

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, MAY 25, 1927

Number 2279



The Phantom Army

No drumbeats in the valley
And no bugles on the hill,
Where the Summer breezes dally;
All the battle plain is still;
When the stars come out at even,
Far above the glist'ning dew,
There's a phantom Flag in heaven.
There are armies in the blue.

They are marching yet to glory
Where Potomac's waters shine,
And the old camps tell the story
Of the heroes of the line;
By the peaceful winding river
Spectral sentries watch the foe,
And their challenge sounds forever
In the Land of Long Ago.

From out the dim dead distance
Charge the squadrons, Blue and Gray;
There is none to make resistance,
For they vanish like the spray;
Not a cry, no word is spoken;
Ghostly banners catch the breeze,
And the silence is not broken
'Mong the tall and somber trees.

See! A line of Blue is marching,
There's a drum call in the street,
And the heavens overarching
Seem the veterans to greet;
They are marching slowly, slowly,
As the flowers to them nod,
And the remnant grows more holy
As the years pass on to God.

Comes to them a call to duty
From the ghostly camps of yore,
Where the roses in their beauty
Kiss the one-embattled shore;
Do they dream of comrades sleeping
Where the winds are wild and free—
Where the Rapidan is sweeping
And where lisps the Tennessee?

O the pity and the splendor
Of the thinned, immortal lines!
Soon the Union's last defender
Will be sleeping 'neath the pines,
Where no hand heart ties can sever
And the shadows long are thrown—
Where the drum is stilled forever,
And no bugle blast is blown!

T. C. Harbaugh.



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

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

STANOLAX

(HEAVY)

for constipation

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

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

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

To Dealers

STANOLAX [Heavy]

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

Standard Oil Company

Indiana

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E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;

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

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

MEMORIAL DAY.

Memorial Day as an occasion for decorating the graves of soldiers killed during the war between the states had its origin in the South, although the day chosen was not the thirtieth of May. That date was made a fixture for the North by General John A. Logan, who as Commander-in-Chief of the Grand Army of the Republic issued on May 5, 1868, an order appointing the thirtieth of the month as the time for holding memorial services and placing flowers upon the graves of those who fell in the war, or, serving their country, had died since the close of it. By legislation, state after state made it a legal holiday. May 30 is said to have been the date of discharge of the last Union volunteers with the colors, and for that reason it was designated as Memorial day. Coming in the full spring of the year when flowers are abundant, no time could be more appropriate for visits to the National cemeteries.

Memorial day is a legal holiday in all the states with the exception of Arkansas, Florida, Louisiana, Mississippi, North and South Carolina and Texas. In those states another day is set apart. In Virginia May 30 is known as Confederate Memorial day. This fact points to the propriety of the other states following the example of Virginia, and their tombs at Lexington are shrines visited every year by Southerners. The day which Virginia observes by memorial exercises might well be accepted by other Southern states, so that the whole American people, united by patriotic services in the Spanish war and in the kaiser's war, could remember their dead on the same day. The Southern women who initiated Memorial day decorated the graves of both Confederate and Union soldiers. The country should be one in mourning for the heroic dead on

both sides in the war between the states, as it has been one in service at the front whenever there has been a call to the colors since Appomattox.

INSPIRING CHAPTER.

A copy of the commencement programme of the Piney Woods School, Piney Woods, Miss., one of the many up-and-coming schools for the education of negroes in the South, reveals in a striking manner the eminently practical nature of the training offered to its students. The general subject for consideration was "Better Homes in the Country," and during the course of the exercises a small house was erected complete, an automobile was cared for, a rug was woven by a girl student, a pine-needle basket was made, dresses and hats were turned out complete and talks and demonstrations on the place of physical training, books and music in the home were given by various of the graduates. Founded fifteen years ago by Laurence C. Jones, a colored graduate of the University of Iowa, with less than the proverbial shoestring to start on, the school now owns 1,500 acres of land and five two-story buildings, all erected by the students from brick made on the campus, and has a student body averaging 350. There are thirty teachers and the average annual cost of operation is \$50,000, all of which comes from voluntary donations. The value of such institutions to both races is incalculable. They are powerful agents for the development of a higher class of citizenship among negroes and for greater sympathy and understanding from the whites. The story of Mr. Jones and his school is one of the most inspiring chapters in the history of the negro in America.

AMERICA'S OPPORTUNITY.

Coalitions, since history began, have risen and fallen, only to be followed by others. Each one at its height believed it would live forever, ordained by the Almighty Himself. Babylonia, Greece, Rome, Spain, France, England, Germany, each has felt the thrill of the mighty, each has erred alike in believing its prestige everlasting.

Owing to the war and a few other circumstances, America suddenly finds herself on the throne. Do not blame her if she is a little wobbly; 'tis a new sensation for the youngest of nations.

No people was ever big enough to defy the world successfully. If America will be a help and beacon light among the nations we can reasonably expect her happiness to be preserved. But if she be a thorn of contention among them, America will but kindle a flame for a new coalition which must in the end consume her.

HOW'S BUSINESS?

Many complaints are heard about overproduction and diminishing profits. A great deal of capital has been used to increase volume. This seems to have been the popular scheme, the purpose, of course, being to reduce costs. The result has been very much in the nature of a boomerang. What is the use of increasing volume if you have to sell at a loss?

It is a singular thing that some basic lines should be experiencing rather depressed conditions in a period of seeming general prosperity.

Some trade authorities seem to think that the textile business will have to go through a process of readjustment over a period of years before it is again upon a healthy basis. Overproduction, style changes and lack of leadership—all have had something to do with the conditions existing in this industry, and the textile business is not the only line that felt the artificial stimulant of suddenly created wealth and superabundant credit.

If some good fairy, by the wave of her wand, could reduce productive capacity to say 80 per cent. or 90 per cent. of present figures, it would bring much joy and gladness to the business men of this country. Yet, that very condition might have its bad effect in inflationary tendencies with all of its train of evils.

The situation as it stands is that commodity prices are falling, management and efficiency has been improved to almost the "nth" degree, the marketing problem has become a most difficult one, and yet labor keeps well employed at high wages.

While trade leadership and co-operation can accomplish something through the restriction of production and the support of prices, yet the real solution, we think, will have to come through the operation of the old law of supply and demand.

The creation of new uses for our wealth, however, has been one of the astonishing features of this complex situation. The amount of capital used in the development of our public utilities is enormous. Super-power projects are no longer figments of the imagination. That the highly competitive conditions existing in many lines will lead to still further consolidations, there is no reasonable doubt.

A great deal of capital has been invested in assets of a slow nature in this country. Nonincome-producing real estate is an illustration. It would be interesting to know how much money found its way into this channel.

The business situation appears muddled and one cannot clearly discern the current. That is the way the water appears at times when churned up

by the ferry boats, but eventually it flows on smoothly along its natural course and we doubt not that business will likewise correct its minor disturbances, flow out to the sea of prosperity.

REMINDER OF SLAVERY DAYS.

No playwright could have devised a more dramatic scene than that which young minister Henry Ward Beecher staged in Plymouth church, Brooklyn, more than three score years ago. An unusually bitter National election was pending—an election which makes those nowadays seem tame affairs. On the settlement of the slavery question hinged the whole future of the Nation. Many patriotic and thoughtful men were seeking some form of compromise. Suddenly one Sunday morning the young preacher turned his pulpit into an improvised slave pen, offering Pinky, a nine-year-old slave girl, for sale. The child was the daughter of a woman who had been sold so many times that all record of her had been lost and her grandmother had appealed to Beecher to save the child from a similar fate. Trembling with fright, the entranced figure of the scene stood on the platform while Beecher begged for the amount required to buy her from her master. Men and women wept hysterically and cast money and jewelry into the collection box—more than enough to purchase her freedom. Pinky was freed and dropped back into obscurity. Now, after sixty-seven years, Pinky has come back to join in the eightieth anniversary of Plymouth church and tell the sequel of the story. After a brief schooling in the North she went to Howard University, then became a school teacher among the children of her race and later the wife of a lawyer in Washington. On Sunday, at the anniversary, she sat in the pulpit where sixty-seven years ago as a frightened child she was offered for sale.

CANNED GOODS ECONOMICS.

Last year the United States consumed some 5,000,000,000 tons of canned goods, or about forty-five tins per capita, and a further increase is expected during the coming year. The gravity of the economic problem raised by overproduction has long been weighing heavily on canning interests, but if outputs during the coming season are restricted as proposed a turn for the better seems assured before the end of the season. The raising of the standards of quality of canned goods and the perfection of methods so that these standards may be maintained is at present occupying the attention of the Department of Agriculture. Closely posted handlers feel that by adhering rigidly to high quality the carryover stocks may be overcome.

SUCCESSFUL SALESMAN.

Y. Berg, Traveling Representative For H. Leonard & Sons.

Y. Berg was born in Sappemeer, Province of Gronigen, 62 years ago. He recalls with thankful heart the day when he arrived in Grand Rapids, Nov. 21, 1883, and six days later entered the employ of H. Leonard & Sons, then at 16 Monroe avenue. He has enjoyed the blessing of continued health and ability to do sturdy work for forty-four years. He started from the bottom and is now a stockholder in the new organization.

Mr. Berg was married Feb. 26, 1887, to Miss Cornelia S. De Langen, who was born in the same town in the Netherlands where he first saw the light of day. The family reside in their own home at 447 Graham street. Mrs. Berg followed him to this country three years after he came to America and the marriage was performed in the old Spring Street Christian Reformed church. They have five living children—three sons and two daughters—one son having died at the age of 5 years. They also have seven grandchildren. Their youngest son, Ralph, is connected with H. Leonard & Sons as traveling salesman, covering the trade of Southern Michigan and Northern Indiana.

Mr. Berg held the positions of either deacon or elder in the Spring street and Franklin street Christian Reformed churches for twenty-four years. They celebrated their fortieth wedding anniversary Feb. 26, 1927. He and his wife sail from Montreal on the Empress of Scotland for Rotterdam. They will remain in the Netherlands about three months, sailing from Rotterdam on the same vessel Aug. 27.

Mr. Berg owns up to one hobby, which is bass fishing. He attributes his success to his mother's prayers and the Lord's care. He is widely noted for his close attention to business and always undertakes to satisfy his customers and his house.

Effect of Women in Politics.

Grandville, May 24—All Smith and Governor Ritchie, of Maryland, are the two outstanding candidates for the Democratic nomination for President next year.

They have been hailed from near and far as ideal vote getters, more especially because of their opposition to prohibition as represented by the Volstead law, which has now been a part of the National constitution for some years.

Strange how blind some people are when the liquor question raises its hydra head in this republic. As a part of the constitution, lawfully adopted, there can be no getting away from the fact, and yet to hail men who are ready to annul our constitution in order to have freedom of drink seems to have a fascination for some which passes understanding.

Right here and now I wish to give out the prophesy that no wet candidate can ever become President of the United States. Our people are too loyal to home and family to ever take one step backward in this prohibition movement.

That it comes right down to family ethics may be assured from a recent scoring both Smith and Ritchie got at the hands of the National Women's Democratic Law Enforcement League at Washington. The two governors were assailed principally on the pro-

hibition issue.

Mrs. John Claybrook, of Austin, Texas, honorary president of the Woman's Democratic Association, asserted that while most of the blame for law-breaking had been placed on foreign born citizens, "the governors of New York and Maryland represent the element of American-born law breakers."

There were other speakers, the whole coming as a distinct warning to their party to think twice before endorsing well known liquor apologists for President.

Such notions from women of the party certainly will not be idly discarded when the nomination convention for selecting a candidate comes round.

It is absolutely unwise to ignore the great woman half of our voting population when it comes to making up the party jewels for next year. However friendly a large mass of the party may be toward these two potential candidates, the wise ones of the Democratic household will understand and heed the warning sent out by the women.

When men alone were voters the women had to remain quietly at home and accept whatever their husbands and sons chose to give. Another day has dawned, however, that day which has made of the American woman the

of "certain disqualifications." She had previously said the 18th amendment would never be repealed.

And there you are. It does not seem likely, after such an expression of "feminine sentiment" among Democratic women, that the next convention of that party will fly in the face of certain defeat to give the plum to Al Smith.

This being true the Democrats have now to look through their party ranks to find a man who will match the conditions. Such a man has not yet been noticeable on the political horizon. Who will he be? That is the all important query agitating the Democratic brain just now. With Al Smith and Ritchie ditched by the feminine portion of Democracy it is going to puzzle the wisest of the wise to pick a man that will fill the bill.

Of course, there is always McAdoo, but he is so light weight that he is the joke of the age and would hardly be expected to carry the party banner to victory.

Strange what a change in political lines was wrought by the adoption of women suffrage. However, like the 18th amendment, that gift to the weaker sex will never be taken back and all political parties must hereafter count



Y. Berg and Mrs. Berg.

better half of the Nation, and when a question of public morals comes to the fore you may be sure the women will be there ready to perform their duty.

The National Woman's Democratic Law Enforcement League has thus early sounded a warning that even the most ardent partisans of Al Smith may well stand ready to heed. Should Smith become the nominee the Democratic women of this Nation stand ready to defeat him. Such a handicap cannot well be taken, wherefore we may consider the governors of New York and Maryland out of the running.

Doubtless this strong statement made by the women may prove embarrassing yet better be known now than later on. The fact is that no man, be he high or low in the councils of either party, can hope to win the presidential nomination next year who in any sense, seeks to repudiate prohibition.

The Republicans are less embarrassed since their candidate is too well known to question his stand on this latest amendment to the constitution.

Mrs. Jessie W. Nicholson, of Chevy Chase, Maryland, chairman of the meeting, precipitated the attack on Governor Smith in her keynote address by saying that a number of outstanding presidential possibilities would fail of election if nominated, because

on the home makers of the Nation when they plan their campaigns.

At one time I was frankly doubtful of the advisability of the woman suffrage movement, but since the question of saloons or no saloons came up I am prepared to acknowledge that many good things were vouchsafed the Nation by making woman an equal partner in the making of laws by which we are governed.

The signs of the times point to two dry candidates for president next year. This is inevitable and the Democratic women have given warning in time so that their party may be governed accordingly.

However inadequately the temperance laws are enforced, think what the accident list would be with these laws annulled. Drunken car drivers are the pest of the present situation and to renew a wet regime would add to the slaughter of the innocents.

Old Timer.

Welfare Barometer.

One person in every five in the United States has an automobile; in France one in fifty-three; in Great Britain one in fifty-five; in Germany one in 196.

Fraud Order Upheld by High Court.

Chain selling schemes, which have had a considerable flare all over the country for the past year and a half, particularly in silk hosiery, have received what appears to be their death blow. The District of Columbia Court of Appeals handed down a decision a couple of days ago declaring the sales contract of the Tribond Sales Corporation, of New York, to be within the province of a fraud order issued against the company by the postoffice department about a year ago.

This decision reverses the opinion of the District Supreme Court which granted a permanent injunction to the Tribond organization which prohibited the Postmaster General from enforcing the fraud order. This injunction permitted the Tribond and other "chain selling" organizations to operate freely up to the beginning of this month when the Court of Appeals dismissed the injunction and ruled that the sales contract contained a "lure" of getting \$10 worth of silk hosiery for \$1, and that it "appeals to the credulity and cupidity of the purchaser."

Merchants generally will welcome this decision because it checks a method of distribution which is based on misrepresentation. Many thousands of consumers succumbed to the "lure" because of the strident appeal of "something for nothing." The joker was concealed in a sales contract beyond comprehension of the layman.

The Tradesman took the first steps to check this activity in the summer of 1925 immediately after it made its appearance. In order not to open ourselves to the charge that we were making a selfish appeal to drive competition out of business, we asked the National Vigilance Committee of the Associated Advertising Clubs of the World to investigate the legality of the plan. The result of this investigation was a complaint to the postoffice which, in turn, issued the original fraud order.

The fraud order was taken to the courts and the permanent injunction referred to above was finally granted to the Tribond Co. This permitted the "chain sellers" to continue their operations until the reversal by the Court of Appeals this month.

The fact is, however, that this method of distribution like so many other schemes which have been devised in recent years, played out generally after the first flurry of success. One factor which has influenced the decline in its popularity has been the enactment of local licensing ordinances in several cities which made it next to impossible to be carried out.

Has Every Issue For Thirty-Five Years.

Beadle, May 20—Enclosed you will please find check for my thirty-fifth consecutive annual subscription to the Tradesman.

I esteem your paper as one of the most instructive and inexpensive aids the merchants can possess, containing, as it does, a vast variety of reading in each edition. It should be in the hands of every dealer.

I think I have every copy from the first to the present issue.

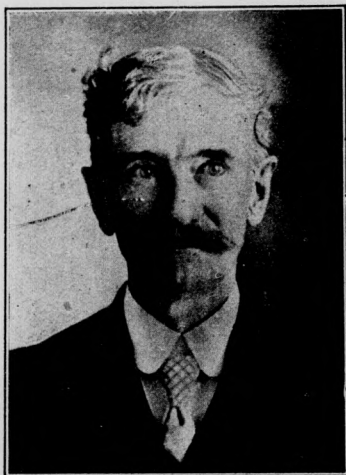
I wish you and your readers abundant success,
C. E. Kistler.

LONG IN TRADE AT SARANAC

Death of S. A. Watt, Faithful To Every Trust.

Samuel A. Watt, who conducted a general store at Saranac forty-one years, died Sunday after a long illness. The funeral was held at the home of the deceased Tuesday afternoon.

Mr. Watt was born in Carrollton, Ohio, Dec. 15, 1845, being the youngest of seven children. His antecedents were Scotch-Irish, his father having been a Scotchman, while his mother was of Irish extraction. At the time of his birth his father was serving Carroll county in the capacity of sheriff, but eight years later he removed to Mansfield, Ohio, and engaged in the mercantile business. The family removed to Findlay, where the Senior Watt re-engaged in business dying in 1861. Mr. Watt thereupon left the family circle in 1863 and went to Indianapolis, Ind., where he was employed for two years during the war by D. F. Frazell, official sutler of Camp Burnside, under command of the



The Late S. A. Watt.

late General A. A. Stevens, of this city. In 1866 Mr. Watt removed to Saranac, where he re-entered the employ of Mr. Frazell as book-keeper for his grist mill and stove factory, which position he filled for two years. He then studied telegraphy and, on completing his course of instructions, was appointed local representative for the Western Union Telegraph Co., which position he has held without interruption for the past fifty-four years. In the meantime he entered the employ of G. A. Cotton, who was then postmaster; agent for the Merchants' Union Express Co., ticket agent for the Grand Trunk Railway and engaged in general trade at that place. Three years later he entered the railway mail service, originally covering the mail route of the F. & P. M. Railroad between East Saginaw and Reed City, and afterwards from Ludington to Toledo. Mr. Watt running out of Ludington on the first train out of that place. He was engaged in the mail service on the F. & P. M. for seven years, when he was transferred to the D., G. H. & M. Railway, succeeding the veteran Truman Kellogg on the mail route between Detroit and Grand Haven. He held this position for

three years, when he resigned to take the active management of the grocery and crockery store at Saranac which he had purchased of the estate of Mr. Cotton three years previously. Shortly after this he took a partner, adding to their stock lines of shoes, clothing, dry goods, hats and caps, and for eighteen months the business was conducted under the style of Watt & Cahoon. Mr. Watt "went it" alone until 1902, when he took as a partner Edwin Wallington, who had been in his employ for nearly twenty years, under the firm name of Watt & Wallington. This relationship continued until the fall of 1921, when the stock was sold to A. M. Kent & Son.

During the night of November 10, 1899, Mr. Watt met with a fire loss, caused by the destruction of his brick block, 30x80, and a stock of goods valued at \$8,000, his insurance being about \$4,000 short of the amount required to cover the loss. By 9 o'clock the following morning Mr. Watt had another building engaged for doing business in and placing a set of scales in the store room, instructed those in his employ to take in all the produce offered, paying cash for same, and inform his customers that within six days he would have a full line of goods in shape to serve them. Mr. Watt at once wired the Lemon & Wheeler Company to send one of its representatives there Monday. The same request was made to A. Krolik & Co., Detroit. Dick Warner and Will Crane appeared on Monday, representing the above houses. Tuesday the groceries arrived. Wednesday the dry goods came to hand. On Thursday the new store was opened up with a full stock. During the winter following Mr. Watt secured the material for a new block on the old site and set the work going on the new building as soon as the weather would permit. On July 1 he was located in his new building, doing business as if nothing had happened. In 1889 Mr. Watt opened a branch store at Clarksville, which he conducted for five years. In 1892 he purchased a stock of goods at 666 Wealthy avenue, this city, which he continued for nearly two years. During the business depression from 1893 to 1896, he exchanged his two branch stores for two farms in Oceana county and one farm one mile North of Saranac, which place he made a fruit farm by setting out 3,000 peach, 800 pear and 500 plum and other fruit trees.

Mr. Watt was married Sept. 10, 1870, to Miss Alice A. Cotton, by whom he has had three children, two sons and a daughter. The elder son, C. LuVerne, who when quite young during his school days picked up the art of telegraphy and at the age of 18 was given a position at Jackson. In a few months he was transferred to Manistee as manager of that office. After one year he was transferred to the Western Union office in this city, and later transferred to the Detroit office, where he held a position in press dispatching work for several years. In 1900 he accepted a Federal position at Washington, where he also attended night school in the study of dentistry. In 1905 he gave up his Federal posi-

tion, returning to Detroit to finish his schooling in dentistry. After receiving his diploma he returned to Washington, subsequently establishing himself in the dentistry business in Grand Rapids.

The youngest son, J. Clyde, lost his right arm by accident thirty-three years ago. As soon after the accident as possible for him to do so he attended the State University at Ann Arbor and completed a course in the study of the law. He is now located at Ionia and enjoys a fine practice. He has represented Ionia county in the State Legislature. March 1, 1905, he was married to Miss Pearl Flint, of Clarksville.

The daughter, now Mrs. N. J. Ogilvie, resides with her husband in Ionia. Mrs. Watt died in March, 1906.

In 1914 Mr. Watt was married to Mrs. Cora Henri, who preceded him to the grave in February of this year.

All business men have their hobbies and Mr. Watt was no exception to the general rule. Born in an atmosphere of partisan politics—his father had the reputation of being a natural politician and turned his aptitude to good account—Mr. Watt early espoused the cause of the Republican party and was a life-long adherent to that organization. During the past fifty years he played an active part in the politics of Ionia county, congressional and State matters, he having served as a member of the township, county, representative, senatorial and congressional committees and attended nearly every State convention as a delegate since the nomination of Gov. D. H. Jerome at Jackson in 1880. Always looking after the best interest of the Republican party and because of his unselfish efforts for the advancement of the party cause, he had come to be regarded as one of the most influential men in the council, of the party in Ionia and the Fifth Congressional district. While he seldom asked anything for his friends and never anything for himself, his requests invariably met with prompt compliance and the leading Republicans of his county who know of the good service he had rendered the party during the past forty years, by his active work and his financial assistance, were all practically unanimous that whenever he would consent to accept a favor from the party as a reward the best was none too good for him.

When asked by the Tradesman some years ago to state to what cardinal principle he attributed his success, his answer was: "Push, energy and grit, by keeping all contracts good and paying 100 cents on the dollar." His manner of doing business was at all times to pay cash for all produce bought, making no distinction between cash or trade in paying prices. This plan always worked to his advantage by causing his customers to believe that there is not a wide abyss between cash and merchandise prices.

Personally, Mr. Watt was popular with all classes of people. While not an adherent of any church, he was a liberal supporter of all the churches of his community and a leader in all movements in the interest of better morals and the material prosperity of

the place. The fact that he served the village twice in the capacity of President and that he was express agent forty-three years and manager of the telegraph office in his home town for fifty-four years speaks well for his wearing qualities. Satisfied with his success, happy in the thought that he had few enemies and as many friends as any man in Ionia county, Mr. Watt lived a life of quiet contentment, and the Tradesman joins his many friends in paying this tribute to his career as a good merchant and a good citizen.

Detailed Statement of William S. Winegar Estate.

An inventory showing the valuation of the estate of William S. Winegar to be \$234,960.22 has been filed in probate court by Dudley E. Waters, Frank G. Wright and William E. Winegar, as follows:

Cash in Bank	
Grand Rapids National	\$2,634.76
Bank of Bay Biscayne	1,087.76
Industrial Bank	25,000.00
Stocks	
30 Shares G. R. Nat. Bank	\$6,000.00
Notes	
Frank B. Winegar	\$300.00
Bonds	
Illinois Power Co.	\$ 4,000
Tenn. Electric Power Co.	2,000
Utilities Coal Corp.	2,000
Argentine Government	2,500
Shafer Oil & Refining Co.	3,000
Winegar Furniture Co.	20,000
Mortgage Bank of Chile	2,500
Sinclair Crude Oil Purchasing Co.	2,000
Mortgages	
H. A. Jonkhoff	\$ 5,000
Real Estate in Miami (\$26,237.50)	14,000
Buyrl Corp., Miami (\$131,250)	65,625
Uncertain	
H. A. Jonkhoff note (\$1,000).	Worthless
R. L. Wilcox, Miami, Fla.	\$ 250.00
Wm. L. Sims, Miami, Fla.	200.00
Dixie Bay Shore Realty Co.	1,000.00
Half interest real estate Ormond Bay.	
10 Shares Dixie Bay Shore Realty Co., P.	
25 Shares Dixie Bay Shore Realty Co., C.	

Hides, Pelts and Furs.

Green, No. 1	10
Green, No. 2	09
Cured, No. 1	11
Cured, No. 2	10
Calfskin, Green, No. 1	14
Calfskin, Green, No. 2	12½
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

Sam Visits John.

The British expect to receive 275,000 Americans this summer and to take from them about \$500,000,000.

Sell all you can of the goods that sell themselves, but don't stop there. Sell all you can of the goods that have to be sold.

MOVEMENTS OF MERCHANTS.

West Olive—Bert Beckman succeeds Bert Gebben in the grocery business.

Charlevoix—E. J. Kibbe succeeds Jennie Withers in the grocery business.

Traverse City—Stephen Boyd succeeds the People's Basket Grocery in business.

Detroit—Warren W. Pearce, dealer in boots and shoes at Ferndale, has filed a petition in bankruptcy.

Overisel—Harry A. Lampen succeeds Kleinhiksel & Novenzel in the grocery and general store business.

Kalkaska—Kirkby Bros. succeed the Kalkaska Produce Co. in the grocery, feed, lime, cement and fuel business.

Ypsilanti—D. Neil Gardner succeeds Wortley & Gardner in the boot and shoe business at 126 Michigan avenue.

Detroit—The Quality Sample Furniture Co., 2222 Woodward avenue, has changed its name to the Quality Furniture Co.

Detroit—Nathan H. Scholnick, dealer in shoes at 9025 12th street and 1400 Washington boulevard, has filed a petition in bankruptcy.

Detroit—Peggy, Inc., 1440 Washington Blvd., dealer in women's sport wear garments, has increased its capital stock from \$15,000 to \$40,000.

