	
Bordea. Mix Dry	13 @ 22	Ginger, Jamaica,	60 @ 65	Ergot, powdered	@ 2 50
Hellebore, White		Ginger, Jamaica,		Flake, White	15 @ 20
powdered	18 @ 30	powdered	45 @ 50	Formaldehyde, lb.	15 1/2 @ 30
Insect Powder	35 @ 45	Goldenseal, pow.	@ 8 00	Gelatine	80 @ 90
Lead Arsenate Po.	15 1/2 @ 37	Ipecac, powd.	@ 6 00	Glassware, less 55%	
Lime and Sulphur		Licorice	35 @ 40	Glassware, full case 60%	
Dry	8 @ 23	Licorice, powd.	20 @ 30	Glauber Salts, bbl.	02 1/2 @ 14
Paris Green	22 @ 38	Licorice, powd.	30 @ 40	Glauber Salts less 40 @ 10	
Leaves		Orris, powdered	30 @ 40	Glue, Brown	21 @ 30
Buchu	85 @ 1 00	Poke, powdered	35 @ 40	Glue, Brown Grd	15 @ 20
Buchu, powdered	@ 1 00	Rhubarb, powd.	@ 1 00	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Rosinwood, powd.	@ 40	Glue, white grd.	25 @ 35
Sage, 1/2 loose	@ 40	Sarsaparilla, Hond.		Glycerine	34 @ 54
Sage, powdered	@ 35	ground	@ 90	Hops	70 @ 85
Senna, Alex.	50 @ 75	Sarsaparilla Mexican,		Iodine	6 45 @ 7 00
Senna, Tinn. pow.	30 @ 35	Glycerine	32 @ 52	Iodoform	8 00 @ 8 30
Uva Ursi	20 @ 25	Squills	35 @ 40	Lead Acetate	20 @ 30
Oils		Squills, powdered	60 @ 70	Mace	@ 1 50
Almonds, Bitter,		Tumeric, powd.	20 @ 25	Mace, powdered	@ 1 60
true	7 50 @ 7 75	Valerian, powd.	@ 1 00	Menthol	7 80 @ 8 50
Almonds, Bitter,		Seeds		Morphine	11 18 @ 11 93
artificial	3 00 @ 3 25	Anise	@ 35	Nux Vomica	@ 30
Almonds, Sweet,		Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
true	1 50 @ 1 80	Bird, ls	13 @ 17	Pepper black, pow.	40 @ 50
Almonds, Sweet,		Canary	10 @ 15	Pepper, White, pw.	55 @ 60
Imitation	1 00 @ 1 25	Caraway, Po.	30 @ 35	Pitch, Burgudry	20 @ 25
Amber, crude	1 25 @ 1 50	Cardamon	3 75 @ 4 00	Quassia	12 @ 15
Amber, rectified	1 50 @ 1 75	Coriander pow.	30 @ 25	Quinine, 5 oz. cans	@ 59
Anise	1 40 @ 1 75	Dill	15 @ 20	Rochelle Salts	30 @ 35
Bergamont	11 50 @ 11 75	Fennell	25 @ 40	Sacharine	2 60 @ 2 75
Cajeput	1 50 @ 1 75	Flax	7 @ 15	Salt Peter	11 @ 22
Cassia	4 00 @ 4 25	Flax, ground	7 @ 15	Seidlitz Mixture	30 @ 40
Cedar Leaf	1 60 @ 1 85	Foenugreek, powd.	15 @ 25	Soap, green	15 @ 30
Citronella	2 00 @ 2 25	Hemp	8 @ 15	Soap mott cast.	22 1/2 @ 25
Cloves	2 50 @ 2 75	Lobelia, powd.	@ 1 60	Soap, white castle	@ 15 00
Cocunut	25 @ 35	Mustard, yellow	17 @ 25	Soap, white castle	
Cod Liver	2 00 @ 2 25	Mustard, black	20 @ 25	less, per bar	@ 1 60
Croton	2 00 @ 2 25	Poppy	15 @ 30	Soda Ash	3 @ 10
Tinctures		Quince	1 25 @ 1 50	Soda Bicarbonate	3 1/2 @ 10
Aconite	@ 1 80	Rape	15 @ 20	Soda, Sal	02 1/2 @ 08
Aloes	@ 1 56	Sabadilla	60 @ 70	Spirits Camphor	@ 1 20
Arnica	@ 1 44	Sunflower	11 1/2 @ 15	Sulphur, roll	3 1/2 @ 10
Asafoetida	@ 1 28	Worm, American	30 @ 40	Sulphur, Subl.	4 1/2 @ 10
		Worm, Levant	5 00 @ 5 25	Tamarinds	20 @ 25



*We are Distributors for*  
**EASTMAN'S KODAKS**  
**KODAK FILMS**

And carry in stock one of the largest lines of Film carried in the Central States. Always ready for regular or rush orders. We also stock all the

leaders in KODAKS—Pocket Kodaks, Vest Pocket Kodaks, Autographic Kodaks, Cartridge, Hawk-Eye, Brownies, Folding Brownies.

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Write for complete catalogue and price list or ask one of our many salesmen.



**Hazeltine & Perkins Drug Company**  
Manistee MICHIGAN Grand Rapids



# 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

Rolled Oats—Sacks

## DECLINED

Mushrooms  
Pork

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

### K. C. Brand

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

### BEECH-NUT BRANDS.



### BLUING

The Original

Condensed

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

### BREAKFAST FOODS

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

### Post's Brands.

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

### BROOMS

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

### BRUSHES

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

### Stove

Shaker 1 80  
No. 50 2 00  
Peerless 2 60

### Shoe

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

### BUTTER COLOR

Dandelion 2 85

### CANDLES

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

### CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 4 50 @ 5 75  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 75 @ 2 00  
Apricots, No. 2 3 00  
Apricots, No. 2 1/2 3 40 @ 3 90  
Apricots, No. 10 8 50 @ 11 00  
Blackberries, No. 10 8 50  
Blueberries, No. 2 2 00 @ 2 75  
Blueberries, No. 10 14 00  
Cherries, No. 2 3 75  
Cherries, No. 2 1/2 4 00  
Loganberries, No. 10 10 00  
Loganberries, No. 1 1 50 @ 2 10  
Peaches, No. 1, sliced 1 25  
Peaches, No. 2 2 75  
Peaches, No. 2 1/2 Mich 3 25  
Peaches, 2 1/2 Cal. 3 00 @ 3 25  
Peaches, 10, Mich. 8 50  
Pineapple, 1 sl. 1 75  
Pineapple, 2 sl. 2 80  
Papple, 2 br. sl. 2 40  
Papple, 2 1/2, sl. 3 00  
Papple, 2, cru. 2 60  
Pineapple, 10 cru. 9 00  
Pears, No. 2 3 15  
Pears, No. 2 1/2 3 50  
Plums, No. 2 2 40 @ 2 50  
Plums, No. 2 1/2 2 90  
Raspberries, No. 2 blk 3 25  
Raspb's, Red, No. 10 13 50  
Raspb's Black, No. 10 12 00  
Rhubarb, No. 10 4 75 @ 5 50  
Strawberries, No. 10 12 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, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. 1 65  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet 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 @ 28  
Sardines, Im., 1/2, ea. 25  
Sardines, Cal. 1 65 @ 1 80  
Tuna, 1/2, Albocore 95  
Tuna, 1/2s, Curtis, doz. 2 20  
Tuna, 1s, Curtis, doz. 3 50  
Tuna, 1s, Curtis, doz. 7 00

