

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JUNE 8, 1927

Number 2281

Ever a Song Somewhere

There is ever a song somewhere, my dear,
There is ever a something sings alway;
There's the song of the lark when the skies are clear,
And the song of the thrush when the skies are gray.
The sunshine showers across the grain,
And the bluebird trills in the orchard tree;
And in and out, when the eaves drip rain,
The swallows are twittering ceaselessly.

There is ever a song somewhere, my dear,
Be the skies above or dark or fair;
There is ever a song that our hearts may hear—
There is ever a song somewhere, my dear—
There is ever a song somewhere!

There is ever a song somewhere, my dear,
In the midnight black or the midday blue;
The robin pipes when the sun is here,
And the cricket chirrups the whole night through.
The buds may blow and the fruit may grow,
And the autumn leaves drop crisp and sere;
But whether the sun, or the rain, or the snow,
There is ever a song somewhere, my dear.

There is ever a song somewhere, my dear,
Be the skies above or dark or fair;
There is ever a song our hearts may hear—
There is ever a song somewhere, my dear—
There is ever a song somewhere!

James Whitcomb Riley.

Nothing to Do But Work

Nothing to do but work,
Nothing to eat but food,
Nothing to wear but clothes,
To keep one from being nude.

Nothing to breathe but air,
Quick as a flash 'tis gone;
Nowhere to fall but off,
Nowhere to stand but on.

Nothing to sing but songs,
Ah, well! Alas! Alack!
Nowhere to go but out,
Nowhere to come but back.

Nothing to read but words,
Nothing to cast but votes,
Nothing to hear but sounds,
Nothing to sail but boats.

Nothing to comb but hair,
Nowhere to sleep but in bed,
Nothing to weep but tears,
Nothing to bury but dead.

Nothing to see but sights,
Nothing to quench but thirst,
Nothing to have but what we've got,
Thus through life we're cursed.

Nothing to strike but a gait,
Everything moves that goes,
Nothing at all but common sense
Can ever withstand these woes.

Ben King.

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

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

STANOLAX

(HEAVY)

for constipation

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

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

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

To Dealers

STANOLAX [Heavy]

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

Standard Oil Company

Indiana

MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, JUNE 8, 1927

Number 2281

MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY BY
THE TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

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

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

DRY GOODS CONDITIONS.

In quite a number of directions the spring season has not come up to the expectations of those engaged in mercantile business. A good deal of the blame for this state of affairs has rightly been ascribed to the vagaries of the weather. Last month, for example, it rained nearly every day and, when it did not, the raw winds gave no foretaste of spring as it is generally understood. Apparel lines were hardest hit by these conditions because many consumers came to the conclusion that they would wait for warmer weather and then stock up on summer attire instead of buying for the intervening season. A little sunshine and warmth during part of last week brought throngs to the stores and stimulated buying. Sports togs for both sexes have been in demand and, added to these, have been the requirements for June weddings and graduating exercises at schools, and colleges. Haberdashery of one kind or another has had an appeal for men who have been replenishing their wardrobes. Toward the end of the week straw hats began to show up in large quantity on masculine heads, even though topcoats were still worn. Primary markets are still comparatively dull so far as new orders are concerned, but a fair amount of business is passing in distributing channels.

MAINLY CAREFUL PLANNING.

Success is the result of endeavor. It is accomplished by some definite aim. Success is not luck. Luck may be an element in success, but success is more than luck. An unexpected discovery or a chance invention is not success. It is opportunity for success. Fulfilled success never comes to any one of itself. It is obtained only by earnest effort. There are laws by which success is achieved, and only those who

are obedient to the laws of success will realize its triumph.

Captain Lindbergh is justified in representing the judgment that his victorious airplane flight from New York to Paris was a piece of good luck. Luck did not embrace the Spirit of St. Louis and her pilot and carry them through the air for a distance of 3,600 miles. That is a feat beyond the powers of luck. Of course, luck was present and apparently was favorable, but by no means the controlling factor. Lindbergh's spectacular flight did not simply happen. It was an achievement thoroughly governed by the laws of success.

Lindbergh's flight to Paris was carefully planned and prepared for. Preparation is the second law of success, and a most complete preparation was made by this conqueror of the air.

He never had time to learn to smoke or to drink alcoholic liquors or to dance. What relation have such practices to an aviator? Only to make him less fit, and therefore not to be indulged in. For the same reason intoxicants and rich foods are omitted from his diet.

The journey was calculated to require thirty-six hours. Could he stay awake that long? He learned to by practicing wakefulness in San Diego, and a week before he left that city for his venture he remained without sleep for forty-nine hours. Thus, physically, he was well trained for the anticipated strain.

SPOILING LINDBERGH.

The American people habitually like to drive a good horse to death and their press has every desire to please them. Therefore is it that we see before us a daily effort to print so much about Lindbergh as eventually to render that young gentleman a bore. Of course, we are entering the dog days and topics of supreme interest are scarce. But that hardly absolves us from publishing overwhelmingly repetitious details about the gallant New York-to-Paris flyer. We are overplaying Lindbergh as badly as we ever overplayed a murder trial. We may well make his own countrymen sick of him before they see him. If he were not as good as he is we would have spoiled him long ago. Whatever he does, he is placed in the position of offending somebody. That lad will surely be the marvel of the age if he gets through all this fuss without impairing his present high estate.

After a survey of the laws enacted by forty-four states the National Industrial Council estimates that before the year is over 10,000 new laws will result from 40,000 bills that the law-making bodies in the various States will consider. The council points out

that this multiplying of laws has led to such a chaotic condition that a measure of law enforcement has become practically impossible and attributes the widespread lawlessness to the confused and overburdened statute books of the various states. The council's discovery is not new. It has long been the subject of complaint among lawyers and publicists. Many things which are legal to-day are made illegal overnight. But the difficulty lies in curbing legislators or bringing about some form of co-operation among the lawmaking bodies of the various states. The council, however, hopes that a thorough discussion of the subject at its coming meeting in this city may result in inaugurating a nation-wide movement that will lead to greater simplification in the forms adopted by the various states and may impress upon legislators the futility of enacting unnecessary laws. It is a large job. Every legislator—there must be 15,000 of them scattered over the country—believes that his chief duty is to make a new law about something. But protests that seem hopeless at first sometimes prove effective. Continued agitation of the subject may bring about a reform—some time.