Pittsford—Glenn Daykin, who recently sold his hardware stock, continues in business at the old stand in the brick building, specializing on tin and metal work.

Holland—Anthony Klingenberg has purchased the interest of Mr. Lokker in the grocery stock of Lokker & Bos and the business will be continued under the style of Klingenberg & Bos.

Grand Haven—J. Biegel has sold the East End Bakery, 707 Washington street, to J. Braak, who has taken possession. Mr. Biegel has purchased the Ideal Bakery, 603 Fulton street and taken possession.

Hastings—Hiler & Baird, dealers in clothing and men's furnishings at Ionia, have purchased the stock of the C. F. Chidester Clothing Co. here and will conduct it as a branch store, under the management of C. F. Chidester.

Battle Creek—The McSherry Drug Co., 415 Maple street, has been incorporated to conduct a retail drug store, with an authorized capital stock of \$25,000, of which amount \$14.02 has been paid in in cash and \$7,672.98 in property.

Detroit—The G. G. Equipment Co., 47 West Seven Mile Road, has been incorporated to deal in power equipment, with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed and \$35,000 paid in in property.

Detroit—The Electric Utilities Corporation, Woodward avenue at the boulevard, has been incorporated to deal in electric appliances, with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and paid in in cash.

Ann Arbor—The Staebler Oil Co., 424 South Main street, wholesale and retail dealer in petroleum products, has merged its business into a stock company under the same style, with an authorized capital stock of \$125,000, \$120,000 of which has been subscribed and paid in in property.

Kalamazoo—The Ely-Potts Candy Co., Inc., 218 Taylor street, has been incorporated to conduct a jobbing business in candy, fountain supplies, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The John Lambrecht Coal & Coke Co., dealer in fuel, building material, etc., has merged its business into a stock company under the style of the Lambrecht Coal & Supply Co., 1579 Monroe avenue, with an authorized capital stock of \$250,000, all of which has been subscribed and \$170,414.80 paid in in property.

Manufacturing Matters.

Kalamazoo—The Ajax Manufacturing Co. has changed its name to the Ajax Electric Co.

Detroit—The Westover-Marriott Co., 2704 West Jefferson avenue, has changed its name to the Westover Stamping Co.

Flint—The Fynd Products Co., 525 Harrison street, has been incorporated to manufacture the Davis Hoodcatch and other patented devices, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$2,000 in cash and \$18,000 in property.

Trenton—The Davis Boat Co., with business offices at 2-140 General Motors building, Detroit, has been incorporated to build and sell aircraft and watercraft, with an authorized capital stock of \$15,000 preferred and 300 shares no par value, all of which has been subscribed and paid in in property.

What Is Involved in Uttering Trade Acceptances.

Broadly speaking, a trade acceptance is a written acknowledgement of a debt for the purchase of goods, which the acceptor agrees to pay upon a certain date. This class of paper is used to a considerable extent at this time in the commercial world, and a working knowledge of its import may well be had by retail merchants in general, and as a beginning this much may be said.

The usual form of trade acceptances carries the same legal obligations as a note. It is negotiable, and when transferred into the hands of an innocent third party, as a bank or trust company, the party signing same is bound just as he would be upon a note.

Its purpose is of course to enable the seller of the goods to quickly turn the account into money, if his business requires it. In other words, it provides a handy means of obtaining money on accounts which ordinarily would be somewhat difficult to borrow upon, and might remain in process of collection many months as the case may be.

Now, at this point it may be stated, that the use of trade acceptances is a business convenience of considerable magnitude, and so long as a retail merchant signing such paper has no dispute with the seller of the goods it represents, all may be well. At the same time, the retail merchant signing a trade acceptance should understand that in case the goods therefor prove

unsatisfactory he may be placed at a disadvantage in any after dispute over them. It works this way.

The seller of the goods, we will say, transfers the trade acceptance to a bank, or other innocent third party. The goods, let us assume, prove unsatisfactory, and the buyer takes the matter up with the seller. Now if the seller is not inclined to make an adjustment, he can simply stand on the contract of sale, and it will then be up to the buyer to bring suit against him.

In the meantime, when the trade acceptance falls due, the holder of it will present it for payment, and the buyer of the goods will have no defense thereto. The buyer will then be compelled to pay the trade acceptances, regardless of whether he ever obtains a satisfactory settlement, of his dispute over the goods it represents, with the seller. The possible danger in a situation of this kind for a retail merchant may be illustrated by the following:

In one case of this kind, a retail merchant ordered a large bill of goods from a traveling salesman. Upon the request of the salesman, the merchant signed three trade acceptances for the goods ordered. The salesman's firm sold the trade acceptances to an investment company, and when they fell due they were presented for payment.

The merchant declined to pay the trade acceptances, and set up that he did not understand them to obligate him to pay anything. That the salesman represented that he would only be liable for the goods, and that the trade acceptances were merely for the salesman's company to make shipment upon.

In other words, the merchant attempted to defeat payment of the trade acceptances, in the hands of the investment company, on the ground that he had been induced to sign them through the fraud of the salesman. In reply to this the investment company set up that it was a holder of the paper in due course, and that it knew nothing of the alleged fraud of the salesman in procuring the merchant's signature to the trade acceptances.

On this state of facts, the court held that the merchant was bound to pay the trade acceptances; that the investment company was a holder in due course, and the merchant could not escape liability on the ground that the salesman had induced him to sign by fraud. Result, a judgment was rendered against the merchant.

In the light of the foregoing, it is obvious that a retail merchant should exercise some care in signing trade acceptances. If the firm he is dealing with is known by him to be reliable, responsible, in his territory to stay, and above even the suspicion of being a "one sale" firm, it may be to his advantage from a credit standpoint to give trade acceptances for goods purchased.

On the other hand, the merchant should never lose sight of the fact that in signing a trade acceptance he is signing a negotiable instrument; a paper that may be passed on to third persons with the same facility as notes, checks and drafts; and, with this in

mind, he may well, for his own protection, be very cautious in signing papers of this kind, at the request of strangers representing firms whose standing is unknown to him.

Leslie Childs.

Elaborate Beverage Sets.

For travelers in the Sahara created by the Volstead law the silversmiths seem to have laid themselves out. In other words, they have created more types of beverage sets (cocktail sets in earlier days), than the average man might imagine. One of these, which is made of sterling silver, sells at \$480. It includes an elaborate and effective mixer of two-quart capacity, a tray and twelve cups. In the plated relievers of parched throats one of the big companies reports considerable success with a mixer made in replica of a light-house. This mixer comes in two sizes. The larger, measuring about two feet high by six inches in diameter, sells at \$90. It holds a gallon. The other one, which is priced at \$45, holds 58 ounces of liquid. Both are made in a gray finish, and are equipped with two corks and a strainer in the cover.

Ten Additions To Our List.

The following have become regular patrons of the Tradesman since our last issue:

A. K. Frandsen, Hastings.
T. F. Whalen Grocery Co., Battle Creek.
Alto Elevator Co., Alto.
O'Harrow Bros., Freeport.
A. Dorman, Battle Creek.
J. A. McDenney, Kingston.
Martin Akom, Allegan.
Sherman Cole, Copemish.
T. P. Eirich, Grand Rapids.
Jackson, Fitzgerald & Dolm, Kalamazoo.

Radio should hereafter be considered an essential part of every airship attempting to cross the Atlantic. Any saving in weight which is gained by discarding this means of communication is purchased at the price of possible death. Daredevil aviators may be more than willing to pay the price, but for the sake of those near and dear to them, to say nothing of their own sakes, they should not be allowed to do so. The experience of the seaplane PN-9 is being recalled appropriately enough in this connection. During the days when the plane was slowly making its way to Hawaii, after having been forced down, those on board heard messages exchanged between vessels which were searching for them, but as the PN-9 was equipped with receivers and not with transmitters it could give no hint of its position or even of its existence. Had the White Bird carried a transmitting apparatus it would have been able under ordinary contingencies to call for help. The original plan was that it should be so equipped. The agonizing doubt regarding its fate justifies that plan and makes its abandonment deeply regrettable. The Bellanca is being equipped with both receiver and transmitter, although the transmitter is of a type that can be employed only when the plane alights on the surface of the ocean.

Essential Features of the Grocery Staples.

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

Tea—The market in this country is very low. Prices, however, especially in primary markets, remain steady to firm and even in this country, where business is so light, there has been no recession to speak of on desirable teas. The prevalent cool weather is responsible for the dullness over here. No change in price can be reported.

Coffee—The market on Rio and Santos coffee has had another easy week, meaning coffee sold green and in a large way. The fluctuations have been small, however, and the prices ruling at the close of the week on all grades of Rio and Santos are about the same as the week before. Undoubtedly the market for Rio and Santos coffee is in the buyer's favor. Mild grades remain unchanged for the week. The jobbing market for roasted coffee is unchanged and dull.

Canned Fruits—Interest in the canned food line centered principally in the outlook that California packers of canned fruit would undoubtedly place higher valuations on their product during the coming season as a result of prevailing estimates that much damage has been done the growing crops by frost. California canned fruits have been selling well below the cost of production ever since the first of the year, when in the effort to move out surplus stocks drastic price cuts were made. It is held that opening prices for these fruits will have to be somewhat above the ruling levels if the planters and packers are to be rewarded for their effort.

Canned Vegetables—Fair enquiries continue for the general run of canned vegetables; Southern tomatoes are being freely purchased and the outlook that a shortage of over 3,500,000 cases may materialize before a new pack is available keeps prices firm. Wisconsin fancy peas, standard Southern corn and cut green and wax string beans all meet a fair amount of buying.

Dried Fruits—The market shows somewhat more activity. Raisins are doing decidedly better and Muscats and Thompsons are at their firmest point for some time. Holders of prunes are pushing them in every conceivable way and the demand is showing results. Apricots are slow and a little easier. Figs for manufacturing purposes are considerably firmer, on account of better sales. Other dried fruits are unchanged.

Canned Fish—There is some buying of tinned fish, especially for shrimp, which is feeling the effect of the Southern floods, in which territory considerable shrimp is packed. The holders of red and pink Alaska salmon are reporting good sales at steady prices. The demand will improve in salmon as soon as the weather gets warmer. Sardines remain unchanged and dull.

Salt Fish—No new domestic salted mackerel are available as yet, but some will be within a few days.

Cheese—The market shows no changes for the week. Good old cheese is scarce and firm and fresh new-made cheese is not wanted and is irregular in price.

Beans and Peas—The demand for dried beans is exceedingly dull. Possibly one exception is pea beans, which are wanted to some extent, at firm prices. Most grades are in buyer's favor. Dried peas are quiet and unchanged.

Nuts—Enquiries for California as well as foreign walnuts continued a feature of interest in the closing days of last week. Walnuts are getting to be an all the year round proposition and are being taken freely right along. There was no special feature in other nut products. Pignolias were firmly held.

Rice—New Orleans wires dispel fears of serious floods in rice growing areas and intimate that the most serious setback lies in delayed planting operations in Arkansas. A fair demand is running for rice and prices as a general proposition are quite firm. New Orleans reports that the Leona mill is now in operation, but is only running to fill current consuming demand. All other New Orleans mills are shut down.

Syrup and Molasses—The demand for grocery grades of molasses, in spite of the cool weather, is light. Prices, however, are steady. Sugar syrup seems to be wanted to some extent, at unchanged prices. Compound syrup is selling fairly well at steady prices.

Review of the Produce Market.

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

Asparagus—75c@\$1 for big bunch.

Bananas—6½@7c 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—Butter has had a fair week. Owing to decreased demand and well-controlled receipts there has been a decline of 1c per lb. Demand for high-grade butter is now good, but the under grades are dull and irregular in price. Jobbers hold fresh packed at 40c, prints at 41c. They pay 24c for No. 1 packing stock.

Cabbage—Mobile stock commands \$8.50 per crate.

Carrots—\$1.75 for hamper from Texas.

Cauliflower—\$3 per doz.

Celery—California Jumbo, 90c@\$1;

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

Cocoanuts—\$1.10 per doz.

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

Eggs—Eggs have ruled quiet during the week, the market being about steady at 1½c decline. Receipts are very liberal and the demand moderate. Local jobbers pay 20c for strictly fresh.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$4.50@5.25 per crate for Floridas.

Green Onions—Home grown silver skins, 25c per bunch.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.50

360 Red Ball ----- 6.00

300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu.---\$4.50

Hot house leaf, per lb. ----- 17c

New Potatoes—Carolina stock commands \$9.50@10 per bbl.

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

Onions—Texas Bermudas, \$3.75 per crate for yellow and \$4 for white.

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

80 ----- \$5.25

100 ----- 5.50

126 ----- 5.75

150 ----- 6.50

176 ----- 6.50

200 ----- 6.50

216 ----- 6.50

252 ----- 6.25

288 ----- 6.00

344 ----- 5.00

Sunkist Red Ball, 50c cheaper.

Peppers—Green, 60c per doz.

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

Pineapple—\$3.75 for 18s, 24s or 30s.

Potatoes—\$1.75 per bushel generally.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 24c

Light fowls ----- 20c

Radishes—35c per doz. bunches for home grown.

Spinach—\$2 per bu.

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

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

Tomatoes—Southern stock, \$1.25 per 6 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 15c

Good ----- 13½c

Medium ----- 11c

Poor ----- 08c

Good Fruit Difficult To Describe.

What constitutes "quality" in fruit and the factors that affect quality were discussed recently by Dr. U. P. Hedrick, horticulturist at the New York State Agricultural Experiment Station at Geneva, in an effort to define the term "quality" as used by horticulturists. Quality in fruit is a rather elusive characteristic that gives individuality to the variety, but is quite apart from the more tangible characters of the fruit, says Dr. Hedrick. Also, quality is inherent to a variety and is not materially affected by any of the orchard practices to which the fruit grower may resort.

"Those who grow and those who buy fruits are often confronted with the word 'quality,'" says Dr. Hedrick. "This variety is said to be of the 'highest quality,' another quality may be 'low in quality.' What, then, is quality? Both those who buy and those who sell should know.

"In brief, quality is that combination of flavor, aroma, juiciness and tender flesh which makes fruits agreeable to the palate. The best varieties of fruit also have that subtle, undefinable thing

called individuality, a thing quite, aside from any tangible character. Every good fruit should have a distinct and pleasing individuality.

"High quality is coming more and more to have commercial value. People do not want coarse, turnipy fruits. More and more they are being educated as to what varieties are of high quality. The best example of high quality now before the public is the McIntosh apple, which displays the highest quality of its kind, and now holds a high place in all Eastern markets.

"Quality in fruit cannot be greatly altered by cultural practices, although those practices which give best tree growth and yields, generally speaking, also give the best quality fruit. Quality is affected very materially by seasons, however, and the consumer should bear this in mind in buying apples.

"For example, McIntosh will continue to hold its own as the best quality apple of the season until after the holidays, although it will be rated as a good apple until March or April. Soon after the beginning of the new year, however, Cortland, an offspring of McIntosh, will supplant McIntosh, because of its superiority, although in December Cortland cannot be rated as of first quality. Such changes in quality might be illustrated by many varieties of several fruits."

Guy W. Rouse in Jail at Los Angeles.

A warrant for the arrest of Guy W. Rouse on a charge of embezzlement from the Worden Grocer Co. was sworn out Tuesday by Ed. D. Winchester, Vice-President of the corporation and uncle of the alleged embezzler. The report of Scudder & Co., expert accountants discloses peculations of \$234,395.56. The stealings started in 1911 and every year added to the defalcation. Rouse's stealings and the losses he precipitated by constantly "tapping the till" resulted in a deficit of \$538,347.34.

As soon as the warrant was signed the Chief of Police at Los Angeles was requested to pick up the criminal and hold him until an officer could be dispatched to that city to take him in custody.

About 9 o'clock this morning a telegram was received by Superintendent Carroll, stating that the accused had been apprehended and arrested. Rouse demanded that he be informed the name of the person who signed the complaint, the name of the judge (prosecuting attorney) who authorized the warrant and the name of the judge before whom he would be tried. He also stated that he would fight extradition. No expense will be spared in the effort to secure his return to Grand Rapids for trial and punishment and also to force restitution of that portion of his stealings which he has thus far sequestered.

The crime of which Rouse is accused is one of the most flagrant ever committed by a citizen of Michigan, because it involves the element of deceit and treachery to his best friends covering a period of more than sixteen years.

CAPITAL PUNISHMENT.

Many Futile Attempts To Restore It In Michigan.

Capital punishment in Michigan was abolished by the Legislature of 1846. Michigan was the first State to substitute life imprisonment for the death penalty for first-degree homicide. During the last 62 years bills have been introduced at eight regular sessions to restore capital punishment. Sentiment for execution for murder in the first degree, as gauged by the votes of state legislators, was strong in the early 80s of the last century; then it subsided, to rise to a new high-tide mark at the 1927 session, when, for the first time, a capital punishment bill passed both houses. But the bill, a House measure, as passed by that body, was amended in important essentials by the Senate, one of the amendments providing that it should not become effective until ratified by a majority of the electors voting on general election day November, 1928. The Senate amendment developed a controversy between the two houses with the result that it finally was killed by the Senate.

At the session of 1865 a bill to restore capital punishment was introduced for the first time. Senator Charles M. Crosswell—Governor from 1877 to 1881—was, on principle, opposed to the death penalty and he was credited with preventing the bill to come to a vote. In 1881 a capital punishment bill passed the House, 56 to 31, but failed in the Senate, 18 to 8. Four years later it again passed the House and nearly passed the Senate. Introduced at the 1895 session for the fourth time, it did not come to a vote in either house. In 1921, as a House bill, it was lost, 64 to 32. At the 1923 session, again a House measure, it fared better, receiving 46 votes, 51 against it. In 1925, once more as a House bill, it, for a second time, received 46 votes, but the negative vote was 54. This year the House passed a capital punishment bill, 61 to 35, and the Senate, after one of its committees resisted for several weeks pressure to let it go to a vote, finally passed, 18 to 13, but with a referendum amendment. Then started the efforts to reconcile both houses to some kind of a death penalty bill.

A Detroit justice of the peace, Philip Dejean, was the first hanging judge of Michigan. Dejean was appointed in 1767, by Lieut.-Col. George Turnbull, the military commandant. There may have been court martial executions before Dejean's time but he was the first to impose the death penalty in a civil court. Three men sentenced by him were hanged before, in 1775, he imposed the death penalty on Jean Contencinau, a white man, and Nancy, a Negro slave woman, for an offense which under the laws of this day would be petty larceny. Jean worked for Abbot & Frinchley, fur dealers and merchants, and Nancy was their slave. Jean was convicted of stealing "eight pounds of beaver skins, two otter skins, and some raccoon skins, value four

pounds," between \$15 and \$20. Nancy was convicted as his accessory, and also of stealing from her master a purse containing six guineas. They were sentenced to be hanged March 26, 1776, in the "King's Domain," the town common. In sentencing him Squire Dejean said:

"You see, my dear brother, it is neither the jury nor myself that has condemned you to death, it is the law you have violated. It is for a domestic theft that you are now going to lose your life. According to the English law a domestic who steals a shilling (24 cents), or the value thereof, merits death), and, according to the laws of France, a domestic who steals five sous (five cents) also merits death."

When the day arrived for the dou-

and on horseback from as far as 50 miles to see the doomed man die at the end of a rope.

Stephen J. Simmons, a tavern-keeper at Wayne Village, murdered his wife in a drunken rage because she refused to take a drink of whisky from a jug with him. He was a man of massive stature, weighing 250 pounds, and had considerable education. When sober he was peaceful, but, under the influence of liquor, a bully. He had mauled more or less men in drunken brawls and had many enemies. His wife, whose health was feeble, and their two daughters, lived in terror when he was drinking. He had frequently beaten his wife. One night he went to her room and, on her refusal to drink from his whisky jug, he struck her in the

The county jail was in the triangle directly across the street to the east from where is now the J. L. Hudson & Co.'s store. The old city library building, still standing, was later built on the triangle. There was no fence around the jail. The prospect of a public execution caused a great stir. Sheriff Thomas S. Knapp had conscientious scruples against hanging a man, and he resigned rather than perform the disagreeable duty. There were lively discussions in the tavern barrooms and other places as to who would be the executioner. In a discussion at the Steamboat Tavern, foot of Randolph street, the proprietor, Uncle Ben Woodworth, held that the law must be enforced or no man would respect it; that any man who accepted a public office should perform all the duties, no matter how unpleasant. Asked if he would himself hang Simmons were he sheriff, he said he would. Gen. Lewis Cass, the territorial governor, hearing of it, sent for Uncle Ben and appointed him acting sheriff to succeed Knapp. He was a somewhat noted character locally. Also he had a famous brother, Sam, but in a wholly different way. Sam Woodworth was the New England poet who wrote "The Old Oaken Bucket" that had a place in country school readers two generations or more since, and may have still.

Uncle Ben proceeded with plans to make the execution as impressive as possible. He had a quadrangular grand stand built around the jail yard, the scaffold in the center. So many came from distances to see the hanging that the taverns the night before were not only filled to capacity but homes were opened to strangers. Two hours before the hour for the execution the grand stand was packed. The militia's band furnished music. Simmons mounted the scaffold on the arm of Uncle Ben and delivered a short address, warning all to beware of strong drink. Then in a strong baritone voice he sang a few verses of a sacred hymn, the first verse:

Show pity, Lord, oh, Lord forgive.
Let a repentant rebel live;
Are not Thy mercies full and free,
May not a sinner trust in Thee?

Uncle Ben sprung the trap and Simmons shot through the opening, dying almost instantly. The spectacular features developed in the community directly afterwards an aversion to capital punishment. They had not minded the hanging of a few Indians but a white man, and one that could make the affair as gruesomely impressive as had Simmons, was quite a different matter. Sentiment against the death penalty for first degree murder, germinated at the spectacular Simmons execution, grew steadily until the Legislature 17 years later, substituted life imprisonment. This execution also quickly led to the abolishing of flogging for small offenses. The flogging law was enacted by the Territorial Council in 1817. Three men were flogged at the Detroit public whipping post the year of Michigan's last execution. There was no flogging afterwards.

The efforts to retain capital punishment when the question came before the legislative session of 1846 were

The American Memorial Day

Since when the tea was brewed that night in seventeen seventy-three
Our land has marched upon its way to Western Liberty.
It was liberty loving, high ideals that brought the pilgrims West,
Which, with the prices since been paid has given to us the rest.

'Twas a hundred and a half of years on our Atlantic shore
Before the colonists were taxed in ways that made them sore.
And so the old "tea party" meant that Freedom was on hand
To pay the price of it what'er the old world might demand.

We'll mention first the prices on from Lexington to when
The Declaration flung the brief that stirred the hearts of men,
'Twas something different from what the world had known before
And then for eight long years a war was waged against them sore.

Peace then perched on our banner till the mother country thought
To drive us from the sea because world trade was by us sought.
But with Old Ironsides and all our ships on sea and lakes
We drove, we trust, for coming time, sweet Freedom's Western stakes.

But right was might, as it has been in every Western fight,
But threatened as the kaiser thought to win all else in sight.
And it was in this crisis that the West at last said no
By force of arms when those bleb white were in the depths of woe.

And in the awful onslaught made on land and sea and air
Our boys were equal to the need and checked them everywhere.
With "caterpillars" e'en they sped on drives against the foe,
Americans were there to deal the Huns their final blow.

And what would have been left undone if Paris had been gained
Would have been something that in fact could never have been named
Our loans would have been lost and we might still have had to fight
At cost of untold millions to retain our own by right.

* * * * *
And since armistice day our land has realized the worth
Of its young manhood that help save the best lands of the earth.
The one mistake was that the Huns were not chased back to where
They might "repent at leisure" in their now made over lair.

And there's no land upon the face of this old world we know
Whose sons gave so much as its need called them to face the foe.
And so as this Memorial Day shall rightly with us stand,
We'll never take a second place to any other land.

L. B. Mitchell.

ble execution Squire Dejean and Lieut.-Col. Hamilton, who had succeeded Turnbull as commandant, were unable to find anyone to take the hangman's job. Finally Col. Hamilton told Nancy that if she would serve as hangman for Contencinau he would commute her sentence. She did so. There was a great outcry against Hamilton for using a Negro slave to hang a white man, and, when news of it reached Montreal, headquarters of the territory, a grand jury indicted him. The Revolution coming on, nothing further was done.

The last execution in Michigan for a capital offense was 97 years ago. It was a Detroit event and sensationally spectacular, men coming in rigs

face with his clenched fist. The blow killed her.

When brought to trial before three judges Simmons was exceedingly penitent. Before a jury was secured more than 300 talesmen were sworn and excused on declaring that he should be hanged. One of Detroit's ablest lawyers of the period defended him, and, in an eloquent plea for mercy, argued that a drunken man was not responsible for his acts. At the trial Simmons made a fine appearance, whisky having gotten out of his system during the several months he was in jail awaiting trial, and he looked superior, mentally as well as physically, as compared with most of the crowd in the court room. The verdict of the jury was guilty of murder in the first degree.

strenuous. An outstanding leader of those who sought to have the death penalty retained was Rev. Dr. George Duffield, of the First Presbyterian Church, Detroit, a noted divine of the period. A sermon by Dr. Duffield while the repeal bill was before the Legislature was printed as a pamphlet and widely circulated. Here are a few extracts from it:

"Capital punishment is the truest, wisest economy of human life."

"Nothing can teach men more effectually to put a right estimate on human life than to know that nothing can expiate the crime of murder than that the murderer himself shall die."

"The experience of the world for thousands of years has proven that fear of death is one of the strongest motives to refrain from deeds of murder."

A reading of the Act of 1846 making solitary life imprisonment the extreme penalty for first degree murder leads to but one conclusion, namely, that the legislators in enacting it intended that no lifer should ever be released by pardon or parole. It specified that a lifer should be kept in a cell 15x8 feet and 10 feet high, with one window high in the wall to afford light for reading; that a lifer should be allowed a Bible and such other books from the prison library as a chaplain approved; that no work should be given a lifer, and that he should never be permitted to communicate with or to be seen by friends. The warden could see a lifer at any time but no other official without the warden's permission.

Solitary confinement was the inexorable rule for 10 years. Then, in 1857, the Legislature modified the act so that a lifer, at the option of the warden and prison board, might be released from solitary. It was further modified in 1861 so that, except in extreme cases, all lifers might be released from solitary. Yet, there were exceptions for the succeeding decade, Bivens, a triple murderer, sentenced in 1865 to Jackson, was in solitary for five years. Solitary confinement has been called torture, yet it is officially recorded that no Michigan lifer in solitary confinement ever became insane. Legislatures subsequent to 1861 eased the law for life imprisonment so that first degree murderers were eligible for parole. A survey some eight years ago showed that the average time lifers were serving was about 14 years. This suggests the reasonable query: Would the Legislature of 1846 have abolished capital punishment and substituted solitary confinement for life if it foresaw that the change would eventually mean but fourteen years' imprisonment and that not solitary?—John Fitzgibbon in Detroit News.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 16—In the matter of Robert A. Slaughter, Bankrupt No. 3151, the funds for the first meeting have been received and such meeting has been called for May 27.