### CANNED MEAT

Bacon, Med. Beechnut 3 30  
Bacon, Lge. Beechnut 5 40  
Beef, No. 1, Corned 3 10  
Beef, No. 1, Roast 3 10  
Beef, No. 2 1/2, Qua. sli. 1 50  
Beef, 3 1/2 oz. Qua. sli. 2 00  
Beef, 5 oz., Qua. sli. 2 75  
Beef, No. 1, B'nut, sli. 4 50  
Beefsteak & Onions 3 45  
Chili Con Can., 1s 1 35 @ 1 45  
Deviled Ham, 1/2s 2 20  
Deviled Ham, 1/2s 3 50  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 52 1/4  
Potted Meat, 1/4 Libby 92 1/4  
Potted Meat, 1/4 Qua. 90  
Potted Ham, Gen. 1/4 1 85  
Vienna Saus., No. 1 1/4 1 85  
Vienna Sausage, Qua. 95  
Veal Loaf, Medium 2 65

### Baked Beans

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

### CANNED VEGETABLES.

#### Asparagus.

No. 1, Green tips 3 75  
No. 2 1/2, Large Green 4 50  
W. Beans, cut 2 1 45 @ 1 75  
W. Beans, 10 7 50  
Green Beans, 2s 1 45 @ 2 25  
Green Beans, 10s 7 50  
L. Beans, 2 gr. 1 35 @ 2 65  
Lima Beans, 2s, Soaked 95  
Red Kid, No. 2 1 25  
Beets, No. 2, wh. 1 75 @ 2 40  
Beets, No. 2, cut 1 10 @ 1 25  
Beets, No. 3, cut 1 60  
Corn, No. 2, stan. 1 10  
Corn, Ex. stan. No. 2 1 35  
Corn, No. 2, Fan. 1 30 @ 2 35  
Corn, No. 10 8 00 @ 10 75  
Horn, No. 1 1 00 @ 1 15  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 65  
Dehydrated Veg. Soup 90  
Mushrooms, Hotels 35  
Mushrooms, Choice, 8 oz. 40  
Mushrooms, Sur Extra 60  
Peas, No. 2, E. J. 1 65  
Peas, No. 2, Sift. 1 85  
Peas, No. 2, Ex. Sift. 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 25 @ 1 60  
Pumpkin, No. 10 4 00 @ 4 75  
Pimientos, 1/2, each 12 @ 14  
Pimientos, 1/2, each 27  
Sw't Potatoes, No. 2 1/2 2 25  
Sauerkraut, No. 3 1 35 @ 1 50  
Succotash, No. 2 1 65 @ 2 50  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60 @ 1 90  
Spinach, No. 3 2 25 @ 2 50  
Spinach, No. 10 6 50 @ 7 00  
Tomatoes, No. 2 1 20 @ 1 30  
Tomatoes, No. 3, 1 90 @ 2 25  
Tomatoes, No. 10 8 00

### CATSUP.

B-nut, small 1 90  
Lilly of Valley, 14 oz. 2 60  
Lilly of Valley, 1/2 pint 1 70  
Paramount, 24, 8s 1 45  
Paramount, 24, 16s 2 35  
Paramount, Cal. 13 50  
Sniders, 8 oz. 1 75  
Sniders, 16 oz. 2 55  
Quaker, 8 1/2 oz. 1 30  
Quaker, 10 1/2 oz. 1 45  
Quaker, 14 oz. 1 90  
Quaker, Gallon Glass 13 00  
Quaker, Gallon Tin 9 00

### CHILI SAUCE

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

### OYSTER COCKTAIL.

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

### CHEESE.

Roquefort 65  
Kraft, small items 1 65  
Kraft, American 1 65  
Chili, small tins 1 65  
Pimento, small tins 1 65  
Roquefort, sm. tins 2 25  
Camembert, sm. tins 2 25  
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, Wrigleys 65  
Juley Fruit 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

### COCOA.

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

1 lb. Rose Tin Bon 18 00  
7 oz. Rose Tin Bon 9 00

13 oz. Creme De Cara-que 13 20  
12 oz. Rosaces 10 80  
1/2 lb. Rosaces 7 80  
1/4 lb. Pastelles 3 40  
Langues De Chats 4 80

### CHOCOLATE.

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

### COCOANUT

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

Vaccum 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. 4 80  
Carnation, Tall, 4 doz. 5 15  
Carnation, Baby, 8 doz. 5 05  
Oatman's Dundee, Tall 5 15  
Oatman's D'dee, Baby 5 00  
Every Day, Tall 5 00  
Every Day, Baby 4 90  
Pet, Tall 5 15  
Pet, Baby, 8 oz. 5 05  
Borden's Tall 5 15  
Borden's Baby 5 05  
Van Camp, Tall 4 90  
Van Camp, Baby 3 75

### CIGARS

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

### Currents

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

### Dates

Dromedary, 36s 6 75

### Peaches

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

### Peel

Lemon, American 30  
Orange, American 30

### Raisins

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

### CONFECTIONERY

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

### Mixed Candy

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

### Fancy Chocolates

5 lb. Boxes  
Bittersweets, Ass'ted 1 75  
Choc Marshmallow Dp 1 70  
Milk Chocolate A A 1 30  
Nibble Sticks 1 85  
No. 12, Choc., Light 1 65  
Chocolate Tin Rolls 1 85  
Magnolia Choc 1 25

### Gum Drops Palls

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

### Lozenges Palls

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

### Hard Goods Palls

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

### Cough Drops Bxs

Putnam's 1 35  
Smith Bros. 1 50

### Package Goods

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

### Specialties

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

### Bar Goods

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

### COUPON BOOKS

50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

### CREAM OF TARTAR

6 lb. boxes 28

### DRIED FRUITS

Apples  
N. Y. Fcy., 50 lb. box 15 1/2  
N. Y. Fcy., 14 oz. pkg. 16

### Apricots

Evaporated, Choice 28  
Evaporated, Fancy 33  
Evaporated, Slabs 25

### Citron

10 lb. box 40

### California Prunes

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

### FARINACEOUS GOODS

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

### Farina

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

### Hominy

Pearl, 100 lb. sacks 3 50

### Macaroni

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

### Bulk Goods

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

### Pearl Barley

Chester 4 50  
0000 7 00  
Barley Grits 5 00

### Peas

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

### Sage

East India 10

### Tapioca

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

### FLAVORING EXTRACTS

JENNINGS  
PURE  
FLAVORING



## GELATINE



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

<b>JELLY AND PRESERVES</b>	
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
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## OLEOMARGARINE