Should a bootlegger declare his profits and pay full income tax on them? The question is as old as the Volstead law, but it now has been brought forward sharply for final settlement by the Federal Court of Appeals in South Carolina referring a particular case to the Supreme Court of the United States. The case is known as the Sullivan case. The Government seeks to force a reputed bootlegger to pay a tax on the income derived from his unlawful trade, but the defendant has set up as a defense that the "tax is not enforceable because Congress has not provided immunity from criminal prosecutions based on disclosures in tax returns." As it stands, the case presents a clear constitutional question for the Supreme Court. In a lesser way it also covers incomes derived from the traffic in narcotics, gambling and other illegal occupations. A proposal that Congress shall pass an amendment granting immunity from prosecution on the basis of disclosures made in tax blanks, which has been suggested, is hardly worth considering. It would have no chance for adoption in a Congress which favors the Volstead law, to say nothing of the doubtful morality of having Congress declare a business unmoral and then taking part of the profits.

The Supreme Court of Arizona has just handed down a decision which will interest all moralists, whether they are wet or dry. A resident of Arizona, while in Mexico, bought a quantity of

intoxicating beverages and returned home without having paid for his liquor. The vendor sought to enforce his contract in the Arizona courts, and when the vendee obtained judgment the Mexican appealed. The Arizona man contended that the courts of that State could not compel him to pay for intoxicating liquors obtained elsewhere, since that would be in contravention of the public policy of the United States and of Arizona as expressed by the Eighteenth Amendment, the Volstead law and the laws of Arizona. The Justices of the Supreme Court, however, held that "there is no public policy that will justify the refusal of a court to extend comity under such a state of facts unless the transaction would present to our people a pernicious and detestable example—shocking to the prevailing moral sense." As no such condition exists in this case, the court declared that when an American tourist purchases and consumes wines or liquors in a foreign country his contract to pay for them is as enforceable in our courts as if he were to purchase ordinary wearing apparel. This may be a shock to reckless travelers, but it sounds very much like common sense.

Old-age pensions are being developed in this country through private effort. At the forthcoming meeting of the Congregational National Council it will be reported that assets of more than \$10,000,000 are being administered for the purpose of safeguarding Congregational ministers in old age. Provision of such a fund would avail little if it were not properly handled. This fund is managed in accordance with a carefully planned system. It pays a life annuity to a member when he reaches annuity age or if he becomes disabled, and to his wife if she survives him. The size of the annuity is governed by the accumulation which is made to the credit of the member through dues deposited annually by himself and his church during the years of his active ministry, supplemented by a share placed to his credit from the income of a memorial fund. Ministerial relief in some form goes back more than a century, but the idea of organizing it so as to give it National scope is much more recent, while the creation of an annuity arrangement is comparatively new. Colleges face much the same problem as that which confronts the churches in this matter. The experience of various cities, not excluding New York, is eloquent upon the necessity of not only honesty but expert knowledge if pension funds are not to show a disconcerting tendency to vanish.

Don't confuse showing off with showing up.

THE BLACK MAN'S GRAVE.

It Was the Altar Which Regenerated a Woman.

As Memorial day comes and goes each year my mind invariably goes back to an incident that I can never forget. Old Uncle Isaac Randall came back from the war and settled on his father's farm. The war had changed him. When he volunteered he was just a great boy, thoughtless—playing tricks and taking all sorts of chances. He came back sobered and very silent. He acted like a man who had, somehow, looked directly upon death or perhaps some great disgrace which haunted him. I used to notice that very thing about many of these old soldiers. I suppose it was fixed upon them in battle. They never could shake it away. I have seen Uncle Isaac pull up his horses when plowing on the top of his hill and stand looking off across the valley to the dark woods to the west. I could see nothing worth looking at over there, but to the old man there was some mystery hidden within those dark shades. When Uncle Isaac came back he brought a colored man with him. This man was more than colored; he was stove black. A light-colored scar ran across his face, one arm was stiff and hard to raise, and he limped quite badly. Colored folks had never been very plentiful in that neighborhood. There were quite a number of war Democrats there, and they mostly felt that the slaves had been responsible for the war. In fact Uncle Isaac had felt that way about it. Yet here he came back with Black John—treating him about as he would a dark complexioned brother. The women folks fixed up a place for John to eat in the kitchen, but Uncle Isaac brought him right in to the table and made him sit there. Once the minister came to supper, and the girls were greatly embarrassed. They begged their father to put John in the kitchen or somewhere out of sight. John was clean and neat, and did not want to offend, but Uncle Isaac was like iron. Before supper he took the minister up on the hill in the pasture and the girls saw them talking earnestly. When they came down the minister walked right up and shook hands with John before them all. They never could get him to tell what that hill pasture talk was about. A few weeks later the minister preached a sermon about the nobility of giving your life for a friend. He went on to say that some men gave more than life—they gave honor and character. The girls saw Uncle Isaac and John glance at each other, but they could not solve the mystery. This went on for years. The white man and the Negro were inseparable. They were far more than master and man, and everyone wondered what it meant. Uncle Isaac seldom spoke of his war record, but in some way it became known about the county that he had performed some wonder of valor. No one knew just what it was, and Uncle Isaac never would discuss it. Now and then when hard pressed by the children he would merely say:

"Ask John."

But John would only shut his lips tight and say nothing.

After a long struggle the family gave up and accepted the situation—all but Sarah. She was the youngest daughter. It seemed to her parents sometimes that she was a changeling. Years ago the primitive New England people believed that the evil one changed babies in the cradle—substituting some strange imp for the sound family babe. What really happened probably was that through a form of atavism some peculiar or hateful trait jumped from some old ancestor over several generations, and dominated a child, to the great scandal and sorrow of its parents. That seemed to be the case with Sarah. She had the most consuming love and admiration for her father and the most awful hatred for Black John. She thought Uncle Isaac a hero, the noblest of them all, and she came to believe that John held some terrible power or charm over him. It was really a reversion to something of a belief in witchcraft, and this was heightened when Uncle Isaac made his will.