May 13. On this day was held the final meeting of creditors in the matter of Walter H. Lefler, Bankrupt No. 2997. The trustee only was present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order for the payment of expenses of administration, as far as the funds on hand would

permit, was made and filed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Isaac Warsaw, Bankrupt No. 3072. The bankrupt was not present or represented. The trustee was present. The final report and account of the trustee was considered and approved. The expenses of administration were ordered paid, as far as the funds on hand would permit. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

In the matter of Fred Phillips and Glenn H. Phillips, and Phillips & Son, a copartnership, Bankrupt No. 3108, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made and filed.

May 16. On this day was held the first meeting of creditors in the matter of Regal Sandwich Shop, Bankrupt No. 3123. The bankrupt corporation was present by Norris, McPherson, Harrington & Waer, attorneys. Petitioning creditors were represented by Francis L. Williams. Creditors were present by G. R. Credit Men's Association; Hilding & Hilding; Corwin, Norcross & Cook and Boltwood & Boltwood. Claims were proved and allowed. Edward De Groot was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned to May 23.

On this day also was held the first meeting of creditors in the matter of Carl Breuer and Adolph H. Breuer, individually and as copartners as Grand Bowling Academy and as Banquet Beverage Co., Bankrupt No. 3144. The bankrupts were present in person and represented by attorneys Hilding & Hilding. Creditors were present by Corwin, Norcross & Cook; G. R. Credit Men's Association; Martin H. Carmody; Boltwood & Boltwood; Travis, Merrick, Warner & Johnson and Clare J. Hall. Claims were proved and allowed. C. W. Moore was elected trustee and his bond placed at \$1,000. The first meeting then adjourned to May 23.

May 16. On this day was held the first meeting of creditors in the matter of Abe Gelman, Bankrupt No. 3142. The bankrupt was present in person and represented by attorney. The custodian was present, as were certain creditors. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. M. N. Kennedy was named trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Edward Brouwer, Bankrupt No. 3138. The bankrupt was present in person and represented by attorney M. Thomas Ward. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Glen Carlton, Bankrupt No. 3140. The bankrupt was not present or represented. The meeting was adjourned until May 17, at which time the bankrupt was present in person and represented by attorney Roman F. Glocheski. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of John E. Quinn, Bankrupt No. 2093. The bankrupt was present in person and represented by A. A. Keiser, attorney for the bankrupt. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter present. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

May 17. On this day was held the first meeting of creditors in the matter of Arthur T. Slaght, Bankrupt No. 3139. The bankrupt was present in person and represented by attorney. Creditors were represented by Travis, Merrick, Warner & Johnson; Wicks, Fuller & Starr and F. C. Miller. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. C. Woolridge was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Jared W. Arnold, Jr., Bankrupt No. 3148. The bankrupt was present in person and represented by Patchin & Duncan, attorneys. No creditors were present or rep-

resented. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Kate L. Chase, Bankrupt No. 3145. The bankrupt was present in person and represented by attorney Thomas J. Whinery.

resented. No claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. Enquiry will be made as to the value of a certain policy of insurance and if value is found a trustee will be appointed, and if not, the case will be closed and returned to the district court as a case without assets.

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URBAN GROWTH.

The rapid increase in the urban population of the United States since the beginning of the century raises the question: What is the future of the American city? The drift of population is cityward and the indications are that it will continue to move in that direction during the next two decades.

In 1900 our urban population was 40.5 per cent. of the total. Ten years later it had risen to 45.8 per cent., and in 1920 it became 51.4 per cent. If this ratio is maintained for the next quarter of a century, it will create serious economic problems which will necessarily bring about radical changes in the conduct of National affairs.

In an article in the June issue of the American Magazine, Dr. J. Russell Smith, of Columbia University, points out that while the process of urbanization is bound to go on, there will be a marked change in the sections of the country which will be affected. He finds that there are no compelling reasons why such big inland cities as St. Louis, Atlanta and Indianapolis, whose growth has been largely the result of special railroad advantages, should develop much further.

The continued growth of such cities as New York, Chicago, Philadelphia, Seattle, Duluth and Norfolk is another matter. These cities are located at points where natural conditions have called for big cities and while they too will become static before many years, they will probably continue to grow for a longer period than the big inland cities. In speaking of New York, Dr. Smith refers to the prediction that the present 8,000,000 in the metropolitan area will reach 17,000,000 by 1950, and adds: "There is no sound economic reasons why New York ought not to be allowed to grow bigger."

The greatest urban development of the future in the United States, according to Dr. Smith, will take place in the Pacific Northwest, especially on the coast of Oregon and Washington. The population of this section is now about 1,000,000, but it is almost certain before many years to be five or six, perhaps ten, million.

It is interesting to note that Dr. Smith bases his belief in the future prosperity of that section of the country on its climate. He quotes authorities to show that the moist climate and changes in temperature are bound to make that district a "thriving land of cities in the midst of dairy farms and a rich garden agriculture, such as we find in the best parts of England and Belgium."

WHO KILLED JESUS?

The most disturbing fact about the crucifixion is that those who sent Christ to the cross were ordinary business men acting from familiar and ordinary motives. The people in Jerusalem who crucified Jesus were just like people everywhere, and the motives that persuaded them were the partisan motives that operate to-day. Who, then, killed Jesus?

First, religious people, who felt their prejudices to be very sacred. So far from being bad folk, they were among the best of their time. The convention-

al type of official clergy of the organized and established religion helped crucify Jesus and they have been doing it ever since.

Second, business men, who discovered that large profits feel very good, helped to kill Jesus. They were not bad men. They had no desire to hurt Jesus. They were simply running a profitable business in the temple courts according to the current rules of the game. But when Jesus overturned the tables of the money-changers He touched Jerusalem in its most sensitive nerve—profit. The business section felt that this high-handed interference with trade was not to be patiently endured. It is an old story; it has been going on ever since.

Third, the politicians of Jerusalem, doing what politicians have to do, playing safe, helped to kill Jesus. Pilate was not altogether a bad man. That crowd out there, yelling at Him, had been well instructed what to say. All that Pilate did was what politicians have been doing ever since and are notoriously doing yet: He played safe.

There isn't anything in Jerusalem that last week, when Christ was so disowned and crucified, that is not like ourselves. Even the crowds were simply a typical exhibition of mob psychology. We cannot stand off on a superior level and look down on ancient Jerusalem. There is not a motive that swayed the lives of men then that does not sway them now, and we should bow in penitence at the thought that in our familiar lives, personal and organized, are all the motives which nailed Jesus to His cross.

COTTON CONDITIONS.

As for several weeks past, the conditions in the flooded districts continued to be the dominant feature in the cotton situation during the week just closed. But there is less of a pessimistic attitude as the matter receives more careful attention, and the belief grows that not so much of acreage will be lost to cultivation this season as was at first expected. The restriction of the acreage planted to cotton in places other than those exposed will be very little, and quite a fair amount of the overflowed area will be seeded. In fact, such seeding has already taken place in some sections. There is nothing improbable in the idea that over 45,000,000 acres will be devoted to cotton growing and, under favorable conditions, a crop of 16,000,000 bales or more may yet be obtained. But everything will depend on the weather and the weevil developments during the next three months. The first report on boll weevil emergence will be issued by the Department of Agriculture on Tuesday. There is a widespread belief among those concerned in producing cotton goods that prices of the raw material will advance, and especially those of the longer staple variety. But no evidence of this is given in the prices of gray goods, which have lately shown signs of softening. Transactions, however, have been few. Certain finished fabrics have been advanced, such as tickings and bleached goods. A seasonal lull is occurring in

most lines of cotton fabrics. Cool weather has checked the movement of wash goods and light weight underwear.

WOOLS AND WOOLENS.

An auction sale of wool at Brisbane, Australia, during the past week was marked by a slight lowering of prices. This merely emphasizes the fact that it will be difficult to obtain the higher prices which some in the trade have been predicting. In this country any tendency toward increases appears to have been checked, but sellers are resisting all attempts at lowering prices. The sale of about a million pounds of wool at San Angelo, Texas, at average prices of 38 and 39 cents was a feature during the past week. Wool imports are becoming smaller. For the week ended May 14 the total received in this country was 4,823,721 pounds, of which about one-half was carpet wool. Domestic mill conditions vary, some concerns being very well occupied while others are working on part time. Orders have been increasing for men's fabrics from the clothing manufacturers, who are apparently in the way of having a good fall and winter business. Some of them report a substantial advance in orders over last year's at this time. Thus far the tendency has been toward woollens rather than worsteds. In women's wear fabrics the disposition still is to delay making any large purchases. All the lines are open and have been for some time. Samples are in the possession of the garment manufacturers, who have made up some models, but customers are not yet ready to make their selections. Volume buying of the fabrics will not start until next month.

QUESTION OF STYLE PIRACY.

An old grievance in the woolen industry is in the way of getting an airing again. This is the matter of theft of designs, otherwise described as style piracy. Manufacturers of garments long ago inveighed against this practice as applied to their products and sought vainly to protect themselves against it. The prevalence of it is responsible in great measure for the overcrowding of the ranks in the industry. If designs can be stolen instead of being paid for, the thieves have an advantage over their honest competitors. The pirates, furthermore, reproduce in cheaper materials and poorer workmanship the garments whose models they have filched and so further discredit and make unsalable the originals. All that the reputable manufacturers can do is to make their showings as late as possible so as to curtail the time within which the pirates may operate. But it appears that the stealing of designs is by no means confined to the makers of garments. Those who manufacture fabrics, or rather certain of them, are taking a hand in it also. At the opening of a season the mills make offerings of a number of weaves. Some of these prove very popular with the buyers while others do not. The popular ones are imitated by some of the unscrupulous fabric manufacturers, who thus seek to take advantage of the skill and

judgment of the originators. There have been meetings lately of mill men and selling agents who are trying to put a stop to the practice but no definite course of action has been decided on. Trade markings of the designs do not appear to afford a remedy, as has been shown in a number of instances. Some way has to be found to induce buyers not to patronize those guilty of the unethical practice.

NEW KIND OF CURE.

After practicing medicine for fifty years Dr. Halben, of Germany, has come to the conclusion that the best way to treat patients recovering from serious illnesses is to prescribe a trip in the sky for them. He declares that three or four days spent soaring among the clouds is far better for convalescents than three weeks spent at the seaside or in the country. "One feels new born," says the doctor, "and returns to earth with a feeling of well being."

This sort of cure will appeal to the rising generation. What young boy—or girl, for that matter—would fail to follow the directions of his doctor and his nurse if he were promised a trip in a balloon or an airplane as soon as he got out of bed? That would be something to look forward to—something worth getting well for. Sickness would become a mere preparation for a great pleasure.

The doctor's suggestion seems entirely reasonable. The air up there must be pure and wholesome, and such a trip certainly offers a soothing change of scenery every waking minute of the day. Better than all, the convalescent would escape answering innumerable irritating questions concerning his illness—something he could not escape at any health resort on earth.

DRY GOODS CONDITIONS.

Wet and windy weather during the past week had a very deterrent effect on retail trading in this neighborhood and in many other portions of the country. Sales of apparel slackened up especially, and the dealers in men's headgear found it hard to develop any enthusiasm for straw hats. Fixing an early date for the formal opening of the straw hat season has not, in fact, been a conspicuous success. In some exceptional year with hot days early in May the plan may work out well, but high temperatures are not the rule in this neighborhood at this period. A fair number of buyers from out of town stores were in the city during the past week. Many were seeking close-outs and cheap dresses and the like for quick sales. Various articles for children's wear were also sought. It will be some weeks yet before the great bulk of buyers come here for fall supplies. Reports from all over the country on business and economic conditions continue to be quite favorable. There is less despondency than there was, even in the flooded districts, where it is felt there is still a chance of fairly good trading by the time that summer sets in.

Men who accomplish most never seem in a hurry no matter how much they may have to do.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Our first stop Saturday was at Alto, where we added the Alto Elevator Co. to our list.

The next stop was at Freeport, where O'Harrow Bros. decided to place their names on the roll of honor. They succeeded Burt Long when he retired from trade a few months ago to engage in the life insurance business. He very fortunately made an alliance with the Mutual Benefit Life Insurance Co., of Newark, N. J., which is conceded to be one of the best types of life insurance companies in the United States. I cannot understand why any one should accept a policy from a stock life insurance company, unless his sole object is to further enrich the stockholder. The mutual company furnishes protection at the same rate as the stock company, but instead of paying the profit to stockholders in dividends it returns the profit to the policyholder instead. Mr. Long recently wrote me regarding my opinion of assessment insurance in general and one assessment company in particular. I replied to his enquiry as follows:

Replying to your letter of April 27, in which you request information concerning the Guarantee Fund Life Association of Omaha, Nebraska, will say that this is an assessment association. The following is quoted concerning this Association from page 1050 Best's Life Reports:

"Under the policy which constitutes the entire contract, the liability of the insured is not limited to fixed premiums the right being reserved to collect additional amounts necessary to pay all valid losses."

From this you can see the Guarantee Fund can increase their rates. Upon referring to the State Insurance Commissioner's report you will discover that this assessment association has a tremendous lapse rate. Only a small percentage of the business they write each year remains in force.

At one time I carried large lines of assessment insurance in a number of assessment associations. I have been a purchaser of life insurance for almost fifty years and in every instance my assessment insurance has been most unsatisfactory. I carried insurance in the Royal Arcanum and the rates were raised so much I could not afford to pay the premium.

The Illinois Bankers Life, another assessment association, has virtually admitted the assessment plan was wrong when they began insurance on February 1, 1927, with cash values.

The Bankers Life of Des Moines, Iowa, issued assessment insurance until 1911 and was one of the first to stop issuing it and to change over to the plan of allowing cash values in the policy.

The plan of assessment insurance is a failure. There are only a few assessment associations writing business in Michigan to-day. They will soon all disappear and it will be an excellent thing for the buyers of insurance. It is a great mistake for a young man to buy an assessment policy. I know from actual experience, because I bought both kinds, legal reserve and assessment.

Forty-four years ago I bought at the age of twenty-four, a policy in the Mutual Benefit Life of Newark. Last year I paid a premium of only \$4.27. To-day, in 1927, the Mutual Benefit will give me back \$607.45 in cash value if I desire to surrender my policy, and

I have only paid them \$542.46. Insurance for forty-four years and more money given back than I have paid them. That is a wonderful record.

P. S. In 1925 the Guarantee Fund Life wrote \$2,719,500 and 2,154,000 ceased to be in force, giving a very small gain in business in force.

The next store to I. E. Moore is being fitted up by O. L. Beebe, who conducts grocery stores at Lowell, Clarksville and Sunfield. He will abandon the Clarksville location and remove the stock to Freeport.

At Hastings I had the pleasure of adding A. K. Frandsen to our list. Mr. Frandsen was elected President of the Michigan Retail Dry Goods Association at the annual convention at Lansing two weeks ago and has large plans for the expansion and elaboration of the work of the organization. Mr. Frandsen has been engaged in the dry goods business at Hastings fourteen years. Prior to that time he was engaged in the same line at Eaton Rapids three years. His store is a very complete establishment for a city the size of Hastings and the success which has attended its career attests the energy and long headedness of its owner. A man who can do what Mr. Frandsen has done for himself ought to be able to furnish excellent leadership for an organization of progressive merchants such as are grouped together in the Dry Goods Association.

Of course we drove out of our way in heading for Battle Creek to admire the wonderful Roman Catholic church and parish residence constructed of native field stone under the direction of Rev. John F. Linskey, who is now located in Detroit. No one should visit Hastings without detouring a block or two to inspect these wonderful accomplishments of architecture. I imagine the genial and forward looking priest who created these monuments to his genius and originality wept bitter tears when the bishop wrote him that he was to leave these marvels of his handiwork for a comparatively new parish in Detroit. Tears or no tears, it was the duty of Father Linskey to obey the orders of his superior, but I imagine his memory frequently reverts to the beautiful buildings he created to the glory of God in the beautiful city of Hastings.

Dowling and Bedford looked very quiet and contented as we passed through those towns en route to Battle Creek.

Our first call in the Cereal City was on a merchant who expressed great admiration for the Tradesman. As I could not locate his name on our Battle Creek list, I asked him where he received the paper.

"I buy it down town every week at the news stand. I would not do without it if it cost me 25 cents per copy."

As the Tradesman has never been sold on any news stand anywhere, I certainly caught my mercantile friend in a mental lapsus. I seldom meet an experience of this kind, but as the store was full of customers I did not inform the merchant that he must have some other publication in mind.

I had the pleasure of adding the T. F. Whalen Grocery Co. to our list. Mr. Whalen has been engaged in the grocery business at Battle Creek

twenty-six years, during which time he has made no change of location. His stock is the largest and most complete of any grocery store in Battle Creek and is one of the finest in the Middle West.

The big addition to the Sanitarium looms up most imposingly, giving promise of greatly increased usefulness for the wonderful institution of which it is to be a part.

With John I. Gibson in Europe for the summer, there is something lacking in a visit to Battle Creek. Mr. Gibson has been my friend for more than twenty-five years. We have barn stormed the country together and talked to merchants and farmers until we were red in the face. I was greatly pleased to learn that a lucrative position awaits Mr. Gibson on his return from Europe in the fall—a position thoroughly in keeping with his remarkable ability, energy and resourcefulness.

Battle Creek appears to be spreading out in nearly every direction. I am told that the factories are nearly all busy and that most of them are employing a full complement of hands.

Someone once remarked a man may die, but his works live forever. This remark applies to the late C. W. Post, evidences of whose activity and far-sightedness are evident on every side. The wonder is that he could have crowded so many accomplishments into the comparatively few years he was spared after he gained a competence.

When Mr. Post got into production on Postum Cereal in the barn on the hill where the Postum business was born, he decided to make his first stand in Grand Rapids. He called at my office, showed me his product and told me what his plans were for the future. The product looked good to me, because I realized that many people could drink a cereal decoction who could not use coffee. I told him that if he could sell E. J. Herrick, who was then the leading Monroe avenue grocer, I thought he could sell every grocer on Monroe and Canal streets. I introduced him to Mr. Herrick, who gave Mr. Post an initial order and also introduced him to the other grocers on the streets named, nearly all of whom gave him a complimentary order. He never ceased to feel thankful to Grand Rapids people for meeting him with open arms on that occasion. He never forgot the assistance Mr. Herrick gave him, and when the latter lost out in business and needed help Mr. Post fitted him out as a salesman and kept him on the road as long as he cared to continue in that capacity. The disposition to reward a person who helps a man when he is starting in business is utterly lacking in some men, but Mr. Post possessed that virtue to an unusual extent. He carefully preserved the barn in which he made his first Postum Cereal as long as he lived. I think the present company also cherishes this beautiful tradition.

I saw more careless driving at Battle Creek than any other city I have visited this season. There seemed to be a preponderance of child drivers—both male and female—who paid little attention to the rules of the road and

none to the courtesy which should actuate all occupants of the public streets.

The return home Sunday via Kalamazoo over old M 17 would have been more pleasant except for the heavy rain storm which prevailed most of the way. The cement pavement from Galesburg to Kalamazoo is only sixteen feet wide and is utterly inadequate to the demands of the heavy traffic which crowds the thoroughfare to the limit. Considering the enormous volume of travel between Battle Creek and Kalamazoo, it would seem to be the part of wisdom to create and maintain two main arteries between those growing cities. I hope to see this done at the earliest possible date.

E. A. Stowe.

Knowing What the Public Wants.

The big part of a merchant's job is knowing what the public wants, but he should be able to ascertain when the public ceases to want it. Certain lines of goods have a vogue and as surely lose their appeal and the merchant who does not keep a watchful eye on the demand and inquiries for goods will sooner or later be caught with stocks that he cannot get rid of. These are the real losses in doing business. When the sales on any item show a continued falling off in spite of efforts to move it, keep the stocks of that item at a minimum; but on the other hand, when sales or demands show a steady increase, stock to fit that demand. Don't lose sales by being out of goods. Lost sales mean lost customers in a remarkably short time.

A Real Salesman.

When the young salesman had been out less than a month he was so discouraged that he was about to give up. Just then he encountered a man who had been on the road for years. "Well, how is the selling game going?" asked the older man.

"Pretty poor," answered the youngster. "I've been insulted at nearly every place I have visited."

"That's strange," said the old timer. "I've been on the road forty years. I've had my samples flung into the street, I've been taken by the scruff of the neck and hurled down stairs, I've had doors slammed in my face time and time again, and I can't tell you the number of times I've been cursed. I'll even admit that I've been rolled in the gutter. But in all the years of my selling I can't remember ever having been insulted—once."

Church Follows Its Congregation.

A church in Calgary, Canada, has solved the problem of a dwindling congregation. As the town grew, worshippers one by one and family by family moved into a newer quarter, and the house of God was left forlorn. It was recently decided that the church should follow its congregation. The wooden structure was lifted from its old foundation and, with the aid of motor tractors on caterpillar wheels, carted off to a site so central and convenient that no member will henceforth be able to plead inaccessibility as an excuse for non-attendance.

SHOE MARKET

Why Not Your Own "Boys' Week."

Have you ever tried putting on sales or special events in conjunction with other merchants in your town? We've suggested several such plans, and in a number of instances we have heard of their being used successfully.

You are going to make a drive on children's shoes in May. Other merchants in your town, with vacation days also in mind, are going to be making special efforts to sell children's clothing, and summer toys and sporting goods.

Why not all get together and hold your own "Boys' Week" as a means of stimulating local sales of boys' wear? Your newspaper would probably get behind the idea, particularly if you had some prizes to offer for the boys. You might, for instance, offer prizes for the best home-built radio, the best bird house, or other similar things made by boys.

You might offer prizes for the best advertisements written for each merchant by local boys. All the merchants entering into the plan might offer a small per cent. of one day's sales to the Boy Scouts for their summer outing, and then arrange to have the Scouts working in the stores on that day. There are dozens of ideas that could be worked out in connection with such a plan. Think it over.

Premium Plan That Gets Business.

A shoe retailer outlined to us the other day his plan for a premium idea that he expects will get him extra business. He says quite frankly that he has borrowed and adapted it from a plan now in use by a grocery syndicate.

His idea is to get out a card on which are spaces for amounts up to \$20 in multiples of 25 cents. He is going to offer one of these cards to any boy or girl who wants it. Whenever the card is presented at the time a purchase is made it will be punched for the amount of the purchase.

When \$10 has been punched on the card it may be used to buy a \$1.50 pair of roller skates for 65 cents, or some similar prize at a price far below normal retail prices. Or if the holder wishes to keep the card until it registers \$20 in sales, then a \$4 coaster wagon may be bought for \$2 or some similar value.

In no case does the amount paid for the premium cover the cost. It merely reduces the cost to an amount the store figures it can stand for a given amount of business.

The cards may be used by anyone, and it is the merchant's idea that a youngster holding a card will keep after his friends and relatives persistently to buy their shoes at his store.

Selling at Night by Telephone.

Considerable success has been had by retailers in various lines with sales of merchandise by telephone during the evening hours. It occurs to us that such a sale of women's hosiery should be very successful if you secure a good value and enough of an assortment of popular shades to interest buyers.

The usual procedure is to run a sale

advertisement of the sensational type, announcing the bargain to be offered, and making plain the fact that the goods will not be on sale during store hours, but can be ordered by telephone, and only on a certain night during certain specified hours.

Suppose you advertised your sale for Wednesday night between the hours of 7 and 10. You would refuse to take any orders previous to 7 p. m. and would refuse to answer calls after 10 p. m.

The success of such a sale lies in the way your advertisement is written. If it sells the prospect entirely on your merchandise, and then tells every possible bit of information necessary to the sale, so that the customer will not have to ask questions when he calls you and can simply order his goods and hang up the receiver, then your advertisement is going to bring results. But if you fail to make everything clear you will merely spend a busy evening answering questions with few orders to show for your time.

A "telephone sale" is a good thing to use during the Summer clearance sale which you soon will be planning. Your Summer sales always need new ideas to keep them from dying out after the first day or so. Make a note of this telephone idea and perhaps you can use it in July or August.

Link Your Store With Local Events

Do you make a particular effort to tie up your store in some way with every local event of importance, such as a convention, or athletic meet, or football or baseball game that is of particular interest?

Many merchants find it pays them well. In Chicago, for instance, in the heart of the Loop District is a restaurant that always has in its window a card of welcome addressed to whatever convention happens to be in session in the city. Perhaps there are many convention gatherings whose members never see the welcome card addressed to them, but there can be no question but that these cards are seen by enough interested people to more than pay for themselves.

We could hardly hope to draw any prospect inside a shoe store three times a day, and in that respect the restaurant man has an advantage, but you will find it good publicity to use similar greeting cards for every gathering in your town. You will soon discover there are far more such events than you ever dreamed of, and many people who have no interest in the gatherings will take a daily interest in seeing to whom your welcome is addressed.

Sells Shoe Trees By the Hundreds.

Recently the syndicate 5c and 10c stores have featured metal shoe trees of flashy appearance at 10c each, or 20c a pair. An aggressive shoe retailer in a Pennsylvania town noted a window full of these while on a visit to a larger city. He knew it would not be long until they would be featured in the chain store in his own town, and he determined to beat the syndicate to the public with the offer.

Luggage Buyers Dilatory.

Although some of the largest retail buyers of luggage have lately placed fairly substantial orders the volume of business done on this merchandise by manufacturers so far this season is smaller than for a very long time. Decoration day is generally regarded as the beginning of the consumer buying period, and by that time, ordinarily, the luggage makers are engaged in getting out deliveries on orders previously taken. This year they are still trying to get the orders. There has been some improvement, but too many buyers were said yesterday still to be nibbling. Reports concerning retail stocks vary. Some say they are heavy while others say they are so light as to presage a rush of buying as soon as the consumer demand begins in earnest. In the business placed to date hand luggage has taken precedence over trunks.

New Fabric Discussed at Meeting.

A meeting of garment manufacturers and retailers and a representative of a leading mill met in New York at the Garment Club one day last week to discuss the wearing qualities and spotting tendencies of new cloth which this mill is featuring for the Fall season. This fabric is described as on the order of a broadcloth. It is supple and lustrous and possesses a slight nap or pile. The garment manufacturers and retailers were assured by the mill representative of the confidence it places in the new weave and of its good wearing qualities. A committee of manufacturers and retailers will shortly draw up a statement to be used in the merchandising of garments made of the fabric, which will explain to consumers the position of these fabrics and the responsibility assumed by the mill for its fabric.

Necklaces Lead Popular Jewelry.

Pearl necklaces retain favor in the buying of popular-priced jewelry. Crystal types are also said to be selling well, both in clear and rose-colored effects. New variations have lately been placed. Slave bracelets are still in demand and on the market. Bracelet sets are likewise holding interest and are expected to sell well at resort stores. Reptile effects are likely to be prominent in fall lines, which importers and manufacturers are now assembling.

HIDDEN - PROFITS WHERE?