Van Westenbrugge Brands  
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Wilson & Co.'s Brands  
Oleo

Certified	24
Nut	18
Special Roll	19

## MATCHES

Swan, 144	4 75
Diamond, 144 box	6 00
Searchlight, 144 box	6 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 bx	6 00
Ohio Blue Tip, 720-lc	4 50
Blue Seal, 144	5 60
Reliable, 144	4 35
Federal, 144	5 80
<b>Safety Matches</b>	
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

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

## NUTS Whole

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

## Salted Peanuts

Fancy, No. 1	16
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## Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
125 lb. bags	32
Filberts	32
Pecans	1 05
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. do.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, dz.	3 50
12 oz. Jar, stuffed, doz.	4 50 @ 4 75
20 oz. Jar, stuffed dz.	7 00

## PARIS GREEN

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

## PEANUT BUTTER



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

## PETROLEUM PRODUCTS

<b>Iron Barrels</b>	
Perfection Kerosine	13.6
Red Crown Gasoline	
Tank Wagon	14.7
Solite Gasoline	17.7
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	13.6
Capitol Cylinder	39.1
Atlantic Red Engine	21.1
Winter Black	12.1



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



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

## PICKLES

<b>Medium Sour</b>	
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
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## PLAYING CARDS

Battle Axe, per doz.	2 75
Bicycle	4 75

## POTASH

Babbitt's, 2 doz.	2 75
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## FRESH MEATS

<b>Beef</b>	
Top Steers & Heif.	18
Good St's & H's 15 1/2 @ 17	
Med. Steers & H's 15 @ 15 1/2	
Com. Steers & H's 14 1/2 @ 15	
<b>Cows</b>	
Top	15
Good	14
Medium	13
Common	12
<b>Veal</b>	
Top	18
Good	17
Medium	13
<b>Lamb</b>	
Spring Lamb	32
Good	30
Medium	27
Poor	25
<b>Mutton</b>	
Good	18
Medium	16
Poor	13
<b>Pork</b>	
Light hogs	13
Medium hogs	12
Heavy hogs	12
Loins, Med.	19
Butts	19
Shoulders	15
Spareribs	14
Neck bones	06

## PROVISIONS

<b>Barreled Pork</b>	
Clear Back	30 00 @ 32 00
Short Cut Clear	31 00 @ 33 00

## Dry Salt Meats

<b>D S Bellies</b>	18-20 @ 20-22
<b>Lard</b>	
Pure in tierces	13 1/2
60 lb. tubs	advance 1 1/2
50 lb. tubs	advance 1 1/2
20 lb. pails	advance 1 1/2
10 lb. pails	advance 1 1/2
5 lb. pails	advance 1 1/2
3 lb. pails	advance 1 1/2
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, Cert., Skinned	
16-18 lb.	@ 28
Ham, dried beef	
Knuckles	@ 31
California Hams	@ 18
Picnic Boiled	
Hams	20 @ 22
Boiled Hams	40 @ 42
Mined Hams	@ 19
Bacon 4/6 Cert.	24 @ 34

## Beef

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

## Mince Meat

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

## Pig's Feet

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

## Casings

Hogs, Med., per lb.	@ 55
Beef, round set	23 @ 36
Beef, middles, set	@ 150
Sheep, a skein	@ 2 65

## RICE

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

## ROLLED OATS

Silver Flake, 12 Fam.	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, M'mum	3 25
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 75
Sacks, 90 lb. Cotton	3 80

## RUSKS

<b>Holland Rusk Co.</b>	
Brand	
13 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

## SALERATUS

Arm and Hammer	3 75
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## SAL SODA

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

## COD FISH

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

## HERRING

<b>Holland Herring</b>	
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
Home 10 lb. boxes	15

## Lake Herring

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

Blackene, per doz.	1 35
Black Silk Liquid, dz.	1 40

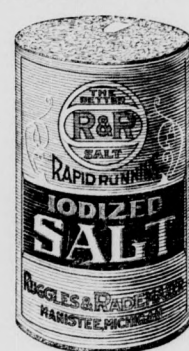
<b>Black Silk Paste, doz.</b>	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

## SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 60
Med. No. 1, 100 lb. bg.	85
Farmer Spec., 70 lb.	90
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
100, 3 lb. Table	5 75
70, 4 lb. Table	5 25
28, 10 lb. Table	5 00
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

<b>Am. Family, 100 box</b>	6 30
Export, 100 box	4 00
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 80
Grma 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 60
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



80 can cases, \$4.80 per case

## WASHING POWDERS

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

## SPICES

Whole Spices	
Allspice, Jamaica	---- @
Cloves, Zanzibar	---- @
Cassia, Canton	---- @
Cassia, 5c pkg., doz.	---- @
Ginger, African	---- @
Ginger, Cochon	---- @
Mace, Penang	---- 1
Mied, No. 1	---- @
Mixed, 5c pkgs., doz.	---- @
Nutmegs, 70@90	---- @
Nutmegs, 105-110	---- @
Pepper, Black	---- @



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 6. On this day was held the final meeting of creditors in the matter of Kent Building Co., formerly H. H. Albrecht & Co., Bankrupt No. 2987. The bankrupt was not present. No others were present, except Knappen, Uhl & Bryant for the petitioning creditors. Claims were proved and allowed. The trustee's final report and account was considered and approved. Expenses were ordered paid, as far as the funds on hand would permit. There were no dividends for creditors. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

May 6. We have to-day received the schedules, reference and adjudication in the matter of Frank B. Wilson, Bankrupt No. 3154. The matter has been referred to Charles B. Blair as referee in bankruptcy, and the bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$100 of which the full interest is claimed as exempt, with liabilities of \$919.76. 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:

Perry McKee, Howe, Ind.	\$285.00
Art Atwater, Howe, Ind.	225.00
Estate of Alfred A. Wade, Howe	63.75
H. C. Large, Howe, Ind.	30.00
Ellery Ernberger, Howe, Ind.	40.00
Home Elevator Co., Howe, Ind.	75.00
Drs. Wade & Wade, Howe, Ind.	75.00
Verne Swihart, Howe, Ind.	45.00
O. K. Warner, Howe, Ind.	1.00
Dick Wilder, Orland, Ind.	30.00
Dave Jennings & Sons, Orland, Ind.	20.00
John Minche, Howe, Ind.	30.00

May 6. We have to-day received the schedules, reference and adjudication in the matter of Michigan Tennessee Lumber Co., Bankrupt No. 3156. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Allegan, and their occupation was that of manufacture and sale of lumber and timber products and the cutting of timber. The schedules show assets of \$22,500 with liabilities of \$57,968.93. 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:

State of Tennessee	\$ 400.00
Boulevard Bridge Bank of Chicago	24,356.87
Frick Co., Waynesboro, Penn.	527.50
International Harvester Co., Chicago	373.50
Whittaker Mfg. Co., Chicago	33.50
Bell Tel. Co., Chicago	31.50
West Union Tele. Co., Chicago	52.25
Mich. Ohio Bldg., Chicago	157.20
C. P. Dodd & Co., Louisville, Ky.	61.26
Oscar Farmer & Co., Louisville	330.21
Stearns Coal & Lbr. Co., Stearns, K. Y.	1,954.34
Adkins & Co., Chicago	114.49
Altsheller & Co., Louisville, Ky.	934.26
Tribune Co., Chicago	8.50
Burhop Paper Co., Chicago	23.12
Anderson Spellman Co., Danville, Ky.	320.00
Louisville Pont Lbr. Co., Louisville, Ky.	282.00
Standard Oil Co., Louisville, Ky.	51.20
Blue Ridge Lbr. Co., Chicago	252.68
Landeck Lbr. Co., Chicago	1,075.76
Alden Latham & Young, Chicago	386.50
Cyclone Blow Pipe Co., Chicago	374.22
Chic. Ind. & Louisville R. R., Chicago	268.76
Drexel State Bank, Chicago	7,600.00

May 6. We have to-day received the schedules, reference and adjudication in the matter of Frank S. Schlicht doing business as Frank S. Schlicht Motor Co., Bankrupt No. 3157. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$14,291.50 of which \$550 is claimed as exempt, with liabilities of \$23,880.52. 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:

Walter Carey, Grand Rapids	\$ 120.00
Moon Motor Car Co., St. Louis	2,000.00
Industrial Bank, Grand Rapids	2,200.00
Midwest Commercial Credit Co., Detroit	1,650.00
Kent State Bank, Grand Rapids	5,000.00
Esther Biferno, Grand Rapids	1,050.00
L. H. Semeyn, Grand Rapids	1,850.00
Mrs. P. I. Schlicht, Grand Rapids	2,700.00
W. W. Hubbard, Grand Rapids	2,225.00
Kent State Bank, Grand Rapids	1,250.00
Arnold Landshow, Allegan	198.50
Automotive Parts Corp., Grand R.	10.29
Aupperlee & Veltman, Grand R.	20.53
Bowman Trautman Co., Grand R.	15.30
Burroughs Adding Machine Co., Grand Rapids	7.33
M. A. Baloyan & Co., Grand Rapids	20.00
Bond Welding Co., Grand Rapids	7.85
Brown & Schler Co., Grand Rapids	1.50
Commercial Painting & Enameling Works, Grand Rapids	40.00
Consumers Power Co., Grand R.	175.00
U. O. Colson, Paris, Ill.	39.50
Electric Service Station, Grand R.	19.80
Firestone Tire & Rubber Co., Grand Rapids	14.25
Furniture City Plating Co., Grand Rapids	18.00

Forbes & Belknap, Grand Rapids	200.00
Press, Grand Rapids	85.86
Herald, Grand Rapids	160.00
Chronicle, Grand Rapids	54.00
Gabriel Snubbers, Grand Rapids	37.38
G. R. Advertising Co., Grand Rap.	133.00
G. R. Art Glass & Mirror Works, Grand Rapids	20.55
G. R. Trunk Co., Grand Rapids	24.00
Crown Life Insurance Co., G. R.	100.00
G. R. Insurance Agency, G. R.	23.40
Hastings & Harfst, Detroit	24.20
Heth Auto Elec. Co., Grand Rapids	12.59
Robert A. Johnson, Grand Rapids	3.00
Lewis Electric Co., Grand Rapids	6.75
Miller Rubber Co., Grand Rapids	3.10
Northwestern Weekly, Grand Rap.	15.00
Passenger Car Dealers Ass'n., Grand Rapids	60.00
Piston Service Co., Grand Rapids	84.54
Quality Tire Shop, Grand Rapids	10.25
Ruffe Battery Co., Grand Rapids	54.50
Stevens-Davis Co., Chicago	16.64
Service Auto Laundry, Grand Rap.	5.00
Sherwood-Hall Co., Grand Rapids	124.06
Sinclair Refining Co., Detroit	491.00
Tisch Auto Supply Co., Grand Rap.	14.40
Tisch-Hine Co., Grand Rapids	1.45
Tracy Clock Co., Grand Rapids	7.50
Universal Car & Service Co., G. R.	6.68
Vacuum Oil Co., Detroit	131.00
Ver Wys & Co., Grand Rapids	2.35
Vrana Auto Top & Trim Shop, Grand Rapids	10.00
Wolfe Sanitary Wiping Cloth Co., Detroit	19.59
F. F. Wood Motor Co., Grand Rap.	14.45
Wilson Bros. Co., Grand Rapids	10.00
Weland Mfg. Co., Grand Rapids	17.53
Warren Refining Co., Cleveland	154.00
National Discount Corp., Grand Rap.	300.00
Guarantee Bond & Mortgage Co., Grand Rapids	247.00
Motor Bankers Corp., Grand Rapids	63.00
Citizens Co., Grand Rapids	200.00
Alward & Son, Hudsonville	300.00

May 6. On this day was held the final meeting of creditors in the matter of Ethel Rosenberger, Bankrupt No. 3025. The trustee was present in person. No others were present or represented. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 11 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Zeldia M. Phelps and Kenneth Bartholomew, doing business as Tri-City Baking Co., Bankrupt No. 2902. There were no appearances. The trustee's final report and account was considered and approved. Claims were proved and allowed. Expenses of administration were ordered paid and a first and final dividend of 21 per cent, ordered paid to general creditors. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

May 3. (Delayed). On this day was held the final meeting of creditors in the matter of Albro E. Young, Bankrupt No. 2702. The trustee was present in person. R. J. Cleland, for petitioning creditors and for creditors generally was present. The report and account of the trustee was considered and approved. Claims were proved and allowed. The expenses of administration were approved and ordered paid, as well as the payment of a first and final dividend of 38.8 per cent to general creditors. There were no objections to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

May 9. On this day was held the final meeting of creditors in the matter of Louis A. Lambert, Bankrupt No. 2817. The bankrupt was not present or represented. The trustee was present. The report and account of the trustee was approved and allowed. Claims were proved and allowed. An order for the payment of expenses of administration was made. There were no funds for the payment of dividends to creditors. No objections were made to the discharge of the bankrupt. The meeting then adjourned without date and the case will be closed and returned to the district court in due course.