Should a man make his will a family affair, consulting his heirs about the disposition of his property, or should he make it a secret document—held as a surprise to those who follow him? The lawyers tell me that a man is foolish to consult his heirs about his will. The property is his. In most families there never could be any full agreement about its disposition. Go ahead and leave it as you want to. If you like—tie it up with agreements and provisions, but use your own judgment. I do not fully agree with this, but it isn't worth arguing here. Uncle Isaac Randall left his property fairly, but he made one strange provision.

He gave Black John a sum of money and provided that he was to remain a member of the family as long as he lived. At his death he was to be buried in the family graveyard—on the little wooded hill at the south of the farm, and "I appoint my daughter Sarah as custodian of his grave. She is to keep it in which she considers a suitable condition." The lawyer who drew up the will, and who knew something of the family history, tried to change this, but the old man was as firm as flint and he made the distribution of his property contingent upon the performance of this duty, as he called it.

You can imagine the storm that broke loose from Sarah. She would gladly have let the entire property go, but the others pleaded with her and she finally agreed. It was hard to understand how this wild, untamed nature hated the black man.

"To thing of tying me up to a nigger in this way."

As she thought it over she came to believe that perhaps her father had taken this method of testing her great love for him. So, while she still believed that in some way Black John held some mysterious power—like that of the old witches—she agreed to her part. John did not live long after Uncle Isaac passed on. Sarah had her brothers dig a grave down among the rocks in one corner of the little cemetery—as far as she could from the other graves. There they laid the black

man—without great ceremony—except that the old minister read the service and made a prayer. They were all in a hurry to get back to their work or play. The wind sang through the trees, a squirrel eyed them from an oak just over the wall; a crow seemed to pause in its slow flight over the field as if somehow it knew a little of the curious mystery which entered that grave among the rocks as the black man was laid away. They filled the grave—the old minister standing by watching them. I have seen in the South what always seems to me a very beautiful ceremony when some friend who was popular in life is laid away. They do not leave the undertaker to fill the grave, but one after another mourners take up the shovel and perform this homely labor—the last duty to the dead. Perhaps it was some such impulse or some little idea of loyalty which prompted the minister to take the spade away from one of the boys and help fill the grave. The hired man had tried to play up to the part of town atheist. He told about this at the store that night:

"Always did think the old man was a crank, but when I saw him filling in a nigger's grave—well, it beat all."

As they walked back to the house the minister turned to Sarah as if to speak to her. It may have been force of habit, for was it not his duty to "comfort those who mourn?" But Sarah was in no mournful mood—and the mystery which lay there with John among the rocks was not revealed.

"In what she considers a suitable condition."

Sarah said she would live up to the letter of the law as she found it in the will. She was to decide what that "suitable condition" should be and surely she had her ideas about that. She just let that corner of the cemetery alone. No one was to touch it. The weeds grew there nearly shoulder high. The briars came creeping in—standing guard with their sharp thorns, wild outlaws that fought off all who would put the grave in order. They hid the grave. The spot became an eyesore. A woodchuck dug its hole close by. A black snake nested in the tall grass and weeds. Vermin sought the spot as its natural home. The neglect of the spot was so evident that the rest of the family protested to the lawyer. Perhaps this would break or nullify the will. When the lawyer came to argue it Sarah pointed out that this condition suited her and that was the end of it. It is hard for us to imagine such hatred. One would think it might be buried in the grave, but Sarah would not have it so. The crowning insult or infamy came at Memorial day, when a group of old veterans went about the town placing flags at the graves of old soldiers. They put one at Uncle Isaac's grave, and were searching through the grass and weeds to find where Black John was buried when Sarah appeared and drove them off. They had dropped their little flag on the grass. Henry Drake was planting corn in an adjoining field and at the sound of the quarrel he came over to see what it was all about. Henry picked up the little flag and started to put it at the head

of John's grave, when Sarah turned on him in a flaming passion. Henry and Sarah had been "keeping company" for years. They were supposed to be engaged, but Sarah's violent anger tore them apart, for Henry's father had been killed while serving under Sherman. It ended with Henry walking away—carrying the little flag in his hand.


The months swung around to Memorial day. The town planned a great celebration. Judge Benson was to come from far out West to make the speech. During the war Judge Benson had served as private with Uncle Isaac, and he dodged the entertainment committee and insisted on going home to his old comrade's farm. One of the boys drove him home. It was raining a little, and the old judge sat on the porch—unable to visit his comrade's grave until the rain ceased.

"And Black John?" he asked. "What became of him after Isaac died?"

"He died, too—we buried him on our farm!"

"Just like old Ike to do that! Say,

YEARS



BONDS

In justice to yourself, as well as to those dependents or heirs who rely on your judgment, at least part of your surplus funds should be invested in well secured Bonds.

Michigan Bond & Investment Company

1020 Grand Rapids National Bank Building
Grand Rapids

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

did your father ever tell you just what that black man meant to us?"

"No, we never could get him to talk about it!"

"Just like Ike to act like that. And John would have died before he told it! Now it's all over I think I ought to tell it."

Sarah was in the kitchen preparing for supper. She came close to the window and stood listening as the old judge settled himself and began his story.

It was during the Vicksburg campaign. Grant had to know the enemy's plans, and word came that a scout was carrying a copy of these plans from Johnson to Gen. Pemberton. Uncle Isaac and the judge, two likely young fellows, were ordered to go out and capture this scout and get his papers. It was Grant himself who told them.

"You men understand that if you get these papers you must bring them back or destroy them. You must die before you give away one word of what you know about this army. If you betray your trust you will be guilty of treason and liable to be shot. Now are you willing to go?"

And both men answered "yes!"

A big, powerful black man, his only name was John, went along as guide. Their job was easy. They caught the scout eating his dinner, jumped on him, tied him and secured the papers. Then they turned back, but within an hour ran right into a bunch of Confederate soldiers. They were surrounded. Quick as thought Uncle Isaac slipped the papers into a hole in a tree. The white men were not harmed, but Black John was stabbed with a bayonet and left on the ground for dead.