In the unsolicited sale of Shoe Laces, Polishes, etc. Do not loose these profits by neglecting your Findings Department and when you are thinking where to find what you need think of

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The One Great Day of the Whole Year

Grandville, May 24—We meet again after a twelvemonth of hustling business devoted to the accumulation of this world's goods, beside the little mound in the village or city cemetery to do honor to our loyal soldier dead who fell on a thousand fields in defense of hearth and home as represented by that starry flag that floats unchallenged to the sky.

Millions have died for it, and doubtless many more millions will die for it in the future, since wars are not likely to ever be abolished, even if we accede to some of the sentimental ideas of sophists who claim to have a mortgage upon what goodness there is in the United States.

Our first memorial services after the civil war were of a profoundly solemn nature, not catering to the holiday sentiments of those who cannot see anything but the humorous side of nature. We are not supposed to laugh at funerals, nor should we make of Memorial day a sportsman's holiday, as has often been done in various parts of our country.

At one time these memorial exercises were considered something of a partisan nature; not so to-day, however, with every heart striving to do honor to our soldier dead who fell from the lakes to the Gulf, from the Atlantic to the Pacific, during all our wars which have compassed us roundabout since the fall of Sumpter.

The heroes of the Spanish and kaiser wars are on an equality with those of the great rebellion, so that no thought of partisanship animates an American breast when we go forth to garland the graves with our flowers.

America, one and indivisible, stands out boldly in this lovely funeral rite, giving tears and homage to the men who wore the uniform of their country during the stress and storm of war. Thousands of American graves in foreign lands will this year feel the touch of America's great heart when flowers are strewn over their silent forms beneath that foreign sod.

Memorial day is truly the one great day of universal observance by all loyal citizens of this country, even going beyond the Fourth of July and the 22d of February.

We as Americans know what it is to suffer for our principles, and when the last flower is dropped above the grave of a dead war hero, and men and women come again no more to recall the brave days of old by flower distributions above the silent tombs, that day will see the beginning of the end of the greatest republic the sun ever shone upon.

We need not contemplate such a condition, since our memorial days have grown in importance, year by year, with the passage of time. And why should they not, since this Nation, planted on the continent of North America, is destined to be the hope of

mankind for all the ages that are to come.

Let us gather with contrite hearts at the feet of the All Power this memorial day, resolved to renew our waning faith in the world to which these magnificent sons of freedom have passed in their striving for the right as against foreign foes.

When we contemplate all the deeds of daring, hours of suffering and magnificent heroism of our sons and brothers who wore the khaki, as well as the old Union blue, we cannot but recall the words of General Garfield immediately following the assassination of Abraham Lincoln.

"There are times in the history of men and nations when they stand so near the veil that separates mortals and immortals, time from eternity, and men from their God, that they can almost hear the breathings and feel the pulsations of the heart of the Infinite. Through such a time has this Nation passed. When two hundred and fifty thousand brave spirits passed from the field of honor through that thin veil to the presence of God, and when at last its parting folds admitted the martyred President to the company of the dead heroes of the Republic, the Nation stood so near the veil that the whispers of God were heard by the children of men."

Could anything breathe a stronger sense of dependence on Almighty God than these words of that man who, himself in later years became the victim of an assassin's bullet? It was the inspiration of the moment, when it seems impossible to doubt that the soldiers gone from all the sanguinary fields of our many wars have found a new stamping ground in that land where the dead of all our wars have mustered with the heavenly battalions on the new and assured ground of a glorious immortality.

There are many phases to Memorial day, but there can be no getting around the fact that it points the way to a fairer and better land than this, where there will be no graves to decorate and where we shall all meet on an equality such as is not given mortals here.

This day is no mere Fourth of July fanfare, but the outpouring of every living soul who is able to step to the music of the drum and who can cast a single flower above the silent dead.

At other times we celebrate Children's day, Mother's day—yes, even poor old Father's day. Each one has a significance in itself, but Memorial day stands alone as the one great day of the whole field. It is all folks day and should be observed by everybody, from the youngest child to the oldest man or woman.

On this day we stand nearer to God than at any other public day of celebration. Churches should make this the one great day of the whole year; should work on the hearts of their

congregations to bring them into closer contact with that world which Garfield saw so vividly after the cruel slaying of Lincoln.

With one accord let us make the day for decorating soldier graves one longer to be remembered than ever before.

Old Timer.

Some Hosiery Lines Active.

Although some irregularity of demand is still complained of in the hosiery end of the knit goods trade several items seem to be going with a big snap. One of these is seamless pointed-heel goods for women. Those particularly wanted retail at \$1 a pair, and have the heels made of silk plaited over silk, instead of plaited over lisle. One of the big producers of the "silk over silk" type of stocking is two months oversold at present. Black and compose (contrasting) heel stockings retailing at \$1.50 up are active, too. There is also much call for 42-gauge silk-to-top full-fashioned hose to retail around \$2 per pair in the medium weight, which is said to be drawing business largely both from the sheer and the heavy numbers.

Rubies Favored For Spring.

Rubies are seen abroad not only in scarf pins and cuff links, according to cable advices received in this country, but are being introduced there into all kinds of jewelry as a seasonal novelty. In fact, they are reported to be taking the place of sapphires and emeralds to a very large extent. Solitaire rings set with fine rubies are displayed, while rubies encircled by pin-point diamonds are used not only for rings, but for brooches and pendants as well. Bracelets of rubies, in square platinum settings, are also seen, this treatment being new. Sometimes diamonds and rubies alternate in these bracelets, both in fine gems and in imitations. Anywhere from six to twelve bracelets are worn at a time.

Snakeskin Effects Still Liked.

Reptile effects in a number of lines of merchandise continue to meet with wide favor. At the moment the vogue is particularly strong in shoes and handbags. Printed silks also show the snakeskin effects in new designs which are said to be taking well. Lately, manufacturers and importers of popular-priced jewelry have taken up the patterns and are showing them in varied items, including bracelets, pend-

ants, pins, etc. This merchandise is made of leather. In some quarters it is held that popularity for the reptile designs will continue into the early fall season.

"Just as Good."

The grocer had just put a new boy to work, and among the other instructions was this:

"If you don't happen to have what a customer wants, suggest something else as nearly like it as possible."

Soon a woman came into the store and asked the boy, "Have you any fresh green stuff to-day?"

"No, ma'am," answered the boy, "but we have some nice bluing."

Horseshoe Pitchers.

Horseshoe pitching, which develops muscular coordination and physical strength, has acquired a scientific status and is gaining in popularity. In a recent championship tournament one contestant pitched 5,632 horseshoes, weighing 14,080 pounds, and walked 27 miles. The game is most popular in the Middle West. An official score card is used and individual ability is rated as in baseball.

At a hearing before the Royal Customs Commission at Windsor, Ontario, it was shown that the exportation of intoxicating beverages into the United States has been increasing rapidly in recent months. In 1924 not one gallon of whisky reached this country through the customs port at Sarnia. One year later the money value of whisky going through this port amounted to \$73,000 and in the first six months of 1926 it had grown to \$173,000. The demand for beer was about equal to that for whisky. In 1924 the value of this beverage from the same source was \$22,654, as against \$116,207 in 1926. While we must give the Canadian officials full credit for exposing these violations of our laws, we cannot forget that the Ontario liquor law goes into effect on May 16. From that day on the Ontarians expect to supply their own thirsty citizens and their visitors. The primary object of their new law is to destroy bootlegging in Canada, which they expect to do by selling liquor at cost. But whether or not this low cost will increase the activities of bootleggers on our side of the border is another question. It probably will.

**Don't wait for the manufacturers to create a demand for the
"new ones"—Cash in on the demand already created for**

SHREDDED WHEAT

FINANCIAL

More Efficient Methods Have Turned Trend Down.

No discussion of the year to date on reasons for the decline in commodity prices goes so directly to the heart of the matter as one contained in the Federal Reserve bulletin for May published to-day. The fall in world prices is at once divorced from the return to a gold basis and from credit conditions. At no time in the last three years has there been sufficient tightness in credit to explain the decline in the price level. The challenge in the problem of falling prices is emphasized when the movements of industrial and agricultural prices are segregated and their performance over the last five years studied. Agricultural prices have fallen more rapidly than others in the last two years but not nearly so much when taken over a five-year period.

Agricultural commodities actually have advanced about 15 per cent. in the last five years whereas nonagricultural commodities have fallen nearly 15 per cent. and now stand at their lowest average since the war. All the more puzzling is the paradox of prosperity and falling prices when it is revealed that industrial values have been steadily crumbling since 1922 in the very years that have brought unprecedented prosperity to industry in this country. All of which is to say that our general level of falling prices cannot be explained away by recent downturns in agricultural values but result primarily from recessions in the nonagricultural groups themselves. And yet the explanation is comparatively simple as the authorities of the Federal Reserve view it.

Factory production since the beginning of 1922 has increased faster than the growth in the number of builders so that the output per person employed in industry in that time has been increased more than 10 per cent. This growth in the physical output of products, says the Federal Reserve Board, "accompanied by a decline in the number of persons engaged in production, has tended to reduce the cost of production and to increase the volume of goods available for consumption. It has thus been an important factor in the decline in the prices of manufactured commodities, and has had the effect of increasing the purchasing power of industrial workers, both by means of wage advances and by the increase in the buying power of money wages at a reduced level of commodity prices. Increased efficiency and the large volume of production, therefore, have been important factors in the decline in prices of industrial commodities."

What the Federal Reserve Board says in effect is that the introduction of efficient methods has greatly expanded the per capita production of goods in the last few years and that the wage advances made possible by these modern methods have enabled workers to buy more. The board does not go on to draw conclusions, but it must be apparent that production has increased faster on the whole than the purchasing power of workers. How

long industries will be able to devise new methods of economy in production to help them grind out profits in the face of a falling price level nobody knows. Certainly, the movement has been the force behind recent consolidations in industry. In this race between the strong and weak a new era of industrial competition has been evolved.

Paul Willard Garrett.

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Short-Winded Participants Are Falling Behind.

In what is the most interesting of his business bulletins to date this year Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company, concludes, in the May number, published to-day, that the country is in for a long period of intense industrial competition. This is not to say that a severe epoch of business depression lies ahead. On the contrary, he rightly points out that many of the self-generated destructive influences that usually gather in a period of prosperity and eventually choke it have not appeared in the prosperous period that began late in 1922. The real point of difference between the present cycle of prosperity and those that have preceded it lies in the commodity price trend.

In every similar previous period the graphs of rising prosperity have been intertwined with those of rising wholesale prices. That was true in 1898-1899. In 1901-1902. In 1905-1906. In 1908-1909. In 1911-1912. In 1915-1916. In 1922-1923. But it has not been true since 1923. Business has remained on a high level of activity as commodity prices have fallen gently but steadily. Such a situation means that to make profits producers must increase the efficiency of their manufacturing processes enough to reduce their operating cost about as rapidly as the price level declines.

Production has become increasingly more efficient but, says the Cleveland prophet, "now it is beginning to be apparent that many manufacturers have reached, or are reaching, the limits of their ability to reduce their costs of production. The competition that has come with this period of protracted prosperity and declining prices is a long distance race in which the short-winded participants are being left behind." The conclusion is one that appears to be borne out in the record of commercial insolvencies. Except for 1922 and 1915, both years of depression, commercial failures in the first quarter of 1927 were more numerous than ever before. It is a striking fact that the suspensions are occurring primarily among the smaller companies.

A prolonged period of keen industrial competition doubtless will bring its problems of readjustment but beyond that the consequences of such a movement are difficult to foresee. Certainly, it does not yet appear that a prosperity of the strong at the expense of the weak will reduce the aggregate volume of output or profits. Evidence multiplies that our business cycles are flattening out, however, and small captains of industry may in the end be forced to recognize that the situation

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

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now developing has come to stay. They cannot, as formerly, sit quietly by in the hope that a sharp turn in the business cycle will automatically solve their problems for them.

Paul Willard Garrett.
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Trade Volume Should Hold Up.

In its monthly bulletin on business published to-day the National Bank of Commerce in New York finds that "business is going along in an orderly way with every prospect of its continuance in good volume." The bank rightly is pleased at the prompt return to work of farmers in the devastated Mississippi River flood regions. As the bank observes, about 14,000,000 acres, of which nearly 4,000,000 are normally in crops, are or recently have been under water. Half a million persons have been obliged to leave their homes with such movable property as they could take, but "the resiliency of an agricultural population in the face of such a situation is remarkable."

No sign of a check to the downward movement in commodity prices can be seen in the bank's barometer of the price level. Notwithstanding advances in some important agricultural products stimulated by unfavorable weather conditions the general movement in the past thirty days, observes the bank, "has been definitely downward." It will be recalled that the National Bank of Commerce earlier this year constructed an index of wholesale prices designed purely and simply as a barometer and over a period of years the movements of the Bureau of Labor Statistics' index has been forecast by the bank's compilation. This sensitive index reveals a decline of 2.6 per cent. over the last month.

The bank's index shows that prices now stand at 84.8, taking the three-year average 1923-1925 as 100 per cent., or at the lowest level in exactly five years. A chart of the bank's index indicates pretty plainly that a further recession in the Government's compilation may be expected unless the recovery in agricultural commodities continues more sharply than now is anticipated. Altogether the authorities in this institution cling to their view expressed early in 1927 that excellent business still is in prospect and that it will take more than the Mississippi flood, over-production in oil and the Japanese misfortune to turn the tide downward.

While admitting the seriousness of the Mississippi flood, for example, the bank says that the effects of this disaster "can by no means be sufficient to have any pronounced effect on general business." An indication of an upward trend in loans on stocks and bonds is seen but since the bulk of Wall Street loans is made with money sent to New York from the interior, increases in the supply of funds may be expected only as commercial demands decline. While an important liquidation in the stock market would drive money rates lower, the bank sees "no evidence of any change in the conditions which have obtained for some time whereby the pressure of funds seeking investment has exerted

a supporting and stabilizing influence on the market, by reason of the strength imparted to stocks which may rightly be termed investment issues." Paul Willard Garrett.

[Copyrighted, 1927]

Large Number of Investment Trusts Formed Recently.

During the past twelve months an unusually large number of investment trust companies have come into existence. So many have been formed that Wall Street has become more than a little worried. Are those who have been responsible for their formation acting in the best interests of the investor, Wall Street asks, or are they merely attempting to capitalize the present big demand for securities?

Undoubtedly the investment trust, properly managed, has a definite and proper place in the general scheme of finance in this country. Likewise, nearly all of the older ones have met with a satisfactory degree of success. It is doubtful, however, whether even some of these have been put to a test severe enough to determine their ability to operate under all sorts of business weather.

Probably one of the big dangers facing investment trust companies in the United States is that of becoming a dumping ground for unsold securities in the event of a depression in security values extending over a period of time. This danger pertains primarily to those concerns which are directly affiliated with banking institutions.

It cannot be questioned that the services which can be rendered by a strong banking house to an investment trust company are almost invaluable, but, on the other hand, there must always be the temptation for the bank to unload its undesirable holdings on the trust in a period of depression. The value of the banking connection must, therefore, be measured entirely by the reputation of the bank.

It is not to be inferred that any large percentage of the investment trusts in this country are not well managed or have not an excellent chance to prove highly successful, but it is rather obvious that the lack of success of but a few would be apt to have an unfavorable effect on all of them, particularly as they are a new type of enterprise in the United States.

The organizers of investment trusts are, generally speaking, placed in a somewhat awkward position. It requires the services of the best investment brains in the country and a large clerical and statistical personnel to provide the proper supervision of a wide list of securities such as is held by a concern of that sort. That, of course, means that overhead expenses are large. If the trust is sponsored by a banking institution the same facilities can be used by both. If not, either too large a percentage of its earnings must be absorbed for expenses or the organizers must assume initial losses. Quite frequently the advisory members of a newly formed trust serve the first few years gratis, to be reimbursed in later years when it is able to stand on its own feet financially.

Ralph Hendershot.

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CHECKS TO GROWTH.

Certain Things Calculated To Hinder Mercantile Success.

Some months ago, in the course of a talk on infant mortality, a physician remarked that, with all the diseases it was possible for a baby to get, it was something of a wonder how anybody reached maturity. One of his hearers was a local man who has given considerable attention to retail merchandising methods and, as the latter said yesterday, he was struck by the similarity of the perils of infants and of young business enterprises. It was not that the things which killed them off were the same, he explained, but that there were so many things which could do it.

"When you stop to think of all the things that can happen to a young business to prevent its living and growing," he went on, "it almost seems as if a baby gets the better 'break' of the two. The baby at least gets food and shelter without thought of where it comes from or how, and there is no adult trying to snatch away its bottle or climb into its crib. Yet when the young retail business sets out on its perilous path it must immediately go into competition with other businesses, some of which, figuratively speaking, are old enough to be its great-great-grandfather.

"Then, too, the modern baby has highly experienced doctors to guard it from pestilence of one kind or another, while all the young business has to defend it is the experience and ability, if any, of the man who fathered it. Its financial fare is likely to be thin, yet it is expected to—more than that, it must—compete with established enterprises that are nourished from full treasuries. How any of them really grow to maturity is to me more of a wonder than the same accomplishment by a baby was to the doctor I heard speak.

"Many babies are killed off by loving but ignorant parents, and this is also true of young retail stores. Take, for instance, the merchant who sets out with the delusion that it is economy to hire clerks—any kind of clerks—who will work cheaply. He does not realize that, while he may be able to buy brawn this way and even something that passes for interest in the work, he cannot buy brains for a low wage. Without brains there can be no intelligent selling, and where there is no intelligent selling the commercial undertaker is usually only a few steps behind.

"It might be pardonable if I digress here a moment to point out that it is not always the beginner in the retail field who thinks economy can be found in hiring selling help as cheaply as possible. Some of the biggest enterprises in the country still hug this delusion, and it is not uncommon to see bonuses awarded to certain minor executives as prizes for their efforts in bringing about sales people's salary readjustments. What the 'men higher up' in these establishments fail to realize is that their businesses are not

succeeding because of this policy, but in spite of it.

"Low salaries for sales people will not buy intelligence and will not buy interest. What is the result? The young merchant works hard to gather together stocks of good merchandise. If he is progressive he also works hard and pays good money to advertise this merchandise. Perhaps he works up some special sales promotion stunt in addition. And then what? He turns over this merchandise, this investment in advertising and, in fact, his commercial future to sales people who know little about the goods they are supposed to sell and care less.

"In such circumstances it is obvious that the goods are not sold to the purchasers, but that the latter buy them. Who is there to say how much greater would be the results if there were intelligent direction by sales people of that will to buy? Who is there to say how much of the merchant's time, money and effort are lost through lack of that direction?

"Let me put it another way and more simply. Suppose, all things considered, that it costs a young merchant \$300 to prepare for the sale of 1,200 articles at \$1 each. If he sells them all, as might readily be the case if the articles are properly presented by the sales persons after the promotion work has been completed, it has cost the merchant 25 cents each to sell them. If, through poor presentation by the selling force, only 900 are sold, the cost per sale has arisen to 33⅓ cents. If but 600 are moved, the per sale cost has doubled. This is simple arithmetic, but it illustrates the point I want to make—that sales promotion costs are increased in direct proportion to the failure of those behind the counters to sell merchandise to the prospective customers brought in by that sales promotion. The cure is better selling, and the prescription calls for a large dose of properly paid and trained sales persons.

"Another of the many things that can put a young business into an early grave also has to do with the sales force. This is the failure of an inexperienced merchant to make provision in the overhead of his business for a certain volume of losses through returns of goods and lost sales resulting from employees' errors. I will admit that it is difficult to set down an arbitrary allowance for such losses, but it is obvious that they must not be overlooked. The thing to do is to make every effort right from the start to hold employee errors to a minimum, for anything under the amount set aside in the overhead to cover the losses arising from them means so much added to the net profits.

"If I may add a word further about salaries, I should like to call attention to the fact that while, in many retail stores there is a tendency to hold down salaries of the selling help, there is also a tendency to be less strict in this regard in connection with the amounts paid to workers in the various non-selling departments. Perhaps it is because it is more difficult really to tell if these workers are earning their salaries than it is to check up on sales



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persons. It is my candid opinion, however, that many businesses would be better off if errors in working out salaries were made in favor of the sales force, instead of against them. Occasional earnings from bonus plans for selling employees, while they have their place, will not make up for too-low salaries week after week. Intelligent sales men and women realize this.

"Another source of danger to a new business is a too liberal discount on purchases by the sales force and the extension of this discount to relatives and friends of these employees in the delusion that in this way sales volume may be built up rapidly. It may be, but not so quickly as will be built up the merchants' 'special discount' clientele. The first thing he knows the merchant guilty of this error will be doing the bulk of his business with discount customers and wondering how it all came about.

"Lack of time forbids detailing the other menaces to new businesses, but among them are carelessness in the purchasing and handling of supplies and bad advertising. The latter is a very serious menace, particularly when the advertisements are so badly prepared that they either fail to produce business or fail to produce it in the correct proportion to the advertising cost. These faults are likely to be found in connection with what have aptly been termed 'whispering ads,' which are inconspicuously placed, badly written little advertisements that produce nothing but a small profit for the publisher of the newspaper in which they appear."—N. Y. Times.

The Ruinous Effect of Over Boosting

How many times have you been in different cities and towns where the fire department was "placed on a pedestal" and over rated? And in these same towns the local newspapers were informing their citizens that they had the "best department in the state or country." You have no doubt encountered such a condition many times as has the writer. It's a great thing in human make-up to be a booster but over-boosting such a vital factor in public safety as a fire department when it is under manned and inadequately equipped is a serious mistake. On the other hand "knocking" such departments would not be a solution for the problem but as there is little evidence of "knocking"—over-boosting is the problem.

Placing a "smoke screen" around the fire department and placing it on a pedestal is detrimental to public safety and to the fire department. The public is led to believe that its fire protection is perfect and therefore no further consideration is given to fire safety. The fire department labors under a false impression and becomes satisfied—satisfaction breeds stagnation and the department ceases to progress in its fire work.

The chief is confronted by a tremendous task as the result of indiscriminate "patting on the back" when he proceeds to sell the public on the idea that his department needs new equipment and more men. Many times he fails to put over his campaign be-

cause of the tremendous pressure brought to bear by a deluded public, misinformed through "over-boosting" and the town continues inadequately protected from fire.

The solution should be to discontinue the over-boosting and tell the public the truth about the fire department. It will mean more to the public and more to the department.

Industry and the Fire Department.

Fire fighting is becoming more scientific each year. Methods of extinguishment are being made from new angles to meet the ever increasing hazards. Likewise industries of all kinds are advancing and their methods are becoming more scientific.

Each year municipalities are spending millions of dollars for fire fighting equipment and the fire department like the industry has millions of dollars invested in facilities to do business.

The industrial chief, realizing the vast amount of money invested in his enterprise, has every available piece of information at his finger tips and is constantly on the watch for new ideas and new methods.

The fire chief, who compares to the industrial head should also have every piece of information at his finger tips and be on the watch for new ideas because the fire chief has a more responsible position; the fire chief is protecting the lives and property of people from devastation by fire.

Fire Prevention Campaign.

The half million dollar fire prevention campaign which the National Fire Protection Association is about to wage will be one of the biggest ever waged in the history of fire prevention.

With such men as Lammont du Pont, Irving T. Bush and Edward Mehren at the helm, we can see nothing but success for the project.

Youth Sets Fires.

A Philadelphia youth confessed that he set thirty blazes just to see the engines. It is alleged that he put a torch to every building in which he worked.

The new preacher's first sermon was eloquent, and the prayer seemed fully to cover the entire category of human needs. After service, one of the deacons asked the seasoned old janitor what he thought of the new minister. "Don't you think he offers up a good prayer?" "I suttinly do," replied the janitor. "Why, he asked the good Lord for things the other preacher didn't even know God had."

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An Association of Leading Merchants in the State

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320 Houseman Bldg.

Grand Rapids, Mich.

\$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.

FINANCIAL STATEMENT

Real Value of Taxable Property	\$30,000,000
Assessed Value of Taxable Property	14,456,300
Total Bonded Debt including this issue	462,300

Population 20,000.

Opinion John C. Thomson, New York.
Price: Par and Interest netting 5%.

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

VANDERSALL & COMPANY

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

THE SERVICE PROBLEM.

How Much Service Is Wanted And What Kind?

Written for the Tradesman.

In last week's article on the service problem, stress was laid on the importance of getting the customer's point of view. A few concrete examples were given, each showing, not the side of the seller in the instance cited, but the side of the purchaser.

Continuing in fair-minded observation along this line, one finds that in some of their requirements as to service, practically the whole buying public are in agreement. Every one feels that as a customer it is his or her right to be treated with courtesy and consideration. Any bad manners or rudeness on the part of those who are selling is deemed inexcusable and is promptly resented.

All demand honest dealing. No merchant can continue to profit by the practice of trickery and deceit. No one is willing to be slighted where he or she is spending money. So no store can hope to prosper by a policy of picking and choosing—showing favors to some patrons that are not extended to others. Those who do not stand in are sure to find it out and to feel sore because they are discriminated against.

While all customers agree as to some features of service, such as those just mentioned, there are other features in regard to which preferences and opinions differ widely. Take the matter of personal attention. Some want a great deal and others but little.

One type of woman feels she is not being treated properly unless some salesperson is with her every moment from the time she enters the store. She must have agreeable chat, and must be listened to closely regarding all that concerns her contemplated purchases and possibly much that has nothing to do with them. Perhaps her ideas are indefinite as to what she wants; she will like to be shown many kinds, and really may desire the advice of the clerk in making choice of what she buys.

In striking contrast is the other type of woman who would prefer to make her selections all by herself. The latter may be a matron of slender means, who must economize in buying for her household. She likes to shop deliberately in order to secure good values. But she is sensitive and a little nervous, so she does not want to take up the time of the salespeople.

Suppose she is desiring to buy coats for her little girls. If she can have access to the racks where the stock is kept, she will herself attend to all the trying on of the garments. She wants to be let alone, just left free to consider and compare until she reaches a decision.

In a previous article this let-alone method of selling was spoken of as impersonal service, for lack of a better name. How well it is liked by some who are not financially in the same class with the estimable matron just described, was well brought out in an article in the Tradesman of March 23 on the sale of sporting goods.

Indeed there are great numbers of persons, including men as well as women, who like to buy in this way, and who show a marked preference for the stores where goods are spread out for inspection, each article marked with a price ticket. And these people sell themselves vast amounts of merchandise.

If any reader feels that the case is here overstated, let him take steps to learn the exact truth. The next time he is in a large city, let him visit the stores where goods are put out on counters and tables so that customers can make their own selection. Then let him go to the exclusive shops where personal service has reached its maximum efficiency. He will find that the crowds are in the former places, where a considerable degree of self-service is encouraged. And if he will take the trouble to observe and analyze those crowds, he will find they include very well-to-do persons, who shop in this way, not from necessity but from choice.

The amount of self-service varies in different establishments and according to circumstances. It is seen at its utmost at the five and ten cent stores and at the notion counters of the department stores, but it cuts a large figure in the sale of other lines and of articles of considerable value.