May 10. We have to-day received the schedules, reference and adjudication in the matter of Edward C. Eiberlein, personally and as Eiberlein Tire Co., Bankrupt No. 3158. The bankrupt is a resident of Grand Rapids, and his occupation is that of a garage operator. The schedules show assets of \$495.33 of which \$290 is claimed as exempt, with liabilities of \$1,989.11. 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	\$425.00
Becker Auto Co., Grand Rapids	41.32
Ernest B. Blett & Son, Grand Rap.	54.40
Colonial Oil Co., Grand Rapids	85.50

Electric Service Sta., Grand Rapids	64.03
Fisk Tire Co., Grand Rapids	381.72
B. F. Goodrich Rubber Co., G. R.	254.09
S. A. Hobson & Co., Detroit	14.41
Lambert & Kamanga Electric Co., Grand Rapids	24.75
Reliable Tire & Access. Co., Muskegon	107.19
Richards Motor Co., Grand Rapids	62.85
Sherwood Hall Co., Grand Rapids	30.29
Geo. W. Tubbs Oil Co., Grand Rap.	260.00
Tood Bros., Grand Rapids	28.00
Morris Bros. Hdwe., Grand Rapids	169.00
Comstock Park Fuel Co., Grand Rapids	74.00
Mich. Bell Tel. Co., Grand Rapids	30.00
Press, Grand Rapids	7.56
Comstock Park State Bank, Grand Rapids	150.00

May 11. We have to-day received the schedules, reference and adjudication in the matter of John P. Evans, 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 janitor. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$403.05. 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:

Commonwealth Loan Co., Grand R.	\$120.00
Joseph Janatowski, Grand Rapids	150.00
Idell Coal Co., Grand Rapids	64.75
A. Helmer, Grand Rapids	22.50
William Meat Market, Grand Rap.	11.00
Dutmer Drug Store, Grand Rapids	5.00
Richards Storage Co., Grand Rap.	23.80

May 11. We have to-day received the schedules, reference and adjudication in the matter of Gertrude Ruggles Beam doing business as Eastern Hat Shop, Bankrupt No. 3160. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$515 of which \$250 is claimed as exempt, with liabilities of \$1,372.21. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors are as follows:

Dubois-Munn Co., Grand Rapids	\$195.95
Max Mayer, New York City	9.13
Hart Co., Cleveland, Ohio	36.59
Reed Bros. & Co., Cleveland	558.13
J. A. Scott & Co., Grand Rapids	141.63
Ryerson Co., Chicago	113.75
C. M. Kelly, Grand Rapids	13.50
Mich. Bell Tel. Co., Grand Rapids	7.25
Consumers Power Co., Grand Rap.	4.31
Edson Keith Chic Merc. Co., Chicago	173.17
Benjamin Insurance Agency, Grand Rapids	16.80
Gage Bros., Grand Rapids	50.00
Sinclair Rooney Co., Grand Rapids	52.00

May 11. We have to-day received the schedules, reference and adjudication in the matter of Fred T. Wilson, Bankrupt No. 3161. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$140 of which the full interest is claimed as exempt, with liabilities of \$4,993.72. 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 bankrupt is a resident of Kalamazoo. The list of creditors of said bankrupt are as follows:

L. V. White Co., Kalamazoo	\$1,613.57
Cedar Rapids Engineering Co., Cedar Rapids, Iowa	110.00
Wm. Robinson Auto Parts Co., Kalamazoo	15.88
Bond Supply Co., Kalamazoo	4.55
Barley Motor Car Co., Kalamazoo	3.78
Crockett Elec. Co., Kalamazoo	13.69
C. G. Spring Co., Kalamazoo	94.77
California Top Co., Kalamazoo	9.50
Cleveland Auto Co., Cleveland	23.77
Crosstown Corp., Detroit	1,099.06
Doug. las Auto Elec. Co., Kalam.	41.60
Jacksons, Fitzgerald Dalm, Kalamazoo	10.00
Kal. Auto Parts Co., Kalamazoo	7.00
Kal. Loose Leaf Co., Kalamazoo	26.50
Kal. Publ. Co., Kalamazoo	6.25
Kelly Radiator Shop, Kalamazoo	16.17
Kal. Glass Co., Kalamazoo	439.90
Nusbaum Supply Co., Kalamazoo	29.66
Pattison Auto Supply Co., Kalamazoo	41.00
R. B. Ridgley Co., Detroit	49.26
Sherwood Hall Co., Grand Rapids	11.46
Harry Scott & Co., Kalamazoo	32.10
Shakespeare Press Co., Kalamazoo	3.25
Westgate Adv. Co., Kalamazoo	30.00
Home Savings Bank, Kalamazoo	500.00
G. H. Herrington, Kalamazoo	80.00
L. V. White Co., Kalamazoo	70.00
Geo. P. Wigginton, Kalamazoo	600.00

In the matter of Gertrude Ruggles Beam, doing business as Eastern Hat Shop, Bankrupt No. 3160, the first meeting has been called for May 27. In the matter of Mike J. Nowicki, Bankrupt No. 3153, the funds for the first meeting have been received and such meeting has been called for May 27. In the matter of Frank S. Schlicht, doing business under the name Frank S. Schlicht Motor Co., Bankrupt No. 3157, the first meeting of creditors has been called for May 27.

In the matter of Jacob D. Kirkhuff, Bankrupt No. 3152, the funds for the first meeting have been received and such meeting has been called for May 27. In the matter of Donald H. Starks, Bankrupt No. 3149, the funds for the first meeting have been received and such meeting has been called for May 27.

In the matter of Jacob D. Kirkhuff, Bankrupt No. 3152, the funds for the first meeting have been received and such meeting has been called for May 27. In the matter of Donald H. Starks, Bankrupt No. 3149, the funds for the first meeting have been received and such meeting has been called for May 27.

### Business Wants Department

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

**Fixtures For Sale**—Mahogany clothing cabinets with revolving racks. Others with pull rods, suitable for men's or women's clothing. Shelving and show cases. Going out of business. Will sell at fraction of original cost. Apply Kalamazoo, Mich., 110 West Main St., Martin Stores Corporation. 574

**IF YOU WANT TO SELL YOUR** store I can tell you how to get from 80c to 100c on the dollar for it—CASH. Write me. No charge. No obligations. No contract. (P346). F. B. Powelson, Box 465, Galesburg, Ill. 575

**FOR SALE**—Dry goods and ready-to-wear stock and fixtures. Building can be had on long lease. City of 3,000. No other exclusive dry goods stock in city. A good deal to right party. Lemunyon & Co., Durand, Mich. 576

**For Sale**—200-account McCaskey register; Toledo counter scale, weight capacity 30 pounds; used two years; two Bowser basement steel oil tanks, capacity 120 gallons each, new. Will sell cheap. Send for prices. Schuitman & Jacques, Fremont, Mich. 577

**WILL PURCHASE ESTABLISHED** retail store, any line, preferably on west coast near Lake Michigan; or buy interest with services in good business proposition. Address Box 237, Ludington, Mich. 578

**For Sale**—Grocery store and fixtures in good live city of 3000. Fixtures suitable for general store. Building 25x100 ft. for sale or rent. A. D. Lamb, Durand, Mich. 579

**Man with ten years** as chain store manager, also department store experience, is open for position as manager of small store or department head. Address H-, 514 W. Allegan St., Lansing, Mich. 580

**For Sale**—Grocery, nicest one in fine residence city, main street. Cash business. Price, wholesale inventory, 25% off fixtures. Ernest Lawson, Howell, Mich. 581

**For Sale**—Electrical contractor-dealer business, growing suburban community. Good location. Very low rent. Can be bought for about \$600 if taken at once. Address No. 582, c/o Michigan Tradesman. 582

**For Rent**—Store and fixtures for dry goods. Good building. Corner location, large trading area. No local competition. G. H. Burt, Byron, Mich. 583

**WE SELL RETAIL AND WHOLESALE** stores, manufacturing plants, or any going business, city or country. Quick results. FRANK P. CLEVELAND & CO., 1006-6 N. Clark St., Chicago. 589

**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. Flenner, Edmore, Mich. 573

**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

**For Sale**—Something new in duplicate receipt books, two or four to the page; and scale books. The Observer, Saline, Mich. 583

**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



## THE SERVICE PROBLEM.

## Getting the Customer's Point of View.

Written for the Tradesman.