Uncle Isaac and the judge were lined up before a great tree and the leader of the Confederates pulled out his watch and gave them five minutes to tell where the papers were and what they could about Grant's army. If they did not tell they would be shot at once.

"Now," said the judge, "from what you believe of your father and of me you think of course we stood up and told them to shoot. The truth is we failed. At heart we were traitors. Life seemed too sweet. We remembered our homes, our wives and friends. We could not let them go. Except for the actual deed we were guilty of treason. I don't remember whether it was Ike or me who spoke first, but honestly we started to betray our country."

"Then all of a sudden Black John seemed to come to life. He jumped to his feet—a horrible figure. It seemed as if that bayonet had nearly cut his head in two. He just said:

"Don't! Don't go back on Mr. Linkum! He caught those papers out of the tree and dashed off into the bushes. The soldiers fired a volley at him and he seemed to stagger. They forgot us and chased after him. We jumped into the brush and made our way to camp. Two days later a fearful looking object came crawl up to the breastworks. It was Black John, bled so that he was almost white and shot all to pieces. But the papers were in his pocket and he lied like a gentleman in telling how brave your father and I

had been. Now, do you know why we honored Black John? He gave us more than life. I want to see his grave!"

Sarah, inside the kitchen, heard it all. She hesitated a moment and then went to the sitting-room door.

"Mary," she said quietly, "you'll have to get supper. I'm going out on the farm!"

They were accustomed to her strange ways. She put on an old sun bonnet, on her brother's rubber boots, and threw a shawl over her shoulders, drew started along the lane to the back of the farm, through the drizzle of rain. Henry, on the next farm, standing in the barn door, looked across the fields and saw her enter the little cemetery. After a moment's hesitation he came across the pasture and looked over the stone wall. Sarah was on her knees beside Black John's grave pulling weeds and brers with her bare hands. She looked up as the man appeared.

"Henry," she said, "will you do something for me?"

"You know I'll do anything for you, Sarah."

"If you have kept that little flag you took away go home and bring it here."

The flag hung on the wall above the picture of Henry's father. The young man put it in his pocket, found a sickle and spade and came back with them. Not a word was said. Together they worked. They cut or pulled up the weeds and thorn and threw them over the wall. While Henry trimmed and made up the grave Sarah brought a great bunch of lilacs and put them at the foot and pushed the little flagstaff into the ground at the head. Then they stood beside it and unconsciously their hands met in a firm clasp. They did not know the rain had stopped. They did not see the little group slowly coming up the lane.

"Fine! Splendid. Just as it should be."

It was Judge Benson who brought them out of the past. He watched them out of the past. He watched them with an admiring eye. Both of them were soaked to the skin. The woman's hands were torn and bleeding from the briars. Her dress hung clammily about her. Her hair had broken loose from under her bonnet. Yet the old Judge thought he had never seen a more beautiful woman, for her face showed that in the contest between love and hatred in her soul love had won, and this black man's grave was the altar upon which her offering to country had been laid.—H. W. Collingwood in Rural New-Yorker.

Peanut Growing in Favor With the French.

Paris, France, June 1—The peanut family has come into its own here, but it has had a hard struggle. For many years it tried to win the hearts of the Parisians who clung to their favorite nut, the chestnut, declaring they saw very little in the monkey variety, but of late the peanut vendor has become one of the most familiar faces around the cafe terraces and does more business than the Algerian carpet-sellers or the old peddler of Italian statuettes. Recently, the peanut-man who sells them around the cafes of Montparnasse did a huge evening business. The demand was much greater than the supply and he hastened away for a fresh stock, which was speedily bought up.

The Sixth Sense in Salesmanship

Something entirely new and different, but not a preachment.

This booklet is highly endorsed by manufacturers and retailers, employers and employees, bankers, educators and professional men.

Free sample copy and prices mailed upon application.

Brownell Publicity Service

501-2 Hanselman Bldg.

KALAMAZOO,

MICHIGAN

INCREASED BUSINESS FOR CITIZEN'S MUTUAL AUTOMOBILE INSURANCE COMPANY OF HOWELL, MICHIGAN

APRIL AND MAY TWO LARGEST MONTHS IN THE
HISTORY OF THE COMPANY

During the months of April and May the company wrote and renewed 14,700 policies on automobiles, an increase of 1,100 over the same months last year, and an increase in business of \$21,537.84.

Automobile owners have begun to appreciate the great hazard in driving a car and when the car is stolen or wrecked in a collision or a liability loss occurs, the policyholder then appreciates an opportunity to call at the home office or the office of the local agency and get a prompt adjustment. One man, who has a large number of cars and trucks insured in this company, says, "I have tried a number of different insurance companies and where the main office is located out of the state, there is usually a delay and in complicated cases it is impossible to get in touch with the main office. Then too, as most of the cars in the territory where my cars are driven are insured in the Citizens' Mutual, I find it much easier to get a satisfactory settlement as where two or more companies are involved, there is always a difference of opinion and delays."

If not insured, call on local agent or write

CITIZEN'S MUTUAL AUTOMOBILE INSURANCE CO.
Howell, Michigan

MOVEMENTS OF MERCHANTS.

Delton—George Dewey, recently of Detroit, has engaged in the bakery business here.

Petoskey—Smith & Lake have reopened their grocery store at Bay View for the summer.

Bloomington—Bruce & Lohrberg have closed out their meat stock and retired from trade.

Har—Fred DuVall has sold the Economy Market to Glen Walker, who has taken possession.

Lansing—Earl Wright succeeds J. A. Moch in the grocery business at 415 West Maple street.

Detroit—The Better Sausage Co., 2459 Riopelle street, has changed its name to Hamel Bros. Co.

Detroit—The Wesson Sale Co., 7338 Woodward avenue, has increased its capital stock from \$25,000 to \$50,000.

Kalamazoo—The Kalamazoo Maytag Sales Co., 458 North Burdick street, has changed its name to the Kalamazoo Washer Co.

Detroit—The Detroit Paper Sales Co., 206 Terminal building, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Lamont—Marshall Moore, who was engaged in trade here for many years, died at Colorado Springs May 23 and was buried May 25. The widow will continue to reside at Colorado Springs.