The psychology of the matter need not be gone into deeply here, but the man who is honestly trying to make the best solution of his service problem, will have to accept the fact that many desirable customers like to know what a store has to offer without having to ask to be shown. And if from failure to recognize and cater to this liking he is not getting patronage which he well might have, he should consider what he can do about it.

If conservative by nature, he is likely to see the objections first. The main drawbacks to any degree of self-service are three in number. It requires more space to display goods than it does to keep things packed closely away until they are called for. There is some loss from theft and also some damage, in certain lines, from soiling, breakage and the like. These drawbacks are not to be denied. But neither should they hinder a wide-awake man from fostering some degree of self-service if it is feasible for him to do so. The trend of the methods employed by progressive retailers in recent years, especially as applied to low-priced and medium-priced goods has been very much along the line of making it easy for customers who are so inclined, to determine pretty much what they will buy, without a long process of having things sold to them.

Of course there are customers who have no liking for impersonal service, and many lines of goods to which it is not adapted. But for the lines in which it can be advantageously applied and for the many buyers who prefer it, it furnishes one of the most practical methods of enlarging sales with little or no increase in the overhead.

The making of good though simple window displays, with each article

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

Employ COMPETENT CREDIT SPECIALISTS capable of eliminating misunderstandings, re-establishing business relations thru an educational system of collections.

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Tornado — Automobile — Plate Glass

plainly priced; and utilizing as fully as possible all the facilities that the interior of the store offers for the display of goods, here, as in the windows, carrying out the practice of pricing each item—this is a longer step in the way of meeting the demand for impersonal service than many merchants realize.

Always personal service must accompany and supplement the impersonal. The customer who likes to feel that she makes her own selections should be greeted cordially, any questions she may ask must be answered carefully and courteously, articles she may want, that are not on display, must be gotten out if they are in stock. Her purchases must be wrapped, change made, and she should be asked to come again, or some other pleasant appreciation of her patronage should be expressed. This personal service, though small in amount, should be high in quality. The careless, indifferent, gum-chewing salesperson cannot handle the case properly.

This article is not intended as implying that selling can be reduced to a mere machine process. Rather is it intended to urge that a good and practical scheme of service should make due provision for the large numbers of customers who like to enjoy a certain independence in their shopping, and are annoyed and driven away by too much and too insistent attention.

Ella M. Rogers.

A Lesson From the Clinton County Tragedy.

Grandville, May 24—The terrible tragedy at Bath, where nearly half a hundred men, women and children, mostly children, were hurled into eternity in the wink of an eye, is in a way an outgrowth of that system of taxation which has grown up in Michigan which has no consideration for the rights of an individual, and which has builded palaces of learning, temples to an educational god, regardless of the hardships worked upon the individual taxpayer.

Are our schools any more effectual in teaching the young than they were when the rural schoolhouse adorned country four corners, and the cost of building construction was a mere nothing, and yet at the same time serving every purpose for which our great temples of learning are to-day being constructed out of the sweat and labor of the husbandman as well as that of the urban citizen?

Building for a purpose, not for ornament, nor to see how this little town or that can cut a splurge beyond its neighbor.

The taxation of farm lands to a confiscation point in order to build the biggest and most ornamental halls of learning is an outrage that goes along with the other enormous outlays for jobs which are never done, or if done are put through in such a way as to make the contractors rich at the expense of the paymaster.

A school is a school, no matter by what name the building which houses our children goes under. We may be able to brag that we have the finest temple of learning in all the countryside, yet at what a cost. Ways and means are no longer a subject for consideration among the public leaders of school politics. What matters it to the swelled up boss of a college diploma as to how the money was extracted for the fancy building over which he presides with all the self righteousness of a Roman emperor.

In order to make a show, not to in-

crease the modes of education, these great central schools, paid for by the hard earned money of the humble taxpayer, must leave no stone unturned to build a monument to education to which they can point with pride when outside visitors call at their doors.

Well and good perhaps to have a showy school building, yet what is all this show worth when it takes place at the expense of men and women who are not financially able to foot the bills and still hold their heads up among their fellow citizens?

The tragedy at Bath was the outcome of this sort of catering to a false pride which goeth before destruction. It is said that the crazed perpetrator of this dastard crime was a farmer who had seen his home slip from his fingers through confiscating taxation. Whether this be true or not, it is evident that he imagined the enormous bill assessed against the taxpayers of his bailiwick was due to the cost of erecting the new school building.

The brain of a lunatic cannot be held responsible for anything criminal, even though that same person may have been at one time a revered citizen of the community.

It is scarcely to be wondered at that now and then a well disposed citizen goes out of his mind over financial troubles brought about by the deliberate over taxation of his holdings. Not alone the school tax, but many other taxes have been raised to alarming proportions by as scheming and scoundrelly a lot of politicians as ever disgraced a state.

Michigan is like an individual landholder whose property has not only been over assessed, but overtaxed to the breaking point.

The removal of over forty lounge lizards by Governor Green not long ago serves as a hint of how our public affairs have been managed under the unscrupulous regime of the past few years. It may well be wondered that our people have been so submissive to their masters. In other times, when our people believed in life, liberty and the pursuit of happiness such wholesale gutting of property owners would have caused open revolution.

We have become a very submissive people, suffering ourselves to be robbed right and left without even a humble word of protest. It is time the real men of Michigan rose up in their might and threw the usurpers and political robbers out of their strongholds and became freemen again in fact as well as in name.

We are told that the State taxes this year will be the greatest ever, all because of jobs let without competition by the former administration which, for the honor of the State, must be paid. We have no watch dog of the treasury to look after the finances of State. Instead, grafters who manage to get two jobs saddled for payment on the taxpayers where one is only necessary.

At least one-half our present salaried State employees could be deleted without injury to the necessary work to be done. The paying of two salaries where one is sufficient has been one of the tax-drawing plasters which has helped to make mortgaged homes and dissatisfied people throughout the land.

Are we to have an overhauling?

Will free men stand for the sins of their employees much longer without a protest that will reach the ears of high heaven?

This awful tragedy at Bath, one of the most diabolical in the history of the State, may serve a purpose, although at a terrible cost, in warning the political leaders to go slow hereafter, and not bear down too heavily on the rights of common humanity. The overbuilding of central schools has been carried too far. It is time to call a halt.

Old Timer.

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It makes friends for the dealer

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WHITE HOUSE COFFEE

Test it by your own Taste!

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

The Flavor Is Roasted In!



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Michigan Distributors—LEE & CADY

Boston - Chicago
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DRY GOODS

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

Annual Convention of Michigan Retail Dry Goods Association.

Lansing, May 24—Our members have been pretty well supplied with communications, personal letters and printed programs announcing the convention held during the week before last in Lansing and since the season from now until after commencement will be very busy for most of our members, you will not be asked to read very many communications from headquarters.

We had a very desirable attendance at the convention. Members came from all parts of the State and with a little trouble on your part you can learn from the members who did attend, just what their personal opinions are regarding the value of the convention to the dry goods interests of the State.

The entire program went through absolutely on schedule with a couple of exceptions which had been announced two or three days before the opening, so that proper substitution was made without effecting the smooth running of the program. Every speaker who appeared on the program acquitted himself with ability and complimentary statements were freely made by those who attended the different sessions.

The management of the Hotel Olds was superb. It could hardly be improved in any particular, and this brief statement is just as sufficient as though we spent pages going into detail commending the wonderful appointments of the Hotel and the fine service rendered by the Manager, George L. Crocker, and his corps of assistants.

H. J. Mulrine has been a very satisfactory President, enthusiastic, loyal and generous he has responded to his calls to duty without hesitation. It was a matter of regret on the part of everybody concerned that his private business interests made it necessary for him to decline re-election. The following persons were elected for the officers and directors:

President—A. K. Frandsen, Hastings, to succeed H. J. Mulrine.
First Vice-President—J. H. Lourim, Jackson, to succeed F. E. Mills.

Second Vice-President—F. H. Nissly, Ypsilanti, to succeed G. R. Jackson.
Secretary-Treasurer—D. W. Robinson, Alma, to succeed F. H. Nissly.

Directors—G. E. Martin, Benton Harbor, succeeding himself; G. R. Jackson, succeeding A. K. Frandsen; W. E. Thornton, Muskegon; H. G. Wendland, Bay City; Sam Seitner, Saginaw, and W. H. Bicknell, of Clare, were elected last year for a term of two years.

Get yourself in tune for a record breaking convention and exposition, which will probably be held some time during the spring market season at the Hotel Olds. We are glad to announce that the one just passed has been a success from every standpoint.

Mrs. Hammond and the writer are off for Atlanta. In the Reo coupe over the cement roads by Hillsdale, Bryan, Lima, Dayton, Cincinnati, Lexington, Knoxville and Chattanooga, we hope to spend Sunday in Atlanta with our little family, consisting of son, wife and J. E. Jr. This was a sudden departure occasioned by pressing invitation just received.

In a few days we will be back on duty again, but in the meantime the work of the office progresses very much as usual. Some correspondence may be delayed. We have voted our-

selves a vacation and are off for the Sunny South hoping to return before the weather gets too hot. Good bye.
Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Gay Parasols Designed For Summer.

Little attention seems to have been given until lately to the matter of parasols, either by smartly dressed women or designers. No doubt this lack of interest is partly attributable to the fact that the ones shown in many stores and specialty shops missed the style value that has become so strong a factor in the selection of most of the other accessories. Then again, women to-day are not seeking little frilly affairs so much a part of the old days, or the more sombre ones that bespoke a purely utilitarian purpose. They now want sports parasols that combine style, color and line.

Color, of course, is the outstanding factor, for its influence has extended this season to all costumes, regardless of the occasion. Accessories must either match or form striking contrasts, and the same holds true in the selection of sun and rain shades. Some charming new sports parasols are the work of a New York designer, who feels that there is a real need for the proper type of sunshade. He believes there should be special parasols for the different types of costumes and that one should be carried at the beaches, when promenading or looking on at the tennis games, and especially when making the short calls on a Summer's afternoon during the tea hour. These parasols are planned with an eye to color that are to predominate during the coming Summer, and each one is worked out in detail, so that every part forms a harmonious line or a bit of dashing contrast.

Checks and stripes form the basis of the fabric designs. The reason no doubt for selecting these two themes is probably due to the opportunity afforded for blending more than one color. In this way, parasols are given more vividness and at the same time serve a practical motive, in that they may be carried with different costumes. In the stripes, seldom does a single color dominate, except of course in the handles. For instance, the soft shades of tan are combined with parallel stripes in rose, blue, green and red. In the more vivid colorings, rich greens, clear blues and subtle grays are blended. Checks are interestingly interpreted and are made in two sizes, the very small pattern reminds one of the old-fashioned shepherd check woolsens or the neat little gingham. Here, however, they are fashioned in rich, lustrous silk in two tones of the same color or colors that blend well. In the larger checks the same color scheme is used, but these are decidedly more striking and "sporty" looking.

Handles are different and have received a great deal of attention. For instance, the short length is preserved, but the parasols are not shortened in appearance, because a looped strap of leather is attached at the top of the handle. In this way the parasol reaches a graceful length when carried and at the same time fits into a suitcase conveniently when traveling. The more elaborate handles are covered with

leather to match a single color in the silk, sometimes the loop is of another shade, or both interwoven. The ferrules match exactly and are covered with leather when leather predominates in the handle treatment. Other handles of composition favor the clear transparent tones, most of these are straight with heavy silk braid substituting for the leather loops. A decidedly sports effect is achieved by the use of the Prince of Wales crooked handles in malacca. These handles are especially smart looking on the parasols made up in light-striped shades of tan, and in the large checks in black and white or blue and white.

Shanks are of wood and smoothly finished, and when the parasol is opened a pleasing effect achieved with the ribs all gilded in gold. Some of the attractive models now being displayed include a gay little parasol of black and white check, the crooked handle and ferrule of the light malacca. Another in a small check design of tan and coral has a leather-covered crooked handle and ferrule to match. In models of the large checks in black and red the color scheme is striking, for black leather partly makes the handle, the top part being covered, the loop of the woven leather. The tips are of bright red and the ferrule of black.

For all-around usage there is a model in which navy blue is dominant. Here the ball part of the handle is of blue leather, the strap of black. The stripes are gray, red, green, gold, orange and purple and follow closely the idea of the Roman sash ribbons. A soft shade of lavender and orchid are combined in a small check pattern; here the handle is of malacca. For wear with darker clothes there is a parasol that would go well with an oxford suit or a navy blue ensemble.

Underwear Competition Keen.

Although business is still being done in an active way in men's lightweight underwear, it is said that there has been little if any dulling of the keen competition for orders. A particularly active call is reported for men's nainsook union suits that sell to jobbers at \$5.25 to \$6.75 a dozen. These goods are so badly wanted that many of the orders specify express shipment. In the higher-priced ranges of "athletics," where the real fancies enter, the call for merchandise, while good, is not so great as that for the lines specifically mentioned. Buyers continue utterly to neglect heavyweight goods, whether ribbed or fleeced.

What One Son Thinks About His Mother.

When I see something pleasing, I am reminded of you; when I see something beautiful, I think of you; when I hear of a kind deed, I feel your presence; when true and beautiful words are spoken, I see your image. Your presence is like a burst of sunshine in a wilderness of darkness; your thoughts the purest; your deeds the noblest; you are an inspiration, an ideal, the living evidence of God and angels. May the coming years, and I pray that they be many, hold for you all that your heart desires.
Son.

WHAT CLASS ARE YOU IN?

We grade our dividends according to the nature of the class of business at risk, on mercantile and dwelling.

CLASS A 40 to 50%

CLASS B 30 to 40%

CLASS C 20 to 30%

**FIRE
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CLASS MUTUALS
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305-06 Murray Bldg.
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It is just as important to insure investments against loss as it is to carry property insurance.

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

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

**INDUSTRIAL
COMPANY**

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RAPIDS



MICH-
IGAN

MEN OF MARK.

A. G. Green, State Manager Merchants Life Insurance Co.

The horizon of life is never empty. Every character has a setting in which it reaches full expression. Although he is versatile enough to adapt himself to many shifts of circumstances, Adelbert G. Green is the sort of man who would find himself thoroughly at home in the scene which the English poet, Edward Carpenter, depicts thus graphically:

"Sunday, a still autumn morning, and all the roads on the outskirts are thronged with people.

"Where the streets begin to run wild towards the country, with patchwork of garden-allotments, and occasional hedgerows and overhanging trees, they go—

"Pale-faced men and girls hardly escaped for an hour or two from breathing the eternal smoke.

"Most of the men stand about in knots on the road or in the gardens, some smoking—some with fox-terriers and coursing dogs.

"Handsomely stand the yellow and the lilac dahlias on their tall stalks; and the marigolds and other flowers look well amid the green. The air is full of the scent of celery.

"Some are banking up their celery beds, some are getting potatoes, others lie on their backs enjoying the lazy air, others are gathering flowers.

"There is plenty of chaff as the groups of young mechanics pass the groups of chatting, laughing girls—some go apart arm in arm together.

"Withal the wan look of many faces there is I know not what sense of naturalness and wholesome feeling abroad to-day (the stuffy people are safe out of the way in church).

"The air is full of voices and laughter; from some of the neighboring cottages come sounds of music."

Into such a scene Mr. Green fits as naturally as his eyes fit into his head. This not saying that he could not pick his way through the artificialities of a drawing-room if need be. But it implies that he is forthright, unpretentious, frank, a man of the folk, and a hater of shams and haughtiness. He is placed without being phlegmatic. He takes for granted the common kinship of human beings and looks everyone in the eye with a serene sense of friendly assurance.

You cannot get the best of such a man by craftiness, deceit or cajolery. But you can get the best from him in the way of kindness and service by matching his honesty and his sincerity with sincerity. To the young men just beginning a business career no better model could be presented than this pleasant-mannered, quiet, efficient insurance expert. It is not the loudest motor which develops the most power, though it may attract the most attention.

Adelbert G. Green was born at Wilson, N. Y., Nov. 15, 1885. His father's antecedents were French; his mother's antecedents were Pennsylvania Dutch. He graduated from the high school of Wilson on the English course; then

entered Syracuse University, where he completed the course of Liberal Arts and Law in 1908. His first connection was with the Travelers Insurance Co., of Hartford. He acted as Special Agent for one year and subsequently acted as Assistant Manager or Manager of the branches at Rochester, Erie, Cleveland and Omaha. He also did temporary work in many other cities. He associated himself with the Merchants Life Insurance Co. in 1918 and on the removal of the company to Des Moines he was made State Manager for Michigan, with headquarters in Grand Rapids. His office wrote \$5,000,000 worth of new business last year, including a million dollar policy he wrote on the life of Louise Lathrop, the real estate dealer of Detroit. Mr.

Personally, Mr. Green is a man of wonderful ability. He has the happy faculty of making and keeping friends. He is thoroughly posted on all the topics of the day and a brilliant conversationalist. He is already firmly grounded in his life work and confidently expects to see the time when he will have \$100,000,000 insurance in the Merchants Life in the Grand Rapids office.

Nothing Spectacular About General Grant.

General Ulysses S. Grant was never noted as a joker. In story and picture he bears a serious mien. But General Nathan Church, who was burned to death recently in a fire in his newspaper office in Ithaca, related an inci-

a little joke. A sergeant came riding hastily in from a private raiding expedition. It was a very muddy day, and the big white goose that he had managed to capture hung under the saddle blanket, stuck out guiltily and almost dragged in the puddles.

"Everything is fairly lovely, sergeant," said Gen. Grant, with what was certainly a grin, 'but your goose is hanging low.' That's the only real laugh of his in my store of memorabilia. But poise!

"Such losses as we experienced in the Wilderness Campaign, it seems to me, could be faced only in the way in which our Commander-in-Chief faced them. The memory of them comes back to me along with the memory of the force, the reality, the sheer, businesslike indomitability of his character. When I think of General Sheridan I remember the wild enthusiasm, the hats thrown up and the cheers that the men gave him after the Battle of Five Forks. McClellan belongs with my more spectacular memories, too. There was nothing spectacular, ever, about General Grant."

Six Essentials To Happiness.

If you were asked to make a list of six things you need most for your happiness, what would you put down?

Why not make your own list before reading any further? Like every other person in the world, you want to be happy and doubtless have given more or less thought to the matter.

Dr. William S. Sadler has studied people for twenty years or more and he says he has found the essentials of a normal happy life to consist pretty much of the following six things:

1. Good health.
2. Congenial work.
3. Discipline or self-control.
4. Human companionship.
5. Reasonable leisure.
6. Religious or spiritual philosophy.

You will notice that he doesn't lay any special emphasis on money at all. His experience tells him that many persons get along happily without any great amount of material wealth.

People who enjoy good health and who are doing work they love to do in the right way have found heaven for themselves right here on earth.

Conduct a Special Sale Successfully.

By determining definitely the goods to be offered and the reduction or special prices to be given, and the policy to be followed concerning adhering to such prices.

By announcing the sale through the press, making everything clear, and avoiding any statement in any way which will mislead.

By being as good or a little better than all promises made.

By seeing to it that sales people are thoroughly posted on the sale offerings, and prices and conditions.

By providing sales people enough to take care of the extra business.

By thanking the public when the sale is over for the volume enjoyed.

By not having sales too often, and making them real events when they are arranged.



Adelbert G. Green.

Green has also written large lines on R. E. Olds, of Lansing, and Gus Hendricks, of Grand Rapids. Altogether his office in Grand Rapids is carrying \$20,000,000 worth of insurance on its books.

Mr. Green was married May 24, 1910, to Miss Bernice Peck, of Grand Rapids. They have two children—a boy of 15, who is in high school and a daughter of 5, who has just entered kindergarten. The family resided for some years at 304 South College avenue, but now lives at 825 Cambridge boulevard.

Mr. Green is a member of the Baptist church, York Lodge, F. & A. M., and Delta Upsilon. He is an ardent disciple of golf and derives much pleasure and satisfaction from chasing the little white ball.

dent in his reminiscences of Grant which shows that the Commander-in-Chief of the Union forces could on occasion brighten a remark with the spark of humor.

General Church, then a Lieutenant Colonel, on May 12, 1864, led the Twenty-sixth Michigan Infantry in the charge at Spottsylvania Court House. He saw Grant often in those days and thus spoke of him in after years:

"I never saw General Grant's sane, strong composure shaken. His poise was a match for every disaster. He listened with that grave attention to messages of defeat or victory. It is true that he was very grave. Naturally, we and the men did not see him intimately, and I myself remember only one time his steady reserve broke into

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Both Willing To Take Hints at That.
Written for the Tradesman.

A real artist is not often found in the grocery business; but George Cavalli, Cloverdale, California, is one. Also he is modest and quiet, like many another man of merit. In the most retiring, unobtrusive way he introduced himself to me at a grocers meeting recently, reminded me that I had reviewed some of his work and expressed pleasure that I had "helped him," as he put it.

Now I find that the "help" was probably all right as to small technicalities; but when he comes to swinging the brush, Cavalli needs no help from anybody. He has developed great skill in the handling of mimeograph drawings.

His usual weekly circular, dated April 27, is at hand. He calls it Cavalli's Savings Hints. He draws his own heading and his lettering is exceptionally good. The first page of this circular bears as pretty a freehand drawing of a little miss of the Kate Greenway persuasion, gathering spring blossoms in an old fashioned garden. The expression is excellently done, the figure drawing perfect, the garden is as plainly delineated as any artist might do it.

On the last page there is the word "Easter" done in stipple letters and other lettering that is perfectly executed; and there is a drawing of an Easter lily, with other Easter emblems, which would do credit to anybody anywhere.

So much for decoration. You will get the idea that Cavalli's decorations need no apology. The inside of the circular indicates how he has put into effect what I indicated would improve his advertising; detailed descriptive items. There are fourteen of these in this issue. Five are skillfully illustrated. Here is a sample that will do for all of them:

"Rebecca earthen pitchers. Just the thing for ice water or lemonade. Keep it good and cold. In two decorations—green and pink, with underglazed pattern of forest. Quart size only. Very reasonably priced at 75c."

Now, you see there is no word used that would not be proper if one were talking to a lady customer; yet the description is accurate and fetching. There is nothing more to good advertising. More power to Cavalli's pen and pencil.

Then there are my friends Michaud & Levesque, of Sturgeon Falls, Ontario. Quite a time ago I reviewed their work. They labored under a difficulty not to be taken lightly by the inexperienced—that they must advertise in French and English. It was not surprising that they said some things which seemed unhappy in English, since they are French. I urged them to get aid from somebody sufficiently familiar with both languages to be able to use them naturally, idiomatically, colloquially. They seem

to have done that, for now the English reads much better.

I find only one slip: the spelling in tomatoe. Foreigners often are puzzled by the careless way in which vowels are scattered about in the English language. Otherwise the English in this circular would be a credit to a New England or Midwest grocer.

One side of this sheet is French. The other side is English. The items are identical. Under shoes, with the same illustration, I find the French heading: "Pour Vous Mesdames." Literally that runs about like "For You Married Women" or "Matrons." The text brings out the fact that the seller will permit both married and unmarried women to buy his shoes. Now this meaning is finely carried in the English heading; "For Milady." Unquestionably the French heading is just as complete in its meaning to French people. So we see that Michaud & Levesque have the right idea and are working it properly.

They write they have adopted another suggestion of mine. That was to issue the circular every other week and take more time in its preparation.

My idea here was that better work would result and they would save twenty-six mailings a year. I felt sure that every other week would seem just as often to their customers, while better work would make more certain serious attention. The adoption of this change apparently has worked out as intended. Michaud & Levesque are to be complimented on their hustle and enterprise. I hope to be of further service to them.

Despite the care with which I safeguard the identity of any man who does not specifically give me permission to use his name, some are yet terribly suspicious of me. I have before me certain details, written on a letter head, from which all identifying marks have been torn. Well, let it be known that I shall handle this precisely as if I knew all about my correspondent. My interest is to benefit anybody who asks me for suggestions. Whether I know him or not is secondary.

This statement covers the first three months of 1927. It is a service store and 70 per cent. of the sales are delivered. This is said to be an accurate statement, as this man keeps his books "to the minute and takes stock and strikes a balance every three months."

With that introduction it is not surprising that he shows most remarkable earnings and a net profit far out of the ordinary. Innumerable grocers and other retailers would have little to complain of if they did likewise. This statement is such a fine model that I transcribe it complete:

	% of sales
Sales	\$53,569.61 100.
Cost of sales	38,744.27 72.32
Gross Profit sales	14,825.34 27.68
Expenses:	
Salaries	\$6,941.22 12.96
Rent	405.00 .76
Motor Expense	843.51 1.57
Supplies	434.05 .81
General Expense	1,148.44 2.14

(Continued on page 31)

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



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**

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

Shanks of Hams Are Better Than They Look.

Sliced ham is quite high in comparison with the price of whole hams, and even in parts of cities where boiled ham and cabbage does not bring a blush to the faces of those who indulge the center cuts are somewhat of a luxury. The first thought of those who pay premium prices for their morning friend egg companion may be that they are being charged too much for their meat selection, but a complete understanding of the situation seems to dissipate this idea. Retailers are interested in what they get for hams rather than what each part of the ham brings. The average of the ham must be checked against the price paid wholesale. Retailers buy whole hams, rather than slicing parts and ends. Most retail dealers complain that they have all kinds of trouble in selling the ends and have to place values on them considerably below the cost of whole hams to move them in many instances. What is lost on ham ends must be made up on the center cuts if a profit is to be realized on the whole transaction, and that is the reason why those who buy the more preferred parts must pay for the privilege. We would like to call attention to housewives to the neglected ends. Both the butt and shank ends come in for consideration, but our sympathy for the moment is extended to the shanks, for retailers can dispose of their butts to much better advantage if they go to the trouble to take the aitch bone out and slice them from the butt forward. Why the shanks should be neglected is hard to understand when so many uses can be found for them. Everyone likes a boiled dinner once in a while, and what is better than such a dinner with boiled shank of ham as the meat part? The ham gives excellent flavor to the vegetables and yet does not make them too greasy. Cabbage, turnips, potatoes, string beans and parsnips are all good when cooked this way. The shank itself will not be denied either when it comes to the table. The fat can be eaten along with the lean without causing the repugnance that uncured and unsmoked pork fat gives to many persons. If the family is small and there is some of the ham shank left over, ham hash stuffed in green peppers and baked makes a dish that is very delicious and apt to be a change from the routine. It seems too bad that so many people pass up opportunities to have many delightful meat changes in the home that are much more economical than routine dishes.

Does Nibbling Make Us Poor Eaters?