In the minds of some merchants even those of long experience, there still exists a strange haziness as to what constitutes good service. They do not know the essential elements that go to make it up. This is mainly because they never have come to realize how things look to those on the other side of the counter. A good way to clear up this haziness is to analyze concrete examples of service that is good or bad from the customer's point of view.

First we will take Mr. Link's case. He is a house painter who works at his trade in the small city in which he lives, and also takes jobs in the surrounding country. "I generally buy my supplies at Sutton's Hardware," he told a friend. "Barton also carries a large stock of everything in my line. Both are reliable men and handle only dependable goods, but I get quicker service at Sutton's."

"I like to pay cash and keep everything squared up as I go along. Then I know where I'm at. Naturally I want to get the lowest prices. At Sutton's everything is marked plainly—so much for the single item and a closer figure when purchase is made of a larger amount, as a half dozen or a dozen. The same idea is carried out in bulk goods. These prices go absolutely. It doesn't matter who waits on you, you pay the same."

"Mr. Barton still clings to an old-fashioned practice. He himself makes prices that are lower—sometimes much lower—than he allows his clerks to make. The way this works out, every good cash customer wants to deal with him personally, or at least to settle with him. Taking one thing with another, he—that is he himself—would sell me my stuff at just about the same I am paying at the other place. But whenever I go to his store I have to stand around from twenty minutes to three-quarters of an hour, to get his attention. At Sutton's anyone can wait on me, I buy what I want in a few moments, pay for it, have it loaded into my little truck, and I am off. A busy man must save his time as well as his money."

Annoying defects in service may crop out in a very small transaction.

Last summer Mrs. Alvord had a cousin drop in on her unannounced, arriving on the noon train and scheduled to leave at five forty-five. There wasn't time to do much, but she quickly decided to ask in three or four ladies who were old friends of both. For refreshments she would serve ice cream and cake at three thirty. It happened that she had that morning baked a delicious cake, so now she telephoned a near-by drug store for the cream, which was to be brick and to arrive not later than three twenty.

The friends came and things went along nicely until about half past three when the hostess began to be nervous and anxious. She called up the drug store and was told that her order

would be right along. Fifteen minutes passed and again she went to the telephone and again received the same reply, without a word of explanation or apology. Fully seven minutes more passed before the boy appeared with the cream, which was of the bulk variety and badly melted.

The boy guessed "The brick must 'uv been all sold up, an' p'raps the bulk wasn't packed as it ought to 'uv been this morning," which suggestions afforded scant satisfaction to the exasperated Mrs. Alvord. She paid the bill and has since bought neither ice cream nor anything else at that drug store. She justly felt that her plan of refreshments for her little party was ruined by the lack of dependability in the place she patronized.

It must never be forgotten that anything that savors of taking advantage of inexperience or ignorance is resented deeply. Here is an illustration.

A few weeks ago Robert, the nearly grown son of the Ellitsons, was needing a new suit. Previously his father or his mother always had gone with him to buy his clothing, but on this particular Saturday morning it was all but impossible for either to get away, so the boy went alone to make the important purchase.

When he arrived at the store to which his mother had suggested that he should go first and see what they were offering, he was taken in hand by a salesman who, unfortunately, was not as conscientious as he was smooth and affable. Lest this episode be set down to the discredit of a race that numbers many clothing dealers, let it be said that the owners, who are also the managers of this establishment and the salesman as well, are all Gentiles.

Of the two suits first brought out for his inspection, Robert knew that neither one would answer at all. As to the third, after slipping on the coat, he remarked pleasantly, "I like the cloth of this one. It's just swell—couldn't please me better. But, as he looked in the mirror, "it's altogether too big for me. Haven't you one like it that is my size?"

"That's the only one of those we have left; but it's only the least trifle too large. Our tailor can fix it so it will look as if it had been made to your measure."

Then the salesman focused his efforts on selling the boy that particular suit, dwelling persuasively upon its style, the excellence of the material, the quality of the linings, and the reputation of the manufacturers. He promptly and masterfully overrode Robert's objection, raised a second time, that it seemed much too large through the shoulders, by repeating the assurance that the alterations would make it perfectly satisfactory.

The deal was closed and the money paid. The salesman could not agree to send the suit out that afternoon after the changes would be made, so it was arranged that Robert was to call for it at the store at 5 o'clock. He took it home and wore it that evening, before the family had given it the once-over.

We will let Mrs. Ellitson tell briefly the rest of the story.

"When we came to look at it, it was evident that nothing had been done except that the trousers had been shortened, so we thought there had been some oversight. Tuesday Robert took the suit in for the other alterations that had been promised. In three or four days it was sent out, but it was just the same as before. Then Mr. Ellitson went with Robert and took the matter up with the manager—had Son put on the coat. The manager coolly insisted that it looked very well as it was, that a snug fit was not desirable, and so forth. However, he would have their tailor change it if Mr. Ellitson insisted."

"The suit was left. When it came out there was a note with it saying they were sure it would be entirely satisfactory. As to what had actually been done, the coat had been shortened, which was an improvement. Possibly the sleeves had been taken out and a very little taken off from the fronts and backs at the arm holes—I can't tell positively. But the collar still sticks out at the back of the neck, and all through the shoulders the garment shows that, even loose as everything is worn these days, this needs a young man several inches larger than Robert to fill it out properly. I think it is so much too large that they knew it couldn't be altered successfully, and they are of the kind just to bluff it out."

"I don't pretend to know whether the salesman had some object in working off that particular suit upon the boy, or whether he wanted to make a sale without taking the trouble to find what would be right for the customer, but I call the whole matter very poor service."

Ella M. Rogers.

## Let Us See Ourselves as Others See Us.

(Continued from page 20)

"The public has a notoriously short memory. Not only is the public mind distracted by personal concerns and interests, but the constant shifting and realignment of the population contributes toward making it fluid and inconstant."

The grocer who thinks he has an established trade, that "everybody knows him," must remember that "everybody" dies, moves away, gets new contacts and forgets. He must realize that he must always pump new blood into his trade or it will wither and blow away; but also that if he does so pump new blood into his business, if he steadily trades up with the increasing prosperity and wellbeing of his customers, he will progressively prosper.