Jonesville—The Jonesville Commercial Bank, organized in 1918, has been merged with the Grosvenor Savings Bank, organized in 1854 and the business will be conducted under the latter name.

Byron Center—Peter DeMann, dealer in groceries and general merchandise at Corrinth, has sold his stock to Ben Mersman, recently of Grand Rapids, who will continue the business under his own name.

Mt. Clemens—The East Michigan Motor Car Co., 43 South Gratiot avenue, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Motor City Plating Co., 994 Catharine street, has been incorporated with an authorized capital stock of \$40,000, which has been subscribed, \$9,000 paid in in cash and \$23,600 in property.

Jackson—The Cashin Motor Sales, Inc., 224 West Cortland street, has been incorporated to deal in motor cars, accessories and parts, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Eaton Rapids—The Inter-State Service Bureau, 155 South Main street, has been incorporated to make investigations for prevention of fraud, with an authorized capital stock of \$10,000, all of which has been subscribed, \$150 paid in in cash and \$950 in property.

Grand Rapids—The McCauley & Sipple Co., Market and Oakes streets, has been incorporated to deal in gasoline, oil, and auto accessories at wholesale and retail with an authorized capital stock of \$100,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The M. B. Evans X-Ray

Co., 2539 Woodward avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$36,000, all of which has been subscribed, \$200 paid in in cash and \$11,800 in property.

Flint—Farwell Motors Co., 705 Brush street, wholesale and retail dealer in automobiles appliances, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, \$11,000 of which has been subscribed and paid in in cash.

Grand Rapids—M. J. Van Zoeren has purchased the interest of John Den Herder in the meat market of John DenHerder & Co., 644 Grandville avenue and will continue the business under his own name. Mr. Den Herder has been engaged in trade at the location named forty years and Mr. Van Zoeren has been connected with him for eighteen years.

Detroit—The Artcraft Display Case Co., Inc., 3003 East Jefferson avenue, has been incorporated to deal in machinery and appliances and in fabricated material, with an authorized capital stock of \$100,000 preferred and 50,000 shares at \$1 per share, of which amount \$65,500 and 10,000 shares has been subscribed, \$40,000 paid in in cash and \$10,000 in property.

Royal Oak—Ben Kohn, who opened a small dry goods store here about eight years ago, celebrated the removal of his stock into one of Royal Oak's finest stores on May 29, with a big grand opening sale. Souvenirs were given away and an orchestra played throughout the business hours. The new building, which is one of the most modern of its kind, was built by Mr. Kohn.

Manufacturing Matters.

Alpena—The Alpena Garment Co. started operations in their branch plant at Onaway, May 23.

Detroit—The Ligonier Refrigerator Co., 1562 Gratiot avenue, has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Cadillac Cotton Products Co., 260 East High street, has increased its capital stock from \$60,000 to \$85,000.

Kalamazoo—The Kalamazoo Cement Products Co., Alcott and Portage street, has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Witchell-Scheill Co., 1254 Labrose street, manufacturer of Witch-Elk athletic shoes and hunting boots, has increased its capital stock from \$300,000 to \$325,000.

Detroit—The Du More Tap & Tool Co., 1800 Penobscot building, has been incorporated with an authorized capital stock of \$15,000, of which amount \$1,200 has been subscribed and paid in in cash.

Detroit—The Detroit Salt Service Corporation, 2450 Buhl building, has been incorporated to manufacture and deal in fertilizers, salts and chemicals, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Saginaw—The National Farm Feed Co., Sheridan and Hess avenues, has

been incorporated to manufacture and deal in supplies incidental to "Sugar Jack Feeding Process," with an authorized capital stock of 250 shares class A stock at \$100 per share, 1,500 shares class B stock no par value and 1,250 shares at \$1 per share, \$2,250 of which has been subscribed and paid in in cash.

Ishpeming — The Cleveland-Cliffs Iron Co., which is preparing to suspend operations at mines in Republic and in the Gwinn district has, for some time past been transferring men from the properties to Ishpeming and Negaunee mines. Most of the Republic men are being placed at the company's mines at North Lake and many already have moved their families to the location. As soon as desirable houses can be obtained others from Republic and Gwinn will move their families to Ishpeming.

Adrian—The Consolidated Machinery Co., with \$1,000,000 capital, has been organized through a merger of five concrete machinery concerns and will have general offices and plant at Adrian. The consolidation includes the Anchor Concrete Machinery Steel Casting Co., the Ideal Concrete Machinery Co. of Cincinnati, the Universal Tamping Machinery Co. of Peoria, Ill., and the Thomas W. Noble Co. of Chicago. The consolidation will utilize all floor space of the Anchor company of Adrian, including a new office building and a new steel fabricating mill erected last fall. Although the slack season is approaching, the present force of 170 men will be retained all summer and will be added to in the fall. The equipment and machinery of the Universal company, at Peoria, will be moved to Adrian.

The outstanding example of labor-saving arrangements is that which has made Henry Ford famous. Mr. Ford has raised the wages in his factory, but the "great and enduring benefits to labor" which have resulted from his activities, Professor Fisher emphasizes, are not these high wages but the addition to the laborer's convenience and pleasure which has come both directly and indirectly from the millions of Ford cars made possible only by labor-saving contrivances. So with the movies, the radio and many other developments. They have given employment to a large number of persons, but their chief value to the working-man lies in their service to him, not as producer but as consumer. Labor only hurts itself when it restricts output. Yet the fault in this matter has not been altogether on one side. Some employers have virtually endorsed the policy of restriction of output by creating artificial scarcity and by cutting piece rates, thus taking away from the individual worker the incentive to increased production. A very interesting example of co-operation between employers and employes in adding to production is supplied by the Baltimore & Ohio Railroad, on which literally thousands of suggestions offered in meetings between management and men have been adopted within less than a year. Professor Fisher holds that employers should have a free hand in making improvements and that they

should enjoy the ensuing profits, but that they should also provide workmen whose jobs are thus wiped out with "every reasonable opportunity" to find another job equally good.