The powers of resistance as regards eating between meals was never tested more than at the present time in large cities. When one travels in subways, elevated trains, by the suburban route on steam trains the same temptations confront us. Stands are tastefully arranged with almost every conceivable kind of candy, chewing gum, and what not. Besides there are any number of places where sandwiches and coffee

can be bought on a minute's notice. When traveling by subway, for instance, it is quite natural for many to lounge around newsstands where five-cent candy packages are sold. It is just as natural to pick up a piece of candy that appeals to the eye and lay down a nickel while waiting for a train. These little bites now and then break into the regular routine of eating, and may at times spoil the appetite for a hearty meal. Judging from the amount of goods displayed at such places patronage must be considerable from the traveling public. Now, there is nothing to be criticised in this method of selling candy and other similar things, and all persons should enjoy the privilege of satisfying their appetites as they see fit, but the fact that many do buy and eat these things has caused some concern to some people who claim it is better to eat at regular periods than to nibble whenever the appetite is stimulated by what is seen and looks attractive. Since I am not a physician I will not try to tell any one whether such eating is good or bad for health, but it is my firm conviction that the appetite is dulled to some extent in this way when a bite or two of food high in carbohydrates, and which appeases the appetite quickly, is taken the chances that the regular meal will be eaten with less gusto. People who sell meat want to sell all the meat they can, and usually find objection to anything that breaks into the full meal, of which meat is apt to be an important part. In their contention that nibbling is bad for good health they are supported by many competent physicians, while others say that no necessary harm is found in such practices. From an economic standpoint, and considering meat a valuable contribution to good health, we can see a disadvantage to meat interests, but we can see a decided advantage to those who manufacture and sell candy.

Florida Poultry Parasite Is Traced To Cockroach.

Gainesville, Fla., May 15—An intermediate host in the life cycle of Manson's eye worm, a serious pest of poultry in certain sections of Florida, has been found by the agricultural experiment station. This host is *Pycnoselus surinamensis*, a species of the cockroach. The eye worm passes part of its existence in the body of the cockroach before it infests chickens. A laboratory for the study of the eye worm was established at Bradentown, and after experiments Dr. J. E. Sanders feels sure that infestation of chickens is accomplished by their eating or tearing up the infested roaches. Manson's eye worm is a small, thread-like worm about one-half to three-fourths of an inch long, and about the size of a fine sewing needle. It has been found infesting the eyes of chickens in Dade, Glades, Okeechobee, Manatee, Hillsborough and Marion counties, and may be distributed in other sections of the State. In infested birds the parasites cause blindness.

Personal letters asking for the patronage of people are good advertising, and in the case of a merchant on the ragged edge a letter a day might keep the sheriff away.

The nagging employer is sure to have sulky employees and he deserves them.

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of *PINE TREE Brand*

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

Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour

Rowena Golden G. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

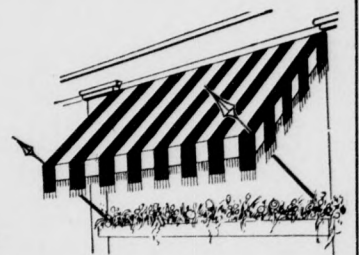
AWNINGS for HOME, COTTAGE OFFICE, STORE

Write or phone for Estimates

Flags, Camp Equipment, Covers

Boat Supplies

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



VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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.

Opportunities in Catering To the Gardener.

Written for the Tradesman.

The hardware dealer at this season of the year normally does considerable business in garden tools. This business will continue for some little time to come; for while most of the planting will soon be over, the care and cultivation of the garden will continue through spring and summer and into the autumn.

Hardware dealers in this connection usually make the most of their obvious opportunities—time permitting. But do they neglect any opportunities?

Quite often a hardware dealer, more alert than his fellows or more receptive in regard to some special form of human activity, has built up a considerable business by catering to some peculiar need of his community which most hardware dealers habitually disregard or overlook.

When such profitable activities are brought to the notice of the trade, it is usually with the exordium, "Go thou and do likewise." Whereas the unique line which proves profitable for one dealer might prove a source of loss to some other dealer less fitted to handle it; and might cease to be profitable if every dealer in the community took it up.

It is, however, worth while to be on the alert for any specialties which you can develop into sources of profit. Every specialty you successful development helps to attract business in regular lines of trade.

The practice of spraying orchards and gardens has in some cases been made a profitable adjunct of the retail hardware dealer's business. No operation in orchard or garden management yields larger returns to growers. For every dollar expended on spraying, the orchardist will get two dollars in the increased healthfulness of his trees, in the increased quantity of the fruit, and in the better grade of the product. The same results are secured in the gardens of market gardeners. In the case of amateur horticulturists—persons who grow things for pleasure rather than profit—direct money returns are not the issue; it is more and better fruit and vegetables and clean, healthy trees that are desired: and, incidentally, the satisfaction of handing a knock-out to the annoying parasites.

In the spraying done by fully equipped commercial fruit and vegetable growers, the dealer is interested in the direct sale of spraying materials and equipment. But between the extensive growers who have equipped themselves to do this work and the small back-yard gardeners there are a lot of horticulturists and others who would appreciate some sort of spraying service that would not involve a heavy investment in equipment.

In many villages, towns and cities there are fruit trees, bushes and shrubbery infested with insects and parasites, that should be sprayed. Often the trees are held in high esteem by

the owners who seldom detect the pests until the trees are badly infested. Many of these people would like to have their trees properly sprayed, but have neither the facilities nor the time for the work.

In a relatively few instances, mostly in the smaller communities, some local hardware retailer has developed a system of handling the public spraying himself. By using commercial spray mixtures, the equipment can be reduced to a spray pump and accompanying apparatus; and a horse and wagon will do for transport. In most communities plenty of work will be found to occupy the time of two men for two or three months in the spring and the same in the fall. A reasonable charge could be made for the work at a price per gallon or per hour. The profits to the dealer in such cases come mostly from the increased sale of spraying materials. Furthermore, the householders would be encouraged to do such work for themselves, which would result from year to year in a steadily increasing sale of spray lines and machines.

Should such work be undertaken, only dependable materials should be used; continued business depends entirely on results. There are plenty of well-tested and efficient commercial preparations available, and only such should be used. The work is not difficult; the spray pump, however, requires two men, one with the pump and one with the nozzle. Any intelligent man, with the aid of bulletins from Departments of Agriculture and Agricultural Colleges, can soon learn what to spray for and how to do it. In some seasons, three or four sprayings are required. To satisfy the customers and insure future orders, the work must be done well.

If the dealer doesn't want to take up the line himself, it is often quite possible to get a couple of dependable men to undertake the venture. Sometimes it may be necessary to lend or rent the equipment; but even in this event the hardware dealer has his profit from the sale of the spraying materials. A good workable spray pump that can be rented to individual growers will help materially to sell spraying mixtures where, normally, none might be sold. Of course, the potential demand varies with different communities; and it is for the individual hardware dealer to study his field and determine for himself just what can be done to develop business.

Wherever orchards are grown there should be a demand for pruning tools. As a rule, general farmers do not give the orchard the attention it should receive. A good many of the farmers who do prune their orchards do the work with axes or common saws; largely because they have never had the more efficient special tools for pruning purposes brought to their attention.

As a rule, hardware dealers do not handle these lines extensively; but it will often be found worth while to get them on special orders for customers. The line is in many places an entirely new one for the hardware dealer. Like any new line, the best way to handle it is, first, to give it a little intelligent

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

For Quick Shipments

MYERS HAY CARS and EQUIPMENT

Write or Wire Orders

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.

AUDITS-SYSTEMS-TAX SERVICE

LAWRENCE SCUDDER & CO.
ACCOUNTANTS AND AUDITORS

924-927 GRAND RAPIDS NAT'L BANK BUILDING, GRAND RAPIDS, MICH.

313 PECK BUILDING, KALAMAZOO, MICHIGAN

452 W. WESTERN AVE., MUSKEGON, MICH.

New York - Chicago - St. Louis - Washington - Philadelphia - Boston

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

study. Talk it over with the best orchardists in your community, or with the nearest agricultural expert; and find out the best equipment to handle—and the most readily saleable. Put in a carefully selected and not too extensive stock; and get out a circular to the fruit growers in your community. Canvass the leading men personally; let them know you are handling these lines. It is to such men that the newer and more inexperienced growers go for advice; and the natural thing will be for these men to say, "Go to Blank's store and see what he's got in the way of pruning tools." In this way you can gradually build up a business without too extensive an expenditure of time, money and effort.

The average man with a few trees in his back yard is apt to be a good customer on a small scale if you can help him with reasonably expert advice as to how to go about the job of pruning. For such advice, consult your leading orchardists, and the agricultural handbooks.

While ordinary garden tools receive considerable attention in the hardware store, the newer, improved labor-saving tools are not pushed to any extent. Up to date, thoroughly efficient wheel hoes, harrows, cultivators, weeders, sprayers, potato diggers, seeders, rakes, etc., are on the market. Some tools have a number of adjustable attachments so that the one implement may be capable of performing a dozen or more different gardening operations. One tool may, for example, be used as a fertilizer distributor, hill and drill seeder. All sorts of combinations are manufactured.

After the soil is prepared, a woman with this equipment can care for a garden of ordinary size more easily than she can prepare the extra dishes to replace garden products. And the work is easier and more healthful.

Here again the first step is to study the line, and look over your field of operations; stock the best line of implements you can; and go intelligently, aggressively and determinedly after the business.

There are numerous follow-ups to the regular spring trade in seeds and garden tools which should not be neglected. Most people are trying to care for their lawns and gardens with inadequate equipment. How many lawns in midsummer are parched and brown for lack of a few lengths of garden hose? How many people equipped with garden hose find it inconvenient to handle and wearing out quickly for lack of a cheap and convenient hose reel? How many stand holding a nozzle for hours when an automatic spraying device would do the work a lot more easily and efficiently? Study of your public will disclose numerous places where you ought to make sales. And the making of these sales is merely a matter of going after the business.

Of course the more intimately you know your community, the individuals who comprise it, their preferences, prejudices and hobbies, the more intelligently you can cater to their needs. For instance, in every community there are amateur poultry-raisers. A large

percentage of these are doing their work haphazard. Young chicks are not properly "dusted" and old hens fail to get their proper ration of oyster shell and grit. If you have a mailing list you can circularize these people regarding the many varied line of poultry equipment you handle, from wire to chick feed. And if you know something about the poultry raising business it will pay you to discuss it intelligently with men who make it a hobby; you can be sure the interest you thus manifest will be spread abroad and help to advertise your store and bring trade.

Every community has, too, its growing list of rose fanciers. Roses, and especially tea roses, require a lot of attention. To get results, the rose must be fairly fed with fertilizer, and sprayed with several varieties of insecticide. Most hardware stores sell these lines; or if they don't, they could sell them. If you know who your local rose-growers are, you can readily go after the business.

These are merely instances of the numerous specialties, intelligent attention to which will help to increase your year's turnover and profits. You can't cater to every special demand of course but interested study of the possibilities will inevitably disclose some lines, attention to which will pay you. The intelligent hardware dealer will, of course, select lines which particularly interest him and specialties which he can push enthusiastically.

Victor Lauriston.

"Manless" Tractor Plows Field Without Human Aid.

Lincoln, Neb., May 13—A "manless" tractor, controlled by an electric device, plowed a field successfully one day last week before a crowd of farmers, professors of agriculture and business men. Unguided by a human hand, except when the first furrow was plowed to make a guide row, the machine, equipped with an automatic guide invented by F. L. Zibach, of Grand Island, Neb., plowed a 20 acre field on the farm of the University of Nebraska, near here. The tractor runs in an irregular circle, rounding the corners. Except for replenishing the gasoline and oil, it needs no attention. The electric control stops the machine when it leaves the furrow and when the work is completed. The invention was first tried in 1921, Mr. Zibach said. Tiring of riding a plow, he attached his device to a tractor, filled the machine with gasoline, and turned it loose.

Says the Man Behind the Counter.

Back in the days of high wheeled bicycles, low heeled shoes, home baked bread and tin pans for milk there probably were few women coming into the store and it didn't matter if the sales force went around with sleeves rolled up and excelsior in their hair. To-day things are different. The modern store is making a big appeal for women's trade, which means that those who sell to the ladies must present an appearance that will please the ladies, whether they are ladies' men or not. Married or single, try to please 'em all. It's the making of more business.

Your trade, you say, demands cheap goods. Try showing them the best and explaining why they are best.

Link, Petter & Company

(Incorporated)
Investment Bankers
6th FLOOR, MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

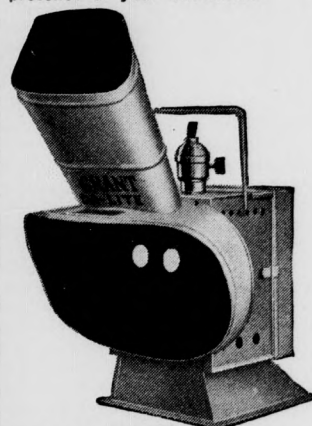
ASK FOR

KRAFT CHEESE

A variety for every taste

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.

I. VAN WESTENBRUGGE

Grand Rapids - Muskegon
Distributor

Nucoa

The Food of the Future

CHEESE of All Kinds
ALPHA BUTTER
SAR-A-LEE

BEST FOODS Mayonaise 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.

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

Corduroy Cords

Let Your Next Tire Be a Corduroy

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



THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN
Sidewall Protection
(REG. U. S. PAT. OFFICE)
Added Reinforcement. An original Patented and Visible Plus Feature

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Glen Lake, May 24.—The steamer Puritan, of the Michigan Transit Line, will make its first trip of the season from Chicago to Northern Michigan boat towns this week. The Michigan Transit Co. went into bankruptcy last fall and there has been some sort of a re-organization, but very few are inclined to think its troubles are over with.

The main reason why this company went under was that their tariff charges were too high, and they had very little patronage. Unless there is a decided reduction in passenger fares and charges for transportation of automobiles, they will go on the rocks before the season is over.

This over-prosperous organization, decided to apply the "public be d---d" test three or four years ago and immediately began to lose business. Chicago patrons would drive their cars to Milwaukee, embark on Pere Marquette steamers, saving 60 per cent. on car transportation and 50 per cent. on fares.

It is the old idea of fleecing the summer guest and it is not confined to transportation companies. Many of the summer hotels have the same notions. Some day they will take a tumble and the poor resorter will come into his own.

One of the elements which pleased me most in California was the atmosphere of hospitality accorded to the visiting stranger. I never once experienced or heard of anyone else being gyped.

To be sure there are many high priced hotels out there, but there is also much royalty floating around to keep them going. But they do not "tuck it on" to the tourist. If you pay the prices, you get what you pay for. And this applies to the entire population. To be sure they all talk California, but they follow up their slogans with performance and that is what counts.

The Hotel Rockford, at Rockford, formerly operated by E. B. Thurston, has been sold to Harry Kellogg, of Grand Rapids, and he has already taken possession of same.

Visiting the Park Place Hotel, at Traverse City, the other day I was glad to discover that our old and tried friend, W. O. Holden, who has operated it for nearly half a century, is in much improved health—in fact 100 per cent.—which places him exactly in line with the splendid institution he runs.

Everywhere you go on State highways you will witness the erecting of new buildings to be used for feeding the motor tourists. Most of them will be losing ventures, for the reason their owners know little or nothing about catering. Too many of them are imbued with the notion that hotel keeping consists principally in taking in money over the counter. Most of them have mortgaged their farms (which will be neglected) to secure the wherewithal to build these travelers "inns" and the operator will at once proceed to shave cold meat with a safety razor, squeeze it in between transparent butterless slices of bread and insult their patrons by calling it a sandwich. They proceed on the theory that a resorter is born every minute and they only need to get one whack at his wallet.

The State Department of Agriculture, I am informed, is preparing to make war on every wayside refreshment bureau that does not come up to sanitary requirements, but they should go one better and see that the public gets what they pay for, not only in quality, but in quantity. Michigan has much at stake in this particular and it looks like gross folly to expend large sums in inducing people to come here and then turn them over to the lions—a la Daniel. I believe if the au-

thorities will avoid all evidence of red tape and encourage tourists to confer with them, even for suggestion or complaint, it will have a healthy effect on the individual who fortifies himself with a high sounding name while doing the hold-up act.

It is noticeable that the markets everywhere are making an unusual display of fresh vegetables for this season of the year. Now if you can induce the management of your culinary department to prepare and transfer some of them to your table, your customers will give you hearty applause. Within a very few years the food demands have been completely revolutionized. Where once meat, in variety seemed to be a thrice-daily requirement, there are many individuals who use it but once a day, but are keen on fresh vegetables. Give them such and give the can opener a rest.

It is assuredly refreshing to know that such of us who favored the election of Governor Green because of his business ability are not going to be disappointed, and it begins to look, from the way he is using the pruning shears, as though the tax payer, long forgotten from a humanitarian standpoint, was about to get an inning. Of course, the Governor's action cannot be expected to repopulate the thousands of abandoned Michigan farms, but it will help keep up the home fires in such as are still being worked. The Governor will do well to carefully look over the estimates for many of the State institutions, especially the Ann Arbor unit. This idea of educating aliens at a loss and crowding out our own folks ought to be subject to correction, and here is an opportunity for a real reform.

As there were some changes in the game and fish laws this winter, the wise hotel man will try to discover what they are and impart the information to his guest. It will be some weeks before these laws will be published, but it is well to inform your patrons that a bass is a bass, whether rock, black or calico, and they must not be taken in any manner until June 16; also instead of the allowance of twenty-five of each variety of pan fish (perch, blue gills and sun fish) only a total of twenty-five of all kinds will be the limit. It is to your interest to protect your guests and also to help preserve the fish supply.

I am glad to see that the new Detroit-Leland Hotel is making a public announcement of the fact that they have many rooms at \$3 to \$4. Also that they are making such announcements in Michigan journals. There are probably other hotels in that city which meet this competition, but the public are not let into the secret unless they accidentally run across a copy of some hotel paper. The Tuller is doing some of this overstate advertising, but so far as I know the bulk of them are putting their bulletins on the dark side of the moon.

Another bulletin received from the secretary of the Wisconsin Hotel Association conveys information which leads me to believe they have gotten their protection department in full swing and their members are receiving much benefit from their investment in that service. To be sure, they may not be away up in the conduct of hotels in Europe or the quality of the vintages over there, like their Michigan friends, but they are getting a look-in for the dues which they pay.

I notice that J. P. Oberlin is going to add a lot of rooms to his Hotel Hilton, at Beloit, Wisconsin. Joe will be remembered as having conducted the Whiting Hotel, at Traverse City, for many years.

The announced policy of the State Highway Commission of completing trunk lines now under construction, rather than to start new work, ought to meet the approval of most of the taxpayers of the State. For the past

HOTEL CHIPPEWA

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

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 Tuller
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.

TULLER



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.

Occidental Hotel

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

CODY HOTEL

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

HOTEL KERNS

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

WESTERN HOTEL

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

NEW BURDICK

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

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Wolverine Hotel

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

CUSHMAN HOTEL

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

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

half-dozen years there has been a tendency to establish new lines for the purpose of supplying scenic enjoyment for tourists, but which in effect had a tendency to divert traffic from the cities and towns along the route. An injustice truly when you consider that the cities and towns were being drawn upon to help pay construction costs.

In Michigan, after ten years of intensive road construction, there is but one completed trunk line in the State—M 16 from Grand Haven to Detroit. Along M 11 (now U S 31) the road is in fairly acceptable condition as far North as Beulah, but M 13 at the present rate of construction will not be completed in ten years.

Lake Shore drives, as contemplated in the old program, would prove an attraction, but of no particular benefit to anyone and should not be attempted until some of the highways around the State, including 10, 11 and 13, have been finished and made ready for public use. Then, after a breathing spell, the pleasure routes might be taken up.

Too many have forgotten that the fifty million bond issue made several years ago is still eating up taxes for interest charges, with no part of the principal liquidated, and that we are being drawn on heavily for keeping up repairs on old work.

One noticeable improvement of the completed highways is the proper markings which were so noticeably deficient a few years ago. It is now possible, if one is traveling at night, to find out just what turn is being approached without the necessity of hunting up the post office with a flashlight. There is still room for improvement by erecting more signs emphasizing sharp turns, which are always sources of great danger.

A hotel friend of mine the other day said to me: "There is nothing criminal in the discovery of defects in hotel service, if they are corrected as soon as discovered, but their continuation is inexcusable."

Very truly stated. The old-time hotel kicker has to a large degree passed on and I doubt even if he ever made a complaint which was justified by the facts. A certain amount of reasonable criticism is profitable if an abuse exists, and no fair-minded hotel operator will take exceptions to same. On the contrary, he will welcome it as one of the means of correction. We all know that hotel employees are human and consequently subject to error. If an aggrieved guest will go to the landlord and suggest improvement, he will proceed much farther toward the accomplishment of the reform than by taking the public at large into his confidence.

The wonderful Boos cafeterias, which have catered to Los Angeles patrons successfully for many years, have been absorbed by the Childs' syndicate, which uses as its slogan "the best of everything."

Unless the policy of the Childs' corporation is different in Los Angeles than it is in the operation of its institutions in the East, the people out there will have many reasons for regretting the change. Paper napkins will supplement the neat linen used by the former owner and there will be a gradual advance in charges for service.

The Boos came to Los Angeles years ago and established a chain of moderate priced lunch counters, gradually improved the service, gained the approbation of the patrons and have retired with millions. They have a record of serving as high as 30,000 people in one day. It made no difference whether you were investing in a cup of coffee for a nickel or indulged in an elaborate meal, you had "service with a smile" and an orchestra accompaniment. I never saw its equal.

I have been much surprised and flustered since my return from a win-

ter's vacation to find so many commercial men who have been interested in my letters to the Tradesman. The thought naturally arises that a good argument is advanced to the hotel keeper to have at all times copies of the Tradesman on their tables in their lobbies and reading rooms. And furthermore, why isn't it a good medium in which to advertise your hotel? Many hotels, I think are regular subscribers, but there are still a few who do not appreciate the fact that they are doing their patrons a great service when they provide it. Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 24—William Walker, who for a number of years has been in the general merchandise business at Wilwalk, Sugar Island, sold out the business last week to Hector H. McGilvary, who also succeeded Mr. Walker as postmaster. Mr. Walker has engaged in the insurance business, to which he will devote his entire time, taking up his residence at the Soo.

Harmony Beach, one of our popular resorts, two miles South of the Soo, on the St. Mary's river, has opened this week and the famous chicken dinners will be served throughout the summer. Mrs. J. Plaunt has taken over the place and will cater to the public and tourists. Mrs. Plaunt conducted the Rest A While place last season and is an expert cook.

M. A. Fair, the well-known meat merchant at St. Ignace, paid us a visit last week. He is looking for a record breaking business this year, as the tourists are now starting to come over the Straits. St. Ignace, with its good hotel and numerous eating places and attractions, is sure to hold them for a while.

The Carpenter-Cook Co. are what can be called real optimists. They have recently purchased the large and commodious building from A. E. Brauns, at Iron Mountain, which will be enlarged, giving them added facilities to care for their increasing wholesale grocery business. They have great confidence in the future of Iron Mountain.

The Keweenaw Inn, at Phoenix, has been taken over by Barsanti Bros., of Red Jacket. The dining room and sleeping rooms will be improved and an electric lighting plant and garage added. Several thousands of dollars are being expended in improvements.

Human life is so short that we must learn from the experience of others as well as our own.

The new S. & S. delicatessen and home bakery, on the corner of Birmingham and Ann streets, opened for business May 21, catering to the trade with home baked goods and food products and a variety of delicacies in pastries, salads, dairy dishes, etc.

The Savoy cafe, which has been closed for the past two months for repairs, re-opened for business May 21, after having been remodeled throughout, redecorated and all new fixtures installed. Oak booths, with duco and satin finish, electric refrigeration and an electric piano put the Savoy in a class that would compare favorably with any of the best places in Cloverland. The proprietors, Sam and Jim Morofous, have every reason to feel proud of their establishment. They will get a large share of the tourist trade during the season.

The airplane cannot change the depth of the oceans, but surely can make them narrower.

Phil. Gillotte, one of our well-known South side grocers, is building a store North of the O'Neil Hardware Co., on Ashmun street, to cost \$6,500. The new store will be built of cement, brick and tile. It will be two stories high, the lower floor to contain a floor space 25 by 40 feet and the upper floor to be an apartment. Phil has

been a hard worker and success has been his reward.

Clem H. Lawton, formerly with the Soo Creamery Co., has accepted the management of the Pickford auto service station, which deals in auto accessories, repair work and conducts a gas filling station.

Our new hotel, the Ojibway, now under construction, has been taken over on a ten year lease by the Roberts Hotel System, which also operates the following hotels: Gladstone Hotel, Jamestown, N. D.; Hotel Fairmont, Fairmont, Minn.; Cook Hotel and Hotel Arthur, Rochester, Minn.; Hotel Winona, Winona, Minn.; Hotel Fowler, LaFayette, Ind.; Land O' Lakes Hotel, Rice Lake, Wis.; Park Hotel Winona, Minn.; Hastin Hotel, Minneapolis; Hotel Florence, Missoula, Mont.; Angus Hotel, St. Paul, and Lowell Inn, Stillwater, Minn. The Ojibway will be managed by Leon Delgman, who is now operating the Arthur Hotel, at Rochester, Minn. Mr. Delgman is considered a highly efficient manager and has had years of experience in the hotel business. According to present plans, the Park Hotel will open June 1 and will close Nov. 1. The Ojibway is expected to be ready by the time the Park closes. The new hotel will keep open twelve months of the year, with the Park Hotel as an annex open during the summer months.

Speaking of Ananias, have you got your fishing tackle ready yet?

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 24—Mrs. James W. Bentley, mother of Raymond W. Bentley, Senior Counselor of No. 131, returned from Plant City, Florida, last Saturday. She went to Florida last September and says the weather was fine all winter long.

A new hotel is being built at Fowler, which will be opened soon.

Mrs. J. J. Houtman has opened the hotel at Six Lakes. Last year this hotel was opened during the summer months only, but now Mrs. Houtman is going to keep the place open all the year. She is going to specialize in chicken dinners for the summer trade. This is an excellent place to spend a few days, as the fishing is good.

W. H. Jennings, familiarly known as "Bill," who has sold Odin cigars for the National Grocer Co. for a number of years, is going back with the Cudahy Packing Co., with whom he was associated for so many years as field representative, covering the entire country.

Moses Dark has sold the residence he has occupied for several years at the corner of South College avenue and Pleasant street and has taken up his domicile in Stuvvesant Apartments.

Frank J. Buell has leased the Union Hotel, at Union City, and is now conducting it. Mr. and Mrs. Buell formerly conducted the Strand restaurant, at Union City, and are well and favorably known to the traveling public.

Claude C. Robinson, 308 Eureka avenue, Grand Rapids, representing the Sterns & Foster & Co., of Cincinnati, Ohio, who has been confined in Blodgett hospital under observation for the past two weeks, has returned to his home much improved.

Will S. Cooke, who was associated with the Worden Grocer Co. as manager of the Kalamazoo branch for a number of years, and later sales manager at Grand Rapids, will visit Grand Rapids the week of the U. C. T. convention. Mr. Cooke is now manager of Harbauer Co., at Toledo, Ohio. He will be accompanied by his family and will be the guests of P. H. Fox and family, at 925 Eastern avenue.