In every city and town neighborhoods change. Change is slower in some places than in others; but change is the only constant thing there is in life. And Swasey says:

"Each time a neighborhood changes the retailer is confronted anew with the problem of getting a steady buying public. The workingman has increased his buying power many times. He cares not a rap what anybody thinks of him. He gets from \$25 to

\$75 per week. He does what he pleases with his purse of plenty. He has buying power."

But let us note that this same workman has children for whom he has unlimited ambitions. He wants his wife and children to fare better than he fared. He gets them a good home, puts in furnishings in line with a taste that develops in any ambitious, wakeful woman, and—best of all—he lives on the best food in the world.

So there is always room at the top of trade. Let the wakeful grocer take heed.

Paul Findlay.

## Patriotic Crabs.

Crabs were plentiful in the Hudson River when the Dutch settled on Manhattan. The Dutch liked them for their edibility and for their colors, white and blue. When the British took Manhattan they liked the crab because when boiled it turned red.

## Hodenpyl Hardy Securities Corporation

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

231 So. La Salle Street  
Chicago

New York Grand Rapids

## HART BRAND CHOICE OF THE LAND



Look for the Red Heart on the Can

LEE & CADY

Distributor

## Sand Lime Brick

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

## Brick is Everlasting

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

## REPRESENTATIVE RETAILERS.

## Fred R. Dodge Has Sold Goods Fifty-Two Years.

Fred R. Dodge was born in Union City, Branch county, Mich., Dec. 8, 1860, and is a son of Hiram and Mary (Vail) Dodge. The father was born near Utica, N. Y., was a wagon manufacturer for a long time in Union City, but finally retired from business and came to Grand Rapids and died Dec. 28, 1897.

Fred R. Dodge was reared in Union City, but, as the family was a large one, the children were all early set to work, and in those days Mr. Dodge had rather work than attend school. When thirteen years of age he went into a blacksmith shop, where he worked two years, and then, for eight years, was a clerk in a dry goods store. He first started in business on his own account by opening a grocery and bakery in his native city, and this he prosperously conducted until he came to Grand Rapids, about the year 1888, and here started a grocery on Canal street, which he conducted until about



Fred R. Dodge

twelve years ago. He then removed to 250, 252 and 254 Plainfield avenue, where he handled a stock of general merchandise for twelve years. He then transferred his stock to Comstock Park, where he has been an important factor in the business interests of that rapidly growing suburb. In his new location he has been assisted by two of his three sons, who have gradually assumed the reins of authority and now relieve Mr. Dodge of all the detail work connected with the establishment.

Mr. Dodge was united in marriage, in Union City, Dec. 4, 1889, with Miss Emma Dennison, of Quincy, Branch county. They have three living children—Hugh S. and Deo W.—who devote their entire time to the store, and Chester, who is a professional musician.

In politics Mr. Dodge is a Republican, but he has given little attention to party affairs, as his business has occupied most of his time. Nevertheless, his popularity has forced him into office, and about thirty years ago he

was elected alderman from the Fifth ward, which is emphatically a Democratic ward, and he was the only Republican ever elected to represent it in the city council. He served one term, and afterward eschewed party politics. Fraternally, Mr. Dodge is a member of Valley City Lodge, F. & A. M.; Lilly Lodge, K. of P., in which he has held all the chairs, being now a Past Chancellor. He is a member of the Plainfield avenue M. E. church, which he serves in the capacity of trustee.

Mr. Dodge resides at 440 Kenwood avenue, where he derives a great deal of enjoyment from home ties and the association of his friends. He is an expert trout fisherman and for fifteen years has spent his summers at Houghton Lake, of which region he is very fond. Because his business is so well handled by his sons and their wives, he feels that he has a right to enjoy life to the utmost because of the close application he gave his store undertakings for more than forty-four successive years. He is in excellent health and spirits and bids fair to live many more years to enjoy the fruits of his frugality, shrewdness and close attention to business.

## Unwise To Purchase Flour Beyond Requirements.

Written for the Tradesman.

Another week of slightly advancing prices on wheat has passed and yet flour buyers did not respond in a large way to the bullish activities of wheat, believing, apparently, that the strength had about run its course, in which they are probably correct.

The past ten days have been, generally speaking, rather unfavorable to Canadian spring wheat seeding, and this condition, rather than buying of wheat by exporters, has been the main-spring of the upward tendency of wheat prices; of course, the strength in corn has been a factor, and will continue to be, but with latest reports indicating clearing weather in the Canadian provinces, with plenty of moisture, the probabilities are the balance of the spring seeding will be completed promptly, and while the acreage will in all likelihood be less than a year ago, with good growing weather from now on an excellent crop of Canadian wheat can be raised this year; some reports indicate with the increased number of farmers in Canada this year the acreage will be as great as last in spite of the temporary set-back in seeding.

Anyway wheat has had a good advance, and is plenty high enough to meet the general conditions of the crop in the United States and Canada; it would not be surprising to see some reaction, and ultimately a somewhat lower level of prices, unless something serious occurs to the growing crop in North America. The fact is, our price is too high to suit European buyers at this time; their bids are under our domestic market, and this portends somewhat lower prices for us under favorable conditions.

The world prospects for wheat are some better than a year ago; there

are about 4,000,000 more acres sown to wheat, and European prospects are for higher yield per acre than last year; this condition is offset by an increase in the consumption of wheat bread on that continent; at least increased consumption is a strengthening factor in the exact proportion to increased demand, for demand is what makes the price advance, so that with a large crop and big demand comparatively high prices would prevail, while rather low ones would result from a short crop without active demand.

The present appears to be a better time to sell wheat than to buy it, so it would seem to be unwise to purchase flour beyond thirty to forty days requirements. We favor playing as nearly even as possible, as conditions may change in either direction over night. Improved seeding and growing conditions, with light demand will bring about a rather sharp decline, while unfavorable conditions and increased damage to growing wheat in North America might quite materially advance prices from present basis. Temporarily at least, it is a weather market.

Lloyd E. Smith.

## Making Beefsteak From Cotton Seed.

Now is the time for all food purity faddists to get busy, for none other than Dr. David Wesson, who made cotton seed oil attractive as a table oil and for a cooking fat, is out with a suggestion that the next thing in line will be a synthetic sausage made from cottonseed meal.

Just why there should be any great objection to such a product is not apparent to rational and liberal-minded folk, but whenever such expansion of our food supply has ever been proposed in the past there has arisen a howl of protest from the Wileyites, and such other foes of cheap, second grade foods. And yet they have rarely been able to show that foods which are pure and wholesome and honestly labelled are offensive to the Pure Food law.

But now comes Dr. Wesson, telling the faculty of the State College of North Carolina that it is feasible to dream of beefsteak from cotton seed meal at a cost of 5c a pound.

Dr. Wesson carried his hearers with him in an illustrated lecture showing the cotton seed from the time it was produced in the fields until it had come into the home in the form of refined cooking oils.