Among the many things that Benjamin Franklin tried to teach his countrymen was that the theory and practice of medicine change from time to time and that what is considered excellent by one generation is likely to be considered bad by the next. Franklin's theory found strong endorsement when Dr. Walter C. Alvarez, of the famous Mayo Clinic at Rochester, Minn., enlivened the meeting of the American Medical Association in session at Washington, by vigorously assailing the dietitians for stuffing their patients with vitamins and iron in the form of greens, spinach, salads and fruits. It can't be good for a really sick man to have to eat food he doesn't like. "Fortunately, fads are self-limiting," said Dr. Alvarez, "so the time is doubtless coming when spinach will retire into the background and milk toast, custard and calf's foot jelly will again appear on the tray of the invalid." All of which indicates that we are likely to return to the delicacies of the sick that were approved of by our forefathers and that gave ailing stomachs a chance to rest for a while. But Dr. Alvarez placed the greatest stress upon allowing patients in hospitals to have sufficient sleep. He will find multitudes who will agree with him that the pernicious habit of awakening the sick at 6 o'clock in the morning may be good for the hospital chefs and the doctors who want to get through their early rounds, but it is bad for the patients who want to sleep. Rest and sleep are often more useful than drugs.

The little red schoolhouse is vanishing. Unfeeling as it may sound, it is vanishing because it ought to vanish. Good enough for primitive conditions, it was like the stage coach in not being able to meet the demands of advancing civilization. About ten thousand of these one-teacher schools were closed in two years recently, giving way to larger rural schools, some of which were formed by consolidation. In these consolidated schools country children have educational opportunities comparable to those of city pupils. Yet it is not easy to make the transition. Sentiment is strong for the little red schoolhouse, and sentiment is enforced by considerations of convenience and expense. A consolidated school is a new-fangled affair which requires some of the pupils to travel farther and which costs more. The objection on the score of distance is met by the running of a bus, but many a community has to be educated to the point of being willing to pay for an educational arrangement which overturns tradition. Even with the growth of the larger rural schools there are 160,000 one-teacher schools still, so vast is the area of our thinly settled land. The rural school problem has led to recognition of the desirability of considering the entire county before planning changes in educational arrangements.

The multiplication table affords the miser food for thought.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.80 and beet granulated at 6.70.

Tea—The situation is a good deal stronger in foreign markets than it is in the markets of this country. This, however, is not increasing the demand here very much. Good grades of Ceylons are reported from 1 to 2 cents higher for the week in primary markets but no change has occurred in this country during the week. Javas are also firm in primary markets, but unchanged here. China and Japan teas have shown no particular change for the week. The consumptive demand is rather light.

Coffee—The coffee market, meaning green Rio and Santos in a large way, has shown some little strength during the week and the consumptive demand for these grades of coffee has improved a little. Rios have been rather scarce, which is responsible for the firmness. The jobbing market on Rio and Santos grades has not felt this very much as yet. Authorities on the coffee market claim that the undertone is much stronger than it has been on account of the strong statistical situation. As to milds, they have not shared to any great extent in the firmness in Brazils.

Dried Fruits—Business in the dried fruit line has developed in rather surprising volume during the past week. Only a few good California No. 40 prunes have been available and these are being snapped up with regularity. Independent offerings of California raisins have met a fair amount of attention. Last week California peach and fig growers began their last efforts to prevent Interstate Commerce Commission from approving an examiner's report recommending that the growers' complaint regarding freight rates against the Santa Fe and other railroads be dismissed because complainant had shown rates were unreasonable and discriminatory. Growers expected to the examiner's report on the ground that it was based on faulty reasoning. It also developed last week that the first peach shipments of the season were made by California growers in Woodlake, Tulare county. They were twenty days later than the first shipments of a year ago, however. The peaches are of the early Alexander variety and the expectation is cited that carload shipments will be coming East shortly.

Canned Fish—British Columbia salmon met a lively demand for their product the past week. As a result of high waters in the Columbia River only a few packers equipped with the proper kind of equipment, gill nets, have been able to secure much raw fish, but guesses as to the pack at this time are still premature. There was an announcement this week from the Maine Co-operative Sardine Co. of an advance of 10c in all grades of Maine sardines to become effective June 14. The association points out that the outlook for packing sardines throughout the entire length of the coast of Maine continues to be most discouraging. There are no signs of any supply of raw fish in sight, and it would be difficult to tell when a packing

can be done. More and more as time goes on it appears likely that the packing season of 1927 will be another of those short packing seasons which occur every so often in the sardine business. Indications continue to point to a repetition of the conditions which existed during such packing seasons as 1923, 1921, 1913, and other years when raw material was obtainable only in the most discouragingly limited quantities.

Salt Fish—New shore mackerel are still being offered at the low prices quoted last week and is selling fairly well.

Beans and Peas—One of the few firm lines in dried beans is pea beans which have continued firm throughout the week. White kidneys are another firm item, but the other lines are no more than steady. Dried peas are quiet and unchanged.

Cheese—Quiet and fairly steady.

Nuts—Advances have been disclosed everywhere throughout the nut lines. Reports from the primary markets on walnuts have been quite pessimistic as to coming crops. Walnut crops in France are not expected to be as large as those of a year ago, while in the Balkan States, in contrast to the good crops of 1926, it is reported that the coming crops give indications of being exceedingly small in many districts the cause being drouths and heavy frosts at time of budding. It is pointed out that with a good No. 1 walnut selling well over 30c it would appear that Bordeaux halves are destined for higher levels, especially in view of the prospects for the 1927 crops, and in view of the fact that present stocks are not sufficient to take care of ordinary requirements until the new crop is available early in November. There have also been pessimistic reports from Spain and Italy from sources which some time ago had been quite optimistic when the market had been steady at 2,400 francs. It would now appear that the present basis of prices is but temporary and that higher levels are desired regardless of recent manipulations. Based on supply and demand considerations, the situation seems serious to some, and these interests do not hesitate to predict that this fall may witness past high levels for walnuts topped. The same excitement that prevails in the Brazilian nut market as a result of recent reports that the harvest will be the smallest in a good number of years past may prevail in walnuts, as the only fundamental difference in conditions is that walnuts are under the control of larger interests.

Syrup and Molasses—The market for New Orleans molasses is dull, but fairly steady. Sugar syrup is quiet and unchanged in price. Compound syrup very spotty as to demand, but without any change in price.