At the meeting of the Salesmen's Club of Grand Rapids, Saturday May 28, at the Pantlind Hotel, at 12:45 p. m. in addition to address which will be delivered by Rev. George H. McClung,

pastor of First Methodist church, Miss Frances Taliaferro will favor the Club with patriotic readings and Richard Johnson, the boy tenor of East Grand Rapids, will render several selections. The meeting will be a very active affair and members attending will be richly repaid for their attendance. President Frank Powell will give an accounting of his stewardship since assuming the responsibility of leadership, and briefly outline plans for resuming the work of the Club. "when the Summer days are gone."

Roy H. Randall.

New Sales Manager For Michigan.

T. P. Eirich was born in Chicago Oct. 15, 1898, his antecedents being German on both sides. When he was 10 years old his parents removed to Sparta, Mich., where he attended the public schools. Just before graduating from the high schools in 1917 he ran away from home and enlisted as a volunteer in the Field Artillery at Grand Rapids. He trained at Columbus, Ohio, and went overseas Oct. 13, 1917, being one of the first 64,000 American soldiers who landed in France. He was in France twenty-two months and participated in many battles. He returned to this country in August, 1919, and for a time taught school near Baldwin in Lake county. He then toured the country three months as a member of one of the base ball teams maintained by the Postum Cereal Co. Meeting an accident near the close of the season, he entered the factory at Battle Creek for three months, at the expiration of which time he went on the road for the house as an extra and substitute salesman. In 1923 he was placed in charge of Ohio territory, with headquarters at Toledo. For the past eighteen months he represented Stiles & Connor, of Detroit, in Ohio territory, but now he is back with the Postum Co. as manager of the Michigan sales department. He has given up his residence in Toledo and will make his headquarters at 634 South Lafayette avenue, Grand Rapids, from now on. Mr. Eirich was married Sept. 2, 1922, to Miss Madge Brouwer, of Holland. He is a member of the First Congregational church of Toledo. He is not a member of any fraternal order. He owns up to one hobby, which is trout fishing. Mr. Eirich is a man of pleasant address and prepossessing appearance. It goes without saying that he will make his mark in his new connection.



HOTEL BROWNING

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

DRUGS

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

A City Pharmacist in a Town Pharmacy.

A city pharmacist coming into a small country town to do business carries a certain amount of prestige with him, according to the size of the city from whence he has come. This applies not so much among the local town people as it does with the farmer coming in to trade and to seek remedies for his incurable rheumatism and stomach trouble.

If the city pharmacist buys a druggist out, he will find usually a store which has been established at least 25 to 50 years, and which has changed hands five or six times. Hence, he is likely to find antiques of all sorts. Shelf bottles with elaborate blue and gold labels, and show globes such as now reside only in the dark cellars of the druggist's sundry houses. The writer found in the store which he bought, an old time pill board made of a thin square of mahogany and lined with some sort of skin and the whole surface shellaced. You know, pills were hand made once. The Rx scales will be accurate although twice as old as yourself and some of the fixtures will have supported groceries and probably paints at some gone-by time.

As to the stock, some of the herbs are so old that they were probably listed in the first or second edition of the N. F. and hence little known or used at the present time. However, more herbs are used in the country by the old than are used in the city. Senna, peppermint, catnip, tansy and pennyroyal are perhaps used all over the whole country, but such as Dragon's Blood, Curry Leaves, Asclepias are rarely called for now.

You will find as a rule an accumulation of stuff for years until the store takes on the appearance of an old curiosity shop with the ages on every article. There are reminiscences of pre-narcotic days, when morphine was sold over the counter and laudanum by the pint. All the proprietors of the drug stores in the country are like the keepers of museums—they hang onto stuff until it becomes unsaleable. The

thought of turnover never enters their mind. But with the march of progress the automobile has stolen business away not only from the small town druggist but every merchant as well. "Go where the crowd goes," prevails to-day as never before. They go where up-to-date stores are.

So the first thing the writer did was to clean up the place. Put on special sales. Advertise in the local paper. Put in new up-to-date stock and change the whole appearance and atmosphere of the store, and then adopt a slogan and set to work building up the business along city experience and buying. This, of course, spells service—something that was lacking in the country drug store.

In almost every town you will find some store beside the main drug store, which sells something in the drug line. This is the main fault with Pharmacy. It always was and always will be. There is too much dibbling in Pharmacy by those least concerned—the rank outsider. However, the majority of the people know where the main drug store is and will go to it when they need urgent help.

The experiences of a city born and bred pharmacist in a country town store are laughable. If some one were to ask you how many teats a cow had, could you answer correctly right "of the bat?"

Well, a farmer came into the store one day and asked what was good for a sore bag. The cow has a "spider" in her teat and the farmer couldn't milk it. He said he had stuck a whole clove in the teat so that the duct wouldn't close up. Now, here was a proposition never before put to the writer. However, he wasn't going to be stumped. In looking over the stock the writer came across a little package of instruments put up by Becton, Dickinson & Company, called Monarch Teat Dilators, set of 4 price \$1. It was a curiosity to him, but as soon as the old farmer mentioned about the clove the vision of these tools came into the writer's mind. But how to sell the farmer the complete set. Ah! Here lay the stumbling block. How many teats did a cow have? Was it one or four? Perhaps another Bessie would catch a "spider" in her teat and then he would need at least two.

The farmer never had seen such an instrument before, and no sales argu-

ment was needed, for they "sold on sight." As to the "caked breast" a little belladonna ointment sufficed.

Another farmer came in and wanted a small bottle of strychnine. Said he was going to kill rats with it. Well, the writer never had any occasion before in the city to hand over the counter an eighth of an ounce of strychnine. In fact it is against the rules of pharmacy, as the pharmacist is instructed with the care of poisons. So he explained to the farmer the dangers of having strychnine around the house or barn. Thereby overcoming the fellow's boast that he knew how to handle it. So finally the writer told him of a much better method of killing rats. This method he had overheard only a short time previous. Two farmers sat on the steps discussing rats and here's what was said: "You take a pound of plaster of paris and a pound of corn meal. Mix them and place them on a dish near some water. Mr. rat eats of the meal and plaster of paris and feels mighty thirsty and drinks his fill of water and that's that. He will drop right in his tracks around the water pail. The plaster of paris hardens and kills him." So the writer got by the rat killing question as if he had lived in the country all his life.

A country druggist must understand how to mix horse liniments and condition powders. He is expected to know all about the different ailments of the horse, dog, cow and sheep.

A farmer came in and wanted some Keough's Foul Remedy. Now foul and fowl sound alike but are spelled different. The writer hunted all over for some chicken remedy and finally came across some diarrhoea remedy for chicks. The farmer split his sides laughing, much to the writer's mortification. He explained that the foul was a disease or condition of the cow's hoof. Now that's different, don't you see.

Wilbur H. McEvoy.

Pharmaceutical Association May Locate Headquarters in Chicago.

Chicago, May 24—Chicago and Washington are extending urgent invitations this week to the American Pharmaceutical Association, as both cities want the association as a permanent resident. The invitations are especially timely, as it is the intention of the Association to decide on a headquarters city within the next ten days.

Chicago's race with Washington to secure the Pharmaceutical headquarters will end June 1 when the members

of the organization will cast the final ballot to choose between these cities. Only Chicago and Washington remain in the race, which ends June 1. Chicago has made an earnest effort to present to the members of the American Pharmaceutical Association the fact that this city is the logical location for its National organization offices. As the Chicago Association of Commerce indicated in an open letter to members of the Pharmaceutical Association, some weeks ago, no other city has more to offer with respect to education, culture, professional and business opportunities than Chicago. And it is the most centrally located city in the United States. Within a night's ride of Chicago are 60,000,000 people.

This letter also brought out the following points on Chicago as the logical center for a National organization like the American Pharmaceutical Association, standing purely on its merits as a centrally located city. It said that the American Pharmaceutical Association should consider Chicago favorably because its central location, unexcelled railroad facilities, easy access to 26 railroads entering here, makes it the logical and most practical site.

In Chicago may be found every form or phase of industrial life and activity. Your own business is no exception. Its greatest development finds expression here. The interests of the pharmaceutical profession can be amply served and protected.

Better and closer co-operation will be realized, as here are the headquarters of the National Association of Retail Druggists, National Association of Boards of Pharmacy, National Association of Drug Clerks, American Medical Association, American Dental Association, American Hospital Association.

Four great university medical schools and the American College of Surgeons, with their research laboratories and equipment, together with Chicago's numerous hospitals, make it one of the world's greatest medical centers.

Chicago possesses one of the best known schools of pharmacy whose large library and excellent facilities will be available to your association.

Chicago, recognized as the leading center of education, provides exceptional opportunities for training in all higher branches of both the arts and sciences.

The wealth of scientific and technical knowledge to be found in the libraries of the University of Chicago, Northwestern University, University of Illinois and Loyola University, as well as the Crerar and Newberry libraries, is easily accessible at convenient hours of the day, affording opportunity for special research work between trains when passing through Chicago.

In Chicago are the headquarters of 275 national organizations which, after patient investigation, decided that the interests of the professions and lines of business represented in those or-



GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS - MICHIGAN

Succeeding

**GRAND RAPIDS
SHOWCASE CO.**



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**

*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**

*Planned to make every
foot of store into
sales space.*

ganizations could best be served by locating their permanent headquarters in this city.

No other city has more to offer with respect to education, culture, professional and business opportunities than Chicago.

A Question of Spelling.

Willie was dejectedly walking home from school and his woe-begone appearance attracted the attention of a kind-hearted old lady.

"What is troubling you, my little man?" she asked.

"Dyspepsia and rheumatism," replied Willie.

"Why, that's absurd," remarked the old lady. "How can that be?"

"Teacher kept me in after school because I couldn't spell them," was Willie's dismal answer.

Chesterfieldian Papa.

The man and the girl were saying good night on the doorstep when a window above them was pushed suddenly open and a weary voice said,

"My dear sir, I have no objection to your coming here and sitting up half the night with my daughter, nor even your standing on the doorstep for two hours saying good night, but out of consideration for the rest of the household who wish to go to sleep, will you kindly take your elbow off the bell-push?"

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids
Safe Co.

Tradesman Building

RESORTERS AND TOURISTS

Buy a lot of Candy

Fill your show cases for this Big Business with

Putnam's

The Good Candy

AGENTS FOR

LOWNEY'S

PUTNAM FACTORY
Grand Rapids, Michigan

BATHING WEAR FOR 1927

Goodrich Bath Caps
Miller Bath Caps
Bathing Slippers
Water Balls
Swim Boy Tubes
Water Wings
Torpedo Floats
Swimming Belts
Ear Plugs
Bath Room Towels
Bathing Suit Bags



We carry in stock the largest line in the State. And a most wonderful assortment to select from. Drop in and see the line or ask our salesmen.

Hazeltine & Perkins Drug Company
Manistee MICHIGAN Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 25 @ 1 45	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Elgeron	6 50 @ 7 75	Benzoin Comp'd	@ 2 28
Carbolic	34 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	@ 2 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	@ 2 28
Nitric	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	@ 1 80
Tartaric	48 @ 56	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	@ 1 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	@ 1 25
Chloride (Gran.)	09 @ 20	Linseed raw, less	97 @ 1 10	Iodine, Colorless	@ 1 50
Balsams		Mustard, artif. oz.	@ 35	Iron, Clo.	@ 1 56
Copalba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	@ 1 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	3 75 @ 4 50	Myrrh	@ 2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,		Nux Vomica	@ 1 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	@ 5 40
Tolu	2 00 @ 2 25	Olive, Malaga,		Opium, Camp.	@ 1 44
Barks		green	2 85 @ 3 25	Opium, Deodorz'd	@ 5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Organum, pure	@ 2 50	Paints	
Sassafras (pw, 50c)	@ 50	Organum, com'l	1 00 @ 1 20	Lead, red dry	14 1/2 @ 15
Soap Cut (powd.)	30c @ 25	Pennyroyal	3 25 @ 3 50	Lead, white dry	14 1/2 @ 15
Berries		Peppermint	6 50 @ 6 75	Lead, white oil	14 1/2 @ 15
Cubeb	@ 1 00	Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Juniper	11 @ 20	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	I	10 50 @ 10 75	Red Venet'n Eng.	4 @ 8
Extracts		Sassafras, true	1 75 @ 2 00	Putty	5 @ 8
Licorice	60 @ 65	Sassafras, art'l	75 @ 1 00	Whiting, bbl.	@ 4 1/2
Licorice, powd.	50 @ 60	Spearment	8 00 @ 8 25	Whiting	5 1/2 @ 10
Flowers		Sperm	1 50 @ 1 75	L. H. P. Prep.	2 90 @ 3 05
Arnica	@ 75	Tany	9 00 @ 9 25	Rogers Prep.	2 90 @ 3 05
Chamomile (Ged.)	@ 60	Tar USP	65 @ 75	Miscellaneous	
Chamomile Rom.	@ 50	Turpentine, bbl.	@ 68	Acetanalid	57 @ 75
Gums		Turpentine, less	75 @ 88	Alum	08 @ 12
Acacia, 1st	50 @ 55	Wintergreen,		Alum. powd. and	
Acacia, 2nd	45 @ 50	leaf	6 00 @ 6 25	ground	09 @ 15
Acacia, Sorts	20 @ 25	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Powdered	35 @ 40	birch	3 00 @ 3 25	trate	3 03 @ 3 24
Aloes (Barb Pow)	25 @ 35	Wintergreen, art	75 @ 1 00	Borax xtal or	
Aloes (Cape Pow)	25 @ 35	Worm Seed	6 00 @ 6 25	powdered	07 @ 12
Aloes (Soc. Pow.)	65 @ 70	Wormwood	9 00 @ 9 25	Cantharides, po.	1 50 @ 2 00
Asafoetida	50 @ 60	Potassium		Calomel	2 70 @ 2 91
Pow.	75 @ 1 00	Bicarbonate	35 @ 40	Capsicum, pow'd	35 @ 40
Camphor	96 @ 1 02	Bichromate	15 @ 25	Cassia Buds	7 00 @ 7 50
Gualiac	@ 80	Bromide	69 @ 85	Cloves	50 @ 55
Gualiac, pow'd	@ 90	Bromide, gran'd	54 @ 71	Chalk Prepared	14 @ 16
Kino	@ 110	Chlorate, powd.	23 @ 30	Chloroform	51 @ 60
Kino, powdered	@ 120	or Xtal	16 @ 25	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 60	Cyanide	36 @ 45	Cocaine	12 10 @ 12 80
Myrrh, powdered	@ 65	Iodide	4 35 @ 4 55	Cocoa Butter	70 @ 90
Opium, powd. 19	65 @ 19 92	Pernanganate	20 @ 30	Corks, list, less	40-10%
Opium, gran. 19	65 @ 19 92	Prussiate, yellow	40 @ 50	Copperas	2 1/2 @ 10
Shellac	65 @ 80	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Shellac Bleached	70 @ 85	Sulphate	35 @ 40	Corrosive Sublm	2 21 @ 2 42
Tragacanth, pow.	@ 1 75	Roots		Cream Tartar	33 1/2 @ 42
Tragacanth	1 75 @ 2 15	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Turpentine	@ 30	Blood, powdered	35 @ 40	Dextrine	6 @ 15
Insecticides		Calamus	35 @ 75	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	Elecampane, pwd.	25 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 07	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Blue Vitriol, less	08 @ 15	Ginger, African,		Epsom Salts, bbls.	@ 3 1/2
Bordea. Mix Dry	13 @ 22	powdered	30 @ 35	Epsom Salts, less	3 1/2 @ 10
Hellebore, White		Ginger, Jamaica.	60 @ 65	Ergot, powdered	@ 1 50
powdered	18 @ 30	Ginger, Jamaica,		Flake, White	15 @ 20
Insect Powder	35 @ 45	powdered	45 @ 50	Formaldehyde, lb.	15 1/2 @ 30
Lead Arsenate Po.	15 1/2 @ 27	Golden seal, pow.	@ 8 00	Gelatin	80 @ 90
Lime and Sulphur		Ipecac, powd.	@ 6 00	Glassware, less 55%	
Dry	8 @ 23	Licorice	35 @ 40	Glassware, full case 50%	
Paris Green	23 @ 28	Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 02 1/2
Leaves		Orris, powdered	30 @ 40	Glauber Salts less	04 @ 10
Buchu	85 @ 1 00	Poke, powdered	35 @ 40	Glue, Brown	21 @ 30
Buchu, powdered	@ 1 00	Rhubarb, powd.	@ 1 00	Glue, Brown Grd	15 @ 20
Sage, Bulk	25 @ 30	Rosinwood, powd.	@ 40	Glue, White	27 1/2 @ 35
Sage, 1/2 loose	@ 40	Sarsaparilla, Hond.	@ 90	Glue, white grd.	25 @ 35
Sage, powdered	@ 35	ground		Glycerine	32 @ 52
Senna, Alex.	50 @ 75	Sarsaparilla Mexican.	32 @ 52	Hops	70 @ 85
Senna, Tinn. pow.	30 @ 35	Glycerine	32 @ 52	Iodine	6 45 @ 7 00
Uva Ursi	20 @ 35	Squills	60 @ 70	Iodoform	8 00 @ 8 30
Oils		Turmeric, powd.	20 @ 25	Lead Acetate	20 @ 30
Almonds, Bitter,		Valerian, powd.	@ 1 00	Mace	@ 1 50
true	7 50 @ 7 75	Seeds		Mace, powdered	@ 1 60
Almonds, Bitter,		Anise	@ 35	Menthol	7 80 @ 8 50
artificial	3 00 @ 3 25	Anise, powdered	35 @ 40	Morphine	11 18 @ 11 93
Almonds, Sweet,		Bird, ls	13 @ 17	Nux Vomica	@ 30
true	1 50 @ 1 80	Canary	10 @ 16	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Caraway, Po.	30 @ 30	Pepper black, pow.	40 @ 50
imitation	1 00 @ 1 25	Cardamon	3 75 @ 4 00	Pepper, White, pw.	55 @ 60
Amber, crude	1 25 @ 1 50	Coriander pow.	30 @ 20	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Dill	15 @ 20	Quassia	13 @ 15
Anise	1 40 @ 1 60	Fennel	25 @ 40	Quinine, 5 oz. cans	@ 59
Bergamont	9 50 @ 9 75	Flax	7 @ 15	Rochelle Salts	30 @ 35
Cajeput	1 50 @ 1 75	Flax, ground	7 @ 15	Sacharine	2 60 @ 2 75
Cassia	4 00 @ 4 25	Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 22
Castor	1 60 @ 1 85	Hemp	8 @ 15	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Lobelia, powd.	@ 1 60	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Mustard, yellow	17 @ 25	Soap mott cast.	22 1/2 @ 25
Cloves	2 50 @ 2 75	Mustard, black	20 @ 25	Soap, white castile	@ 15 00
Cocunut	25 @ 35	Poppy	15 @ 30	Soap, white castile	
Cod Liver	2 00 @ 2 25	Quince	1 25 @ 1 50	less, per bar	@ 1 60
Croton	2 00 @ 2 25	Rape	15 @ 20	Soda Ash	3 @ 10
Tinctures		Sabadilla	60 @ 70	Soda Bicarbonate	3 1/2 @ 10
Aconite	@ 1 80	Sunflower	11 1/2 @ 15	Soda, Sal	02 1/2 @ 08
Aloes	@ 1 54	Worm, American	30 @ 40	Spirits Camphor	@ 1 20
Arnica	@ 1 44	Worm, Levant	5 00 @ 5 25	Sulphur, roll	3 1/2 @ 10
Asafoetida	@ 3 28	Seeds		Sulphur, Subl.	4 1/2 @ 10

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

Some Starch

DECLINED

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

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
50c size, 2 doz.	3 80
80c size, 1 doz.	3 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 85
Pep, No. 224	2 70
Pep, No. 202	1 75
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 25
Bran Flakes, No. 602	1 50

Post's Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 9	5 00
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Pep, No. 224	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 25
Ex Fey. Parlor 26 lb.	10 00
Tov	1 75
Whisk, No. 3	2 75

BRUSHES

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

Stove	
Shaker	1 80
No. 50	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

CANDLES	
Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.3
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 50@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 50
Cherries, No. 10	14 00
Loganberries, No. 2	3 00
Loganberries, No. 10	10 00
Peaches, No. 1	1 50@2 10
Peaches, No. 1, sliced	1 25
Peaches, No. 2	2 75
Peaches, No. 2 1/2	3 25
Peaches, No. 2 1/2 Mich	3 25
Peaches, 10, Mich.	8 50
Pineapple, 1 sl.	1 75
Pineapple, 2 sl.	3 80
P'apple, 2 br. sl.	2 40
P'apple, 2 1/2, sl.	3 00
P'apple, 2, cru.	2 60
Pineapple, 10 cru.	9 60
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	2 25
Raspb's, Red, No. 10	13 50
Raspb's, Black,	12 00
No. 10	12 00
Rhubarb, No. 10	4 75@5 50
Strawberries, No. 10	12 60

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 50
Clams, Steamed, No. 1	2 00
Clams, Minced, No. 1	3 25
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, 1/2	2 80
Salmon, Red Alaska	3 10
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 85
Sardines, Im. 1/4, ea.	10@28
Sardines, Cal. 1/4, ea.	25
Sardines, Cal. 1/4	1 65@1 80
Tuna, 1/4, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/4s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	3 30
Bacon, Lge. Beechnut	5 40
Beef, No. 1, Corned	3 10
Beef, No. 1, Roast	3 10
Beef, No. 2 1/2, Qua.	3 10
Beef, 3 1/2 oz. Qua.	2 00
Beef, 5 oz., Qua.	2 75
Beef, No. 1, B'nut.	4 50
Beefsteak & Onions.	3 45
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52 1/2
Potted Meat, 1/4 Qua.	90
Potted Ham, Gen.	1 85
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 65

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

CANNED VEGETABLES.

Asparagus.	
No. 1, Green tips	3 75
No. 2 1/2, Large Green	4 50
W. Beans, cut 2 1/4	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.	2 1 1/2
Corn, No. 2, Fan.	1 30@2 35
Corn, No. 10	3 80@10 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 65
Dehydrated Veg. Soup	90
Mushrooms, Choice, 8 oz.	45
Mushrooms, Sur Extra	60
Peas, No. 2, E. J.	1 65
Peas, No. 2, Sift.	1 85
June	1 85
Peas, No. 2, Ex. Sift.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 60
Pumpkin, No. 10	4 00@4 75
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	2 50
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	6 80

CATSUP.

B-nut, small	1 90
Lily of Valley, 14 oz.	2 60
Lily of Valley, 1/2 pint	1 75
Paramount, 24, 8s	1 40
Paramount, 24, 16s	2 25
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
Spearmint, Wrigleys	65
Julicy 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
Pastilles, No. 1	12 60
Pastilles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastilles	2 15

1 lb. Rose Tin Bon	18 00
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastilles	3 40
Langues De Chats	4 80

CHOCOLATE.

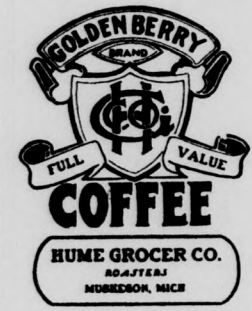
Baker, Caracas, 1/4s	37
Baker, Caracas, 1/2s	35

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

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

McLaughlin's Kept-Fresh

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

Maxwell House Coffee.

1 lb. tins	46
3 lb. tins	1 36

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 90
Quaker, Baby, 8 doz.	4 80
Quaker, Gallon, 1/2 doz.	5 15
Carnation, Tall, 4 doz.	5 05
Carnation, Baby, 8 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, Baby, 8 doz.	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	
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 Delosos	120 00
Bering Favorita	135 00
Bering Albas	150 00

CONFECTIONERY

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

GELATINE



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

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

JELLY GLASSES

8 oz., per doz.	37
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands

Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 25
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MINCE MEAT

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

MOLASSES

Molasses in Cans

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 75

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	38
Walnuts, California	50

Salted Peanuts

Fancy, No. 1	16
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Shelled

Almonds	70
Peanuts, Spanish	12 1/2
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, doz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50@4 75
20 oz. Jar, stuffed doz.	7 00

PARIS GREEN

1/8s	31
1s	29
2s and 5s	27

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	
8 oz., 2 do. in case	
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	13.6
Red Crown Gasoline	
Tank Wagon	14.7
Solite Gasoline	17.7
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6
Capitol Cylinder	39.1
Atlantic Red Engine	21.1
Winter Black	12.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
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

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

Sweet Small

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

Dill Pickles

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

PIPES

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

Beef

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

Cows

Top	15
Good	14
Medium	13
Common	12

Veal

Top	18
Good	17
Medium	13

Lamb

Spring Lamb	32
Good	30
Medium	27
Poor	25

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	12
Medium hogs	12
Heavy hogs	11
Loins, Med.	22
Butts	19
Shoulders	15
Spareribs	14
Neck bones	06

PROVISIONS

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

Dry Salt Meats

D S Bellies	18-20@20-22
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Lard

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

Sausages

Bologna	16
Liver	14
Frankfort	19
Pork	13@20
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cert., 14-16 lb.	@25 1/2
Hams, Cert., Skinned	
16-18 lb.	@27 1/2
Ham, dried beef	@31
Knuckles	@18
California Hams	@22
Picnic Boiled	@20
Hams	@22
Boiled Hams	@40
Mince 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

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

Casings

Hogs, Med., per lb.	@55
Beef, round set	23@36
Beef, middles, set	@1 50
Sheep, a skin	@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'nun	3 25
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	3 75
Sacks, 90 lb. Cotton	3 80

RUSKS

Holland Rusk Co.

Brand	
18 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

SALERATUS

Arm and Hammer	3 75
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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

Mixed, Keys	1 15
Mied, half bbls.	9 50
Mixed, bbls.	17 00

Milkers, Kegs

Milkers, half bbls.	10 25
Milkers, bbls.	19 00
K K K, Norway	19 50

8 lb. pails

Cut Lunch	1 40
Round 10 lb. boxes	1 65

Lake Herring

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

Tubs, 100 lb. fancy fat	24 50
Tubs, 50 count	9 00
Pails, 10 lb. Fancy fat	2 00

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

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

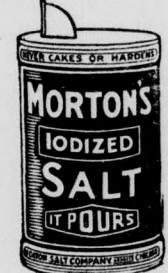
STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	0 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	4 2
Old Hickory, Smoked,	
6-10 lb.	4 80



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



SOAP

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

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

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

Merchant's Life Is Woven Into Town's Progress.

Melvin, May 23—On the four corners of this village there stands a business monument that has weathered the storms of half a century and more, and only a few of the old settlers remember when this building was opened by Charles Dewey, 54 years ago.

This building alone would not continue to shine out as a beacon to this community if the personality of its founder was not interwoven into the lives of young and old who have known this grand old man.

In May, 1872, Mr. Dewey traded a piece of land near Roseburg for house and lot and a rough store building in Melvin, owned by Reuben Gilbert.

Several of the early pioneers had failed to make a success of the mercantile business in the settlement then called "Hog Town."

Its new owner purchased \$400 worth of goods to start the store. These goods were hauled from Port Huron over roads that were built to serve the lumber trails of the early sixties, and three days were required to make the trip.