For forty years chemists have been working on the oils from the cotton seed, Dr. Wesson stated, and cottonseed meal may be made into high grade food products.

He predicted revolutionary changes in the methods of refining the meal. In this new method the oil would be extracted by chemical solvents, giving a purer oil and a meal that would be worth more as food. It would be no greater miracle to convert the meal into a high grade protein food than it was to have converted the oil into a delicious cooking fat.

He told of experiments where he had tested a food product before a group of business men, feeding them with a kind of sausage made from cotton seed

meal. The sausage was pronounced delicious by those who attended the luncheon before they knew the source of the so-called meat. Within twenty years, Dr. Wesson said, there would be plenty of these new food products available.

## What Kind of Initiative Do You Possess?

1. Do you wait to be told what to do several times before you contemplate action?

2. Do you reason that having waited so long, you might as well wait a little longer?

3. Do you see things to do yourself, or let the other fellow discover them?

4. Do you see what ought to be done but lack the pep and the push and the courage to make a beginning?

5. Do you make frequent beginnings and fail to push things through to the point of real achievement?

6. Do you see what you can do, and are you enterprising enough to go ahead and do it?

7. Have you sufficient initiative to make use of the ability, energy and activities of others?

8. Are you able to subordinate in a proper manner the will of others to your own will?

9. Are you able and prepared to take advantage of opportunity and circumstances?

10. Are you able to supply yourself and others with inspiration and enthusiasm enough to tide over hard places?

11. Are you able to carry on despite apparent setbacks?

12. Can you keep out of ruts?

If you have climbed one by one up those twelve rungs of the ladder, you possess initiative which will count in making you a leader among men—an executive of the first water and a success financially.

## Business Philosophy.

Frederick C. Howe, former Immigration Commissioner, once undertook to explain the movement of peoples over the earth under the theory that mankind has ever tried to get the most with the least effort.

We are all lazy, by nature.

If we will think about this we will see that it is through our effort to get out of work, or at least to get the most with the least effort, that we owe most of our progress.

The discoverer of a new sea route, the inventor of a new device and the formulator of a new method receive a personal reward, but this is only a small proportion of the total benefit; the major portion accrues eventually to the public.

By each of us trying to produce more of the world's goods with less effort, we are gradually making it easier for ourselves and others to live comfortably and happily.

We cannot depend on the altruistic impulse of the human being, but we can be sure of his self-interest. If we can realize that by best serving ourselves we best serve others, then progress is as sure as the rise and fall of the tides.

William Feather.





# The Mill Mutuals Agency

Lansing, Michigan

*A. D. BAKER Secretary and Treasurer*

*Representing the*

Michigan Millers Mutual

Fire Insurance Company

*and associated companies*

*Combined Assets of Group \$33,389,609.28*

*Combined Surplus of Group 12,306,262.36*

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to  
40%**

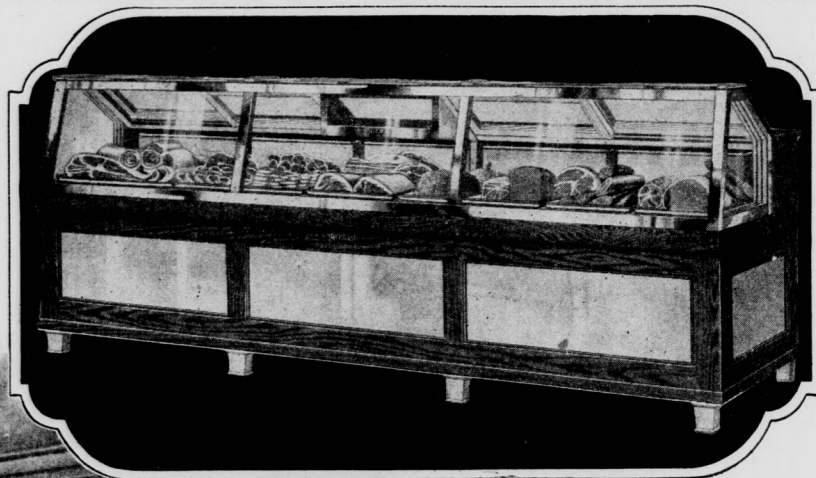
**SAVINGS MADE  
Since Organization**

THE WORLD'S LARGEST MANUFACTURER OF REFRIGERATORS FOR ALL PURPOSES

#### For ELECTRIC Refrigeration

McCray refrigerators may be used with any type of electric or mechanical refrigeration. All models are ready for immediate installation of the cooling unit. Remember quality in the refrigerator is vital to satisfactory service whether ice or machine is used.

Pure corkboard insulation, covered with waterproof insulating sheathing and sealed with hot hydrolene cement, insures perfect air-tightness in all McCray refrigerators.



## A Refrigerator That SELLS Food

A REFRIGERATOR that sells food by displaying it temptingly, at the customer's eye-level — by keeping it fresh, wholesome, appetizing in appearance as well as flavor!

This is the McCray 103, shown above, with which merchants everywhere are building bigger business, cutting operating costs, avoiding spoilage and increasing profits.

Used with Electric Refrigeration

or ice, every McCray model insures efficient, economical, enduring service. Built upon basic patents, in accord with an unyielding ideal, McCrays are the accepted standard of refrigerator quality.

For 37 years McCray refrigerators have been giving daily proof in service of the staunchness which marks every hidden detail of construction—in stores, markets, hotels, clubs, restaurants, hospitals, institutions, florist shops, homes. Send the coupon for details about refrigerators for your needs.

McCray Refrigerator Sales Corporation  
739 Lake St., Kendallville, Ind.

Salesrooms in All Principal Cities (See Telephone Directory)

# McCRAY

## REFRIGERATORS

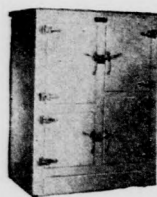
for all purposes

#### For further information MAIL COUPON

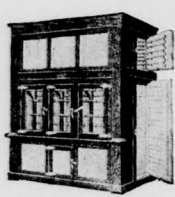
McCray Refrigerator Sales Corporation,  
739 Lake St.,  
Kendallville, Ind.

Please send further information regarding refrigerators for ☐ stores, markets ☐ hotels, restaurants, clubs ☐ hospitals, institutions ☐ florist shops ☐ homes.

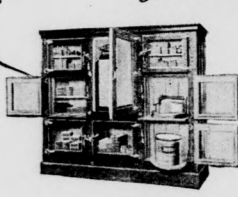
Name .....  
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☐ for electrical refrigeration ☐ for ice



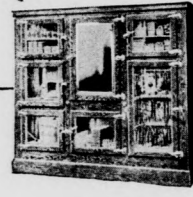
McCray No. 150



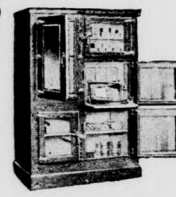
McCray No. 185



McCray No. 410



McCray No. 411



McCray No. 405