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—\$1 per doz. bunches.

Bananas—6@6½c per lb.

Beans—Michigan jobbers are quoted as follows:

C. H. Pea Beans -----\$5.80
Light Red Kidney ----- 7.75
Dark Red Kidney ----- 7.00

Beets—\$3 per crate for Iced Calif.

Butter—The market has had some fluctuations during the past week. At first the market was firm, on account of rather small receipts and firm news from outside markets, and prices of fine fresh creamery advanced slightly. Later, however, the receipts increased or at least the demand decreased and the prices receded a fraction. Undergrades are not at all wanted at any price. Jobbers hold fresh packed at 41c, prints at 42c. They pay 24c for No. 1 packing stock.

Cabbage—Mobile stock commands \$5.50 for pony crate.

Cantaloupes—Standards, \$5.50; flats, \$2.25.

Carrots—\$4.25 per crate for Iced Calif.

Cauliflower—\$3 per doz.

Celery—California Jumbo 90c@\$1; Rough Florida, 4 to 6 doz.; Bermuda, \$10 per Jumbo crate.

Cocoanuts—\$1.10 per doz.

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

Eggs—Market has been fairly steady during the past week, showing only one fluctuation, a decline of 2c. Offerings have been fairly heavy 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 -----\$7.00
360 Red Ball ----- 6.50
300 Red Ball ----- 6.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. --\$7.50
Outdoor leaf, per lb. ----- 18c

New Potatoes—Carolina stock commands \$13 per bbl.

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 ----- \$6.50
100 ----- 7.00
126 ----- 7.25
150 ----- 7.50
176 ----- 7.50
200 ----- 7.50
216 ----- 7.25
252 ----- 6.50
288 ----- 4.25
344 ----- 4.00
Red Ball, 75c cheaper.

Peppers—Green, 75c per doz.

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

Pineapples—Are held as follows:

18s ----- \$4.25
24s ----- 4.25
30s ----- 3.50
36s ----- 3.25

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 20c

Light fowls ----- 16c

Radishes—25c per doz. bunches for home grown.

Spinach—90c per bu
Strawberries—Everyone waiting for home grown.

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

The Western movement to establish moral educational courses in the public schools will be watched with interest. Rightly or wrongly, those who send their children to the secular schools have come to consider moral instruction as inseparable from religious instruction, and the wide differences in religious faiths in this country make it impossible to agree upon any form which will meet with the approval of the parents. The movement in the West, however, attempts to draw the line between moral and religious instruction. It is planned to teach specific virtues, such as industry, courtesy, loyalty, courage and those habits and attitudes which have much to do with the moral welfare of children. The course is graduated into approximate age and grade groups. There is no reason whatever why an everyday teacher should not go that far in developing the pupil's sense of right and wrong. Much can be done in this way toward strengthening a pupil's will and leading him into correct habits and attitudes. But such courses will call for smaller classes. The pupil's contact with the teacher will have to be made more personal. No teacher, however gifted, can teach ethics to forty or fifty young children at the same time. Morals cannot be taught like multiplication tables.

There doesn't seem to be any way of keeping the Darwinian theory down. It has a way of bobbing up unexpectedly. When the Londoners undertook to build a new monkey house in their zoological garden they placed four chimpanzees in the keeping of one Shelley. Shelley proved to have a scientific rather than a poetical mind. He attempted to teach the chimpanzees the manners of their human cousins. He succeeded in teaching them to sit down at table, use tin mugs and plates and behave better than some of the Londoners do in the Strand restaurants. The most intelligent one—a male, by the way—learned to pass the dish to the others before he helped himself. In an idle moment Shelley invited some of his friends to see the result of his experiment. This was his undoing. The news spread. All sorts of persons—college professors, students, clergymen and more statesmen than there are in the Tennessee Legislature—insisted on seeing the civilized chimpanzees at dinner. Shelley's accommodations inside the house proved inadequate, so a temporary structure has to be erected outside for the purpose of giving all London an opportunity to study this endorsement of the Darwinian theory.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The latest Florida swindle is the "Orange Growers' Sales Service," of Tampa, operated by a man by the name of Dixon. Dixon apparently planned to operate along the same line as the other two concerns already out of existence before he started up. He was ready to accept orders for "three dozen oranges and one dozen grapefruit, delivered, prepaid, for \$2," but he was unable to show investigators that he had made any arrangements to fill the orders he received. Dixon departed for parts unknown and all mail to the "Orange Growers' Sales Service" is being returned to the sender unopened by the Post Office Department.

Did you ever have any dealings with the Maidwell Apron Co., of Schenectady, New York? We understand they have closed their place of business which was the second story of a two-family flat, and we would like to know if any Michigan people swallowed their bait. Selling aprons was their scheme and the worker was supposed to get from \$4 to \$5 a dozen for making them at home, but the worker had to send them \$1.50 for the complete outfit for making the first sample.

In Spring the sucker's fancy lightly turns to thoughts of easy millions. All kinds of games and swindles, by which the money is neatly taken from the pockets of the gullible and put into "safe hands," as they say in Wall Street, flourish when the grass shows the world how to be green and the sourest apples are sweet blossoms on the bough. The missing-heirs or waiting-fortune trick works most beautifully at this time of year. It has been showing fresh vitality these last few seasons, enormous for so old a creature; but never in living memory has it been so prosperous and well fed as it is at the moment. This venerable fraud comes up with the herbage for two reasons, one general and one specific. Spring is the season of folly. The blood runs freer then; so does the imagination. Optimism takes color from the fields, and the simple sons of man are in the expansive (and expensive) mood. Hence it is with the robin that the confidence man of every rank, from the humble shell-game worker to the development swindler and company promoter, starts his piping of rich promise. The missing-heirs business is, additionally, influenced by the fact that late Spring brings to the countryside pleasant weather for picnics and other outdoor affairs. It is at such gatherings of rural folk that the practitioner of this cheat now raises his voice and practices his deceptions.

The sharper begins by writing to numerous individuals named Doe, let us say. He is, or poses as, a lawyer; and he says he has been commissioned to find all the extant descendants of Sir John Doe of Cholomondeley-on-the-Chump, who journeyed to America in

1629, owned vast tracts of land in what was then Virginia and died at sea about forty years later, leaving no direct heirs and no will. The estate, having lain in chancery for more than two hundred years, is now said to amount to seven billion dollars. Sharpers don't deal in trifles, for they know the greed of their prey. It is but necessary to establish the actual, indirect descendants of Sir John and his family and to bring suit in the British courts; that being done, each of the Does will be rich. To this bait the swindler adds a secondary lure. He has been made aware, through his genealogical researches, that Mr. Simpleton Doe, the popular plumber of Milltown, to whom he is addressing his letter, is a descendant of the rich Sir John. In order to help the whole thing along will Simpleton Doe please write him the fullest and most precise information he can give as to his father and mother, his grandfather Doe and all prior antecedents? Usually the letter winds up: "This obligates you in no way. Send no money." Hundreds of thousands of the Does answer. From their various bits of information the swindler now patches together a mainly fictitious Doe genealogical tree. Wherever he needs a connection he invents it. This spurious document is now sold to all the Does for a fee as low as \$1 and as high as \$25. A thousand Does at \$5 each give a contribution not to be sniffed at, especially by a man who is at the same time trimming the Whites, Blacks, Browns, Greens, et al.

But this is just the beginning. Soon the trickster finds that he must have money to cover expenses. It costs a small fortune to send learned counsel to England, to hire others who know the ropes in that country, to pay fees and to get litigation started. It is necessary to keep the victims in an optimistic frame of mind and satisfied with the progress made. Accordingly, the trimmer goes out into the various regions where the Does reside. He holds meetings, Doe reunions, Doe picnics, Doe barn dances and other pleasant festivities. There are always food and dance music for the women, and, in spite of a vaunted aridity, there is never any lack of hip flasks among the men. When every one is feeling receptive, the swindler takes the rostrum, clears his throat and tells the Does all about the grandeur of their name, the glory of their lineage, the vastness of their inheritance and, most vaguely, of the steps being taken to make them rich as well as noble. He has already flattered and beguiled the leading individuals, who are therefore inclined toward him. His talk is designed to foster the vanity of the others. He winds up with a revivalist peroration and leaves his dupes so enraptured that a blast of dynamite would hardly shake their faith in their man or in the Doe legend. Naturally, when the rascal asks for fresh financial support it is forthcoming. Often he goes along for years, making an excellent living out of a few such groups. I know retired rogues who have made fat fortunes by this low trick. As

already noted, this is an ancient game. It has been in almost constant use in this country for a hundred years—perhaps longer. The rational mind might, accordingly, suppose that it must now be too stale and familiar to "get the money." But there is nothing rational about the mind of the dupe. Normal mass psychology fails to explain his behavior. It happens that a century of trimming has had just the opposite effect. Time has laid the foundations for periodic resurrections of the fraud. How?

Nothing is so human, so absurd and often so pitiful as the hunger of the obscure and lowly human being for a bit of personal romance and superiority. Thus, if some one tells him that he is a descendant of a rich and famous family, that he is heir to a historic hoard, how is he ever to be made to give up this precious delusion? Reverses do not daunt him. If he finds that he gets nothing back for all his contributions, as a rule he does not conclude that he has been duped or that his eminence is a fable. Usually he believes that the foreign courts are crooked or that the lawyer has made some mistake. Another man comes along a few years later, tells him the same tale, with fresh accents of promise and flattery. The dream comes to life again, for the ego is fed, and the purse flies open anew.

Take the Drakes, for instance. In all parts of the country simple people are being deluded and mulcted this season by rascals who trade on a very old and entirely baseless proposition. The victims are made to believe, as were their fathers and grandfathers before them, that they are to have some part of an enormous estate, from two to twelve billion dollars, which has accumulated since the death of Sir Francis Drake. Nearly every one of the Drake name and lineage has been approached and thousands of them are firmly convinced that they are the descendants of the old free-booter and Armada fighter. They are nothing daunted by the fact that there are no descendants, direct or indirect of the Elizabethian Captain, nor are they to be convinced that there is no Drake fortune waiting for heirs, even though the British government bureau in charge of unclaimed funds has repeatedly and specifically pronounced the truth. Scores of groups of the "Drake heirs" will be meeting, or about to meet, this very moment "to consider ways and means of furthering our claims." This Drake swindle has been in use since about 1835, and has been constantly expanding. Thus there are families in the United States to-day among whose members this fraudulent yarn has assumed the prestige of a tradition based on history. Such people are, of course, easy to steal from again.

Not all the waiting fortunes are in England. Mythical German billionnaires, Dutch East India magnates, owners of South African diamond mines, Italian lords and even Russian boyars are being swallowed, hide and



DESK ROOM

That's how many big businesses began.

Brains, energy, a little capital. Business experience? Not always.

Often a good bank supplies that.

The OLD NATIONAL BANK
MONROE at PEARL
A Bank for Everybody

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
TORNADO
BURGLARY
LIABILITY
AUTOMOBILE
PLATE GLASS
COMPENSATION

THE CLASS MUTUALS AGENCY

305-06 Murray Bldg.
GRAND RAPIDS, MICH.

hair, by our inferiority ridden majorities. Neither are they all swindlers who lead kith, kin and friends to follow this will o' the wisp. Most are fakers, pathological liars or petty grafters, to be sure. They want to appear great, interesting, superior—meantime picking up a little highly useful change, a good many free meals and sundry adventures. There are also some self-deceivers and sufferers from comparatively harmless delusions. Neither warnings nor dire experiences serve to protect the missing-heir dupe from his fate. The bait is too alluring for his frail humanity, since it plays upon those irresistible major strings of human nature, greed and snobbery.

Ann Arbor and Jackson Organized by Secretary Gezon.

We are getting all the large towns of Michigan organized into Quality Service groups. The latest to follow in line are Ann Arbor and Jackson. We made a trip to Ann Arbor last week and found the boys very enthusiastic. We had a meeting and I outlined the success which we are having in Grand Rapids in the Quality Service stores and urged them to stress collective advertising, rather than collective buying, as the buying will take care of itself, naturally. It usually works out that when a group is organized the chances to