From that time until many years afterward the "General Store of Charles Dewey" was the trading center for miles around.

In speaking of his business career here and the success he has attained, Mr. Dewey said:

"In my fifty-four years in business, I do not make any claim that I have amassed wealth but I have succeeded in my aim to pay 100 cents on the dollar, and to enjoy the confidence of the commercial firms with whom I have dealt for many years."

Just how great his success has been or his contributions in a public way, would never have been known if Mr. Dewey was to tell it. But there is no one man in this community who has lived for a purpose and succeeded in that purpose—of public service—as this man.

Great men have had their fame spread from coast to coast, but Mr. Dewey's fame was born into the lives of every individual in this community and to-day he stands for the highest standard of a Christian man.

In the early days of store life when money was scarce and the little cluster of families around through the woods were making the great sacrifice to build up land for a home, it was from the store on the corner that provisions were welcome.

It was a fight between Mr. Dewey and the "wolf," in many cases, as some particular family was given assistance during the cold winter months. Dewey sacrificed, that was the part of the service that Mr. Dewey had to offer and his love for humanity is still active within him.

The founding of both the Methodist and Baptist churches here was made largely through the efforts of Mr. Dewey, as well as aiding to build several other churches in the community. He was also active in bringing to Melvin the first railroad and many other enterprises, some of which have passed on into history.

Mr. Dewey held the office of post-

master here for thirteen years and for nearly twenty-five years he served on the board of education. For nearly thirty years he has been a notary public as well as holding numerous village and township offices.

Mr. Dewey was born in Ohio, Mar. 23, 1849, and was left without a father at the age of five years, and soon after he went to live with his grandmother. At the age of 27, he married and 11 years later death took his companion.

He later married his present companion, who has gone hand in hand with him for the last thirty-seven years.

His declining days find him suffering from attacks brought on by age and at times he is unable to go to his store.

As a Christian influence upon others it can be truthfully said that Charles Dewey has fulfilled the vows that he made to his maker in early life, and all through these years he has never ceased striving to live a better and fuller life for God.

And, as he realizes that his life on earth is growing shorter every day, he offers many excuses for the feeble effort he believes he has made to live up to the standard of God's word.

No more befitting tribute can be paid this honorable man than the words of others, who have said, "If any man's prayers have ever reached Heaven, or if any man ever gets there, it will be Charles Dewey."—Purl Harding in Port Huron Times.

Putting Dictators in Industries.

In matters of government, dictators come in sometimes through the use of military force or because of a widespread conviction that the usual methods in vogue are inadequate for the normal development of a country. The implication is that the people, left to themselves, are incompetent for self-government and need some one to keep them under control. History is full of instances of this kind. It is only, however, within recent years that industries have borrowed the methods of the warriors and politicians. In the case of them it is a confession of failure on the part of members of such industries to keep them under proper control. Notable instances of the kind occurred in connection with baseball and the moving picture industry. A number of years ago, because of betting and other scandals, professional baseball ceased to be attractive to the public. After a while, however, the game was reinstated to favor, but not until it was demonstrated that its abuses were at an end. For some years its patrons grew in number amazingly and made of the game a huge business proposition with an enormous annual income. Then abuses began to creep in and the capitalists backing the various teams became apprehensive of a slump that would imperil their investments. To retain public favor, which is the main asset of the industry, the magnates hired an overseer of high character to guard against abuses and one with power to inflict penalties for conduct calculated to lessen public confidence in the conduct of the games. The investment thus far has proved a good one.

Similar action in due course was tak-

en in the moving picture business. This had expanded enormously in the course of a few years until the investment and income entitled it to rank among the greatest industries of the country. But each producer remained a law unto himself, bound only by his conscience or lack of it. After a while it began to dawn on the principal men in the business that some restraining influence was necessary to keep productions within proper bounds. So a member of the Cabinet of the President of the United States was drafted to perform the duties of an arbiter. In this case, as in that of baseball, the motive was to reassure the general public, upon whom the income of the industry depends. Latterly, however, the notion has been applied to businesses of a different kind. Only a few days ago announcement was made of the appointment of a chief for the women's garment industry, the abuses in which are said to call for the decision of some one in authority to correct them. This seems to be the final resort after every other method has been tried to secure the same result by mutual agreements. The new so-called "Czar" has a hard proposition before him unless he can mete out penalties for unethical conduct and see that these are enforced. While the bulk of those engaged in the industry are disposed to do the right thing, there are a certain number who are not amenable to any consideration except immediate profits. How to reach and restrain the latter is the problem. There is more hope in an experiment of the same kind just beginning in the poultry business in New York City. In this the dictator will have an Exchange at his back.

Junior Apparel Being Bought.

The activity in dresses for adults is also reflected in the market for girls' and junior garments. Much attention is given to dresses of sheer materials, voiles, organdies and dimities. Many of the voile garments are being bought for graduation and confirmation wear and show trimmings of lace and ruffles. Prominent in the sheer silk groups are dresses of crepe de chine and georgette. The fabrics are either plain or printed. These types are outstanding in the recent offerings for mid-Summer wear which manufacturers have been making. In the organdy dresses, the fabrics are solid colored or show floral patterns.

Favor High Shoes For Sports.

One of the interesting features of the current season's demand for rubber-sole canvas-top tennis shoes, as the trade calls them, is the market percentage of high footwear of this type that is selling in the \$1 to \$3 retail price ranges. These shoes, which are made with corrugated rubber soles, and which are often set off with circular ankle patches in black, are so preponderantly in demand when cut high that they account for fully 90 per cent. of the canvas footwear sold for men's use. In women's goods of this type the proportion is about 85 per cent. high to 15 per cent. low.

Pressure Necessary To Crush Egg Shell.

Washington, May 23—A pressure of 51 pounds was necessary to crush an egg shell in a giant testing machine in a demonstration made at the Bureau of Standards, Department of Commerce, before the delegates to the recent Pan-American Industrial Conference here. Precision in the machine was indicated by the fact that the shell collapsed under this pressure without fracturing the inner membrane of the egg, the Department states. It is interesting to note that this testing machine is so delicate that the load required to break the egg was easily recorded.

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 Cheap—Floor show cases, counter cases, in fact every kind of fixtures for department store. Address Levinson's Department Store, Petoskey, Mich. p 584

For Sale—Meat market. New equipment, up-to-date building with Baker ice machine. Write No. 585, c/o Michigan Tradesman. 585

ONLY Meat Market—Also groceries. Small town; fine farming country; up-to-date machinery and slaughter house. Brick building. 20 Acres. Doing good business. Lock Box 3, Morrice, Mich. 586

Men's cravat buyers address A. Raduziner Neckwear Co., 40 E. 22 St., New York City. 587

Will Trade For Merchandise—A six and a seven-roomed house, barn, four lots, twenty-four fruit and maple trees. Write H. Anspaugh, Coleman, Mich. 588

FOR SALE—General hardware and implement stock, fixtures and building. Doing a good business in a prosperous farming community. Only hardware and implement stock in town. Established twenty-four years. Failing health cause of selling. A rare chance for a hustler. Address No. 589, c/o Michigan Tradesman. 589

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. (P246). 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—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

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

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—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 LEVINSOHN, Saginaw, Mich.

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

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Lansing, May 20—In your issue of May 18 we note an article entitled "Sale of Canary Birds Which Won't Sing."

This firm happens to be in the list of "suckers" who bit on this proposition, which was a very unsatisfactory and expensive experience for us.

We mention this, not because of our pride in the matter, but as a warning to other merchants to be exceedingly wary of anyone representing such a concern.

Mills Dry Goods Company.

Since the above letter was written the Realm has received three letters from Central Michigan merchants stating that they noted our exposure of the canary bird swindler in time to save their being caught in his meshes. He was last heard from at Cadillac, which leads to the belief that he may now be in the Upper Peninsula. Merchants would do well to assist the Realm in apprehending the rascal.

Recent local developments with reference to the solicitation for members of the Decimo Club are interesting. A merchant reports that he was solicited by a friend who was a member or was about to become a member of the Decimo Club, and who appears to be very much sold on the idea. He enumerated various benefits to be derived from membership, and among other things stated that Decimo Club members could buy merchandise of various kinds at greatly reduced prices by virtue of their membership.

As a typical instance, according to our informant, a case was cited with regard to a prominent store where it is alleged a member selected a suit of clothes, which was priced at \$80. The member, so it is said, then alleged that the suit was purchased for \$42.50, since the purchaser was a member of the Decimo Club.

Our informant also stated that the name of a prominent automobile dealer was mentioned, and it was claimed that Decimo Club members could purchase automobiles there at a discount because of their affiliation.

We communicated with both of the concerns mentioned to get the facts. The merchant wrote us as follows:

We wish to state positively that we have no trading agreement whatsoever with the Decimo Club or the Apasco Purchase and Sales Corporation. We did not even know such organizations existed until you telephoned us yesterday.

The automobile dealer wrote us as follows:

Please be advised that this company is not a member of the Decimo Club, nor have we at any time been solicited as members, and any statement to the contrary is very wrong and misleading.

It is barely possible that there might be a contemplated member in our organization of one of our salesmen, and if such is the case, please be advised that he has no authority whatsoever to offer any discounts on automobiles or any merchandise that we sell and if same is brought to our attention in an authentic manner, we will take immediate steps to correct it.

A prospective member is required to vouch for his belief in this organization, due to the fact that the organization is vouched for by the same

member who vouches for the prospective member. You must have faith in the idea.

While in no sense setting himself up to say that it cannot be done successfully, an experienced local fur man advises careful study of fur-farming projects that are offered for investment. He cited the numerous losses of money put into certain silver fox farms, but also called attention to the profits that have been made in that business when properly carried on.

"The thing to do when stock in fur farms is offered," he said, "is to go to some one who knows about the kind of animal to be raised and have a heart-to-heart talk with him about the possibility of raising that animal in captivity or semi-captivity. If this seems possible I would then advise a careful study into the proposed location of the farm and its adaptability to the purpose. Last, but not least, I would look as thoroughly as possible into the records and reputations of the men back of the project.

"Right now the fashion seems to have swung to muskrat farming. There is no question of the growing shortage of these pelts taken from animals in the open country, but whether they can be raised successfully on special farms is a problem. I know of a few cases where this is being done very successfully under certain conditions, but it is an open question whether general farms of this type can succeed.

"I am certain, however, that promises of taking several hundred or thousand pelts to the acre are all wrong. In Maryland the average per acre catch is six or seven skins, and in Louisiana and Texas from six to ten pelts are taken to the acre. This is from unfenced marsh land, where the animals live and breed in a natural state. Any attempt to fence them in and 'domesticate' them might produce still smaller catches. Only trying this will tell."

S. L. Smith, who evidently hides behind the skirts of the California Leather Products Co. and the Pacific Factors, Inc., is out with a bran new swindle. Smith (or some of the companies above mentioned) says he has secured an option on a tremendously rich oil field. It will cost him \$200,000. He has only \$10,000, but if he can convert his stock of ladies' handbags into cash, he will have plenty to swing the deal. So he offers to sell the handbags for \$1.95 each, and with every purchase of 36 handbags, he will give ten "units" in his oil syndicate.

There is nothing in all the Smith letters and literature to tell how many units there are in the syndicate—may be there are millions. And Mr. Smith says flatly:

"No, I am not giving the name of the company yet. A leakage would spoil all and there is also a chance of getting in deeper if done quietly."

"Getting in deeper" has rather a sinister sound, but probably Mr. Smith means all right. He seems to be a very frank and engaging personality.

He even goes so far as to offer to take an option on your ten "units" for \$500, if you don't care to gamble on

the value of these units. This option he can exercise anywhere between Jan. 1, 1928, and Jan. 1, 1929. It's a fine option, too—for Smith. You agree to sell at \$500, but Smith doesn't agree to buy, and he pays nothing for the option. If your units become very valuable, Smith can force you to sell, but if they are worthless, you haven't any come back.

Mr. Smith is so sure that you will jump at the proposition that he says he can't wait to hear from you, but is shipping the bags to you by express prepaid.

Smith says in one part of his long, juicy letter:

"Strictly against family advice and advice of the bank president, my mother-in-law put \$3,000 into an identically similar proposition to this, and it has paid her thousands of dollars in dividends and can be sold today for over \$150,000."

Our suggestion to Mr. Smith is that he borrow the money to swing this deal from his mother-in-law. She has shown herself to be a good gambler, and if it is just as good a proposition as she bucked before, she could make a killing. And so would Mr. Smith. No need for him to sacrifice his stock of handbags at ruinous prices, or divide up the enormous profits on the deal with outsiders. Why not keep it in the family?

Both Willing To Take Hints at That.
(Continued from page 20)

Depreciation -----	472.26	88
	\$10,244.48	19.12
	Profit	
\$14,825.34	27.68	
\$10,244.48	19.12	
\$ 4,580.86	8.56%	

That may stand about as is without further comment. It speaks for itself, except for the failure to send assets, liabilities and comparative tabulations. I cannot know whether the figures are backed up by commensurate accomplishment; but I incline to think they are because of the surety with which the man speaks.

It is hard to criticize success adversely, for success justifies itself. It is a mistake, nevertheless, to bury over eleven hundred dollars in three months in such an account as "General Expense." Aside from that I have nothing to offer—except renewed suggestion that other grocers follow this man's footsteps.

Somebody thinks he has discovered something "on" the chain stores in certain prices on spices sold in tins, said prices being contrasted with what legitimate grocers charge. The list follows for 2 oz. tins:

Chain Prices Service Prices		
Allspice -----	13c	10c
Cayenne -----	13c	10c
Cinnamon -----	13c	15c
Cloves -----	13c	15c
Mustard -----	9c	10c
Black Pepper ----	9c	10c
White Pepper ----	13c	15c
Sage -----	13c	10c
Savory -----	13c	10c
Thyme -----	13c	10c

Comparison is easy because, in this

case, the brand is the same. The argument is that the chain "reduced mustard and black pepper because the public is fairly well posted on these two articles; but at that the chain is getting more for its spices than the average service retailer."

Now, assume this is true, is it not a fact that any of us would feel it perfectly legitimate if we could better the chain in any way ourselves? Let us not cast aspersions too freely. Let us rather seek what is, perhaps, the real reason for the prices given above. Perhaps it is that the chain finds black pepper and mustard to be steady-selling staples, while the other items move slowly. Grocers who guess are apt to price all things on cost, regardless of speed of sale. Let us be sure we know how prices should be fixed. The chains are apt to know.

Paul Findlay.

Greatest Losses in Offices in Large Buildings.

After considering the results of a series of experiments conducted by the Federal Government to test the duration of fires in offices the National Fire Prevention Association, in session at Chicago recently, suggested that those who do business in large buildings, especially skyscrapers, shall weigh their office furniture before they buy their safes. It is contended that the greatest losses in such buildings result from the destruction of business records. Millions of dollars are lost annually in this way. By weighing the furniture the occupants of the offices will be able to ascertain just how long their furniture will burn and just what resistance in their safes is necessary to outlast the fire itself. The Government experiments showed that an office containing ten pounds of combustible material per square foot, including wooden surface flooring, is likely to burn for an hour. In the report attention is also called to the fact that a recent decision of the United States Supreme Court supports the contention that the money value of records may be included by public utilities organizations in the capital accounts on which insurance rates are based.

The fact that there have been more cases of rabies treated in American hospitals this spring than for many years should provoke action. That the disease is still deadly, in spite of the discovery of Pasteur and the advances made in the use of his treatment since his death, is shown by the fact that two deaths by hydrophobia have occurred recently in this State. There is a law on the statute books requiring the leashing and muzzling of all dogs on the streets, but the most superficial observation will show that this law, like to many of our statutes, is neglected. With the "dog days" rapidly approaching, people who take dogs out for an airing should be made to observe this salutary ordinance and stray dogs should be destroyed.

A pickpocket could not take a man's money more smoothly and with less satisfaction than do some of our slick salesmen.

NECKTIE TYLER WHINES.

Intimates He Is Headed For Bankruptcy Court.

The campaign against the necktie peddlers seems to be working. Necktie Tyler of St. Louis is sending out a tear-stained letter saying that if folks don't send back his ties, or send him the money, he is busted.

That is, the letters are signed "Necktie Tyler." According to the St. Louis Better Business Bureau, they are really sent out by a Russian named Jacob Lachman, who apparently has both eyes wide open and in good repair.

Lachman uses a man named Ernest Howell, who is blind, as his decoy, it is claimed. Howell is advertised under the name of "Necktie Tyler."

The St. Louis Better Business Bureau advised everybody receiving the unordered neckties to simply store them away and do nothing. This policy has evidently been adopted by a lot of people, for "Necktie Tyler," according to his own letter now faces bankruptcy proceedings.

Here is Necktie Tyler's heart-rending appeal, written, no doubt by Mr. Lachman, who, according to the St. Louis Better Business Bureau, was kicked out of the American Legion for conduct unbecoming a gentleman:

Desperate Appeal For Justice and Fair Play.

Dear Friend: At last I must come to you and beg of you not to let me go under. I have been beset from all sides by enemies and fiends who have done their best to break me and ruin me as well as my name, which I have struggled all my life to maintain. Blind as I am I have never been in as bad a predicament as I am in now. If you and others do not come to my help I will be ruined for life—and this after trying so hard to pull through so that I may not become a subject of charity in my later years.

I am about to be declared a bankrupt. My creditors have given me just a few more days to pay or they will order their attorneys to proceed with court action against me. If they do, I will be wiped out. Everything that I have made and everything that I have will vanish.

If you and the other good people would send me in the \$1.25 for the four ties I sent you, and if you all did it fast enough I would perhaps get in enough to pay off my creditors and save my honor and name. I have done you no harm. I only submitted my ties to you and asked you either to buy them or return them. In what then have I sinned? Certainly if I was to come to you in person, you would not slam the door in my face or kick me down the steps. Why then should I suffer now and lose all that I have—a beggar for life.

Can't you see, my friend, what I am up against? I have managed to establish a good credit. I had good backers. People trusted me and financed me and for a while I was doing fine. I originated my own sales plan "Trust the people and give them a bargain of a lifetime," was my motto. Of course, others imitated me. Then retail merchants throughout the country began

to kick at me. I was cutting in on their trade and they could not stand competition. Retail merchants always object to mail order houses because we open up the eyes of the people.

Unless you and the others who still have my ties will send me in my money at once, I am through. I have trusted you. Does not one good turn deserve another? Do you doubt me? I conduct my business 100 per cent. through the United States mail. That ought to be enough of a recommendation for me. People, blind or not blind, do not carry on anything wrong through the mails.

Just think this over. Every word I wrote to you was and is the truth. Uncle Sam is my witness. I am proud of his co-operation. I have given him lots of business. I have given employment to many people. A lot of poor g'rls are making their bread and butter in my business. I have tried hard. I have meant well. And it is hard to give all this up at one time. That is why I am writing to you and plainly begging you to return me what is mine. I hope enough of you good people will respond to pull me out of my predicament.

Please send me my money. If you can't spare the whole thing, keep the 25c and send me the dollar. I am willing to forego the profit if I could only get my investment out and pay off the people who trusted me.

I can give you many references. Write to the Missouri School for the Blind, the United Blind Workers of Mo., the Security National Bank or anyone in St. Louis. I have never wronged anyone and fear no one. My life is an open book.

Won't you please, therefore, come to my rescue? Please send me my money. Do not listen to propaganda against me. I cannot afford to lose this money, even though some narrow-minded newspapers do say that I am a rich man. Far from it. If I do not hear from you right away, I expect to be thrown into bankruptcy. I certainly hope you will heed my plea and may the Lord bless you and yours for your kindness and generosity in helping out a blind man with what is justly his. I hope and pray. Necktie Tyler.

Keep Well Covered For Next Sixty Days.

Written for the Tradesman.

Latest reports bring the information that not to exceed 75 per cent. of last year's seeding has been done in the Canadian provinces. As much of what has been sown was seeded late the prospects are for a materially reduced spring wheat out-turn in that section of North America.

Considerable damage is also reported from sections of Texas, Oklahoma and Kansas. These conditions together with very unfavorable conditions for corn planting give the market considerable strength, and recent advances appear in line with conditions and in all probability present prices will be well maintained, and possibly advanced somewhat, until new wheat moves in volume during August and September, and will not be cheap then unless there is a much better outlook

for yield than present conditions presage.

The spring wheat conditions in the Northern and Northwestern sections of the United States are better than a year ago apparently, but the total yield of wheat in the United States is unlikely to be larger than last year because of deterioration in both the hard winter and soft winter wheat sections. This indicates the North American crop as a whole will be smaller than a year ago, which, with indicated smaller crop of corn, light stocks of flour, a more active demand from abroad, and limited speculative interest, places both wheat and corn in a comparatively strong position as regards price.

It is more or less of a weather market yet, although a few more days of unfavorable seeding conditions for wheat in the Canadian provinces and for corn in the United States, and the prospects for short grain crops will change from a speculative situation to a stern reality, so we would not want to be short of either corn or wheat or corn or wheat products, but rather be well covered for sixty days, not from a speculative but from a merchandising standpoint. The visible supply of wheat is steadily decreasing, which, with unfavorable conditions for a large grain crop this year in North America, creates a ticklish position for the fellow short of wheat, corn or oats, or their products, during the next couple months at least. Lloyd E. Smith.

Jackson and Ann Arbor To Re-organize.

Wyoming Park, May 25—It seems that many towns in Michigan are feeling the need of an organization to support the grocers and meat men.

I have been asked to assist them in Ann Arbor and in Jackson. These two towns formerly had good associations, but they have died out and the

merchants feel that alone and unorganized they are practically powerless to fight the chain store. Unless the plans are changed we will meet in Ann Arbor Tuesday, May 31, and in Jackson on Wednesday, June 1, meeting to be at Hayes Hotel at 7 o'clock.

I plan to go to Flint again soon and if there are other towns which want assistance, just drop me a line. With the new reduced rates by which towns can pay their per capita tax, it should not be a difficult matter to get a large number of members in every town in the State.

Yours for more organization.
Paul Gezon,
Sec'y Retail Grocers & Meat Dealers Ass'n.

Like Colored Border Effects.

Men's and women's novelty handkerchiefs with woven colored borders are selling freely at present, with both prompt and future deliveries asked for. The colors, being woven in, are fast, and this is one of their big selling features. In women's goods the favored border shades right now are gold, blue heliotrope and geranium, with two-tone effects also liked. Men's handkerchiefs mostly show borders of blue, tan and helio. While the demand for immediate delivery goods is up to that of last year in many cases, it is not in others. In most instances future business is ahead of that for 1926 at this time.

A minister, in addressing his flock, began: "As I gaze about I see before me a great many bright and shining faces." But automatically eighty-seven powder puffs came out.

Beware of the clerk who is a kiddier, and beware of yourself becoming a kiddier. Few kidders have the judgment to know just whom it is safe to kid.

It's easy to catch suckers with a line of talk.

Spend Memorial Day at Ramona Park

Bring the family, friends or sweetheart and enjoy the clean, wholesome amusements, thrills and happiness with the merry crowds at this popular park, where popular prices prevail.

BEST NEW YORK VAUDEVILLE

Special High Class Holiday Program of Keith-Albee Acts at Ramona Theatre. Matinee 3 p. m. Night 8:30. Reserved Seats. Popular Prices.

DANCING IN RAMONA GARDENS

Unexcelled Music! Faultless Floor! Popular Prices!

THRILLS—DERBY RACER—THRILLS

New 85-Foot Dip, 400 Feet Long. Steepest and Safest Ride in the United States.

BALLOON ASCENSION

and

DARING DOUBLE PARACHUTE DROP!

Spend Memorial Day at Ramona Park

and the big drive goes on

MONTH after month the Borden Company is telling the women of America the facts.

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

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

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

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

THE BORDEN COMPANY

350 Madison Avenue
New York, N. Y.

Chicago

San Francisco

HART BRAND

The Choice of the Land

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART

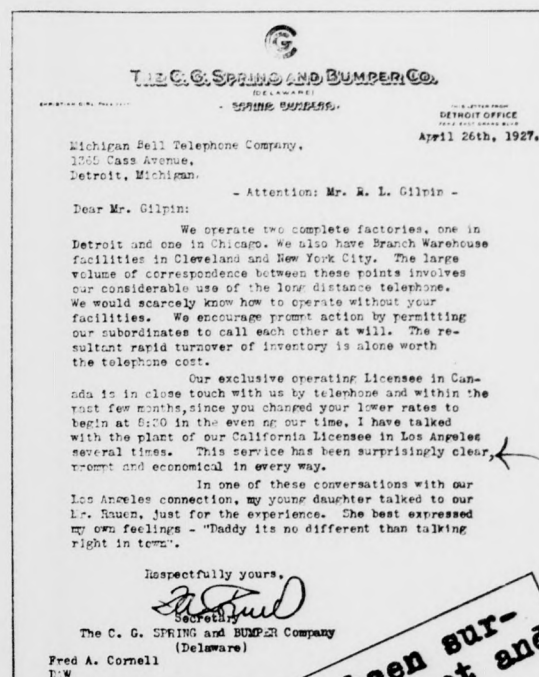
On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

MICHIGAN BELL TELEPHONE CO.

Long Distance Keeps
All Branches In Close Touch



This service has been surprisingly clear, prompt and economical in every way.

Reliability through the years

You can give your customers Rumford Baking Powder and know they will come back for more. Its purity, wholesomeness and dependability insures better baking and will please the most critical housewife.

RUMFORD CHEMICAL WORKS
D 93-26 Providence, R. I.

RUMFORD
THE WHOLESOME BAKING POWDER

GRAND RAPIDS PAPER BOX Co.

Manufacturers of
SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN



Grocer Blake - - I'll bet he steals the show again!

I'll be calling on George Blake next week, and I'll wager that before I see his windows I can tell you just what he'll have displayed in 'em. There'll be Sun-Maid Nectars and Puffed raisins, gelatin, chocolate, corn starch, flavoring extracts, canned milk, and everything else that makes puddings.



For Blake is going to steal the show again—unless I miss my guess. Every big food products advertising campaign that breaks in his town Blake welcomes as his very own—and he certainly gets more than his share of the results from it.

This month, Sunland advertising is featuring raisin puddings. Magazines that go into small town and farm homes; magazines that go into city homes carry this advertising. Posters in the larger places; cards in street cars wherever they run, repeat the tempting message.

So Blake, fox that he is, has doubtless filled one of his windows with pudding ingredients, with cartons of Sun-Maids featured to tie in directly with the advertising. And I'll gamble that he's also told his clerks to drop the hint personally to his customers by putting the simple question: "Some Sun-Maid raisins for a pudding?"

Maybe George Blake has nothing on you. But if he has, why it's easy enough to "steal his stuff" and "steal the show" in your community! The Sunland service man who calls on you can tell you more about how to do it; ask him.

Larry.

Fast Selling Lines

mean rapid turnover of stock—less money invested and more profit for you. It is to your advantage to push

K C Baking Powder

Same Price
for over **35** years

25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by the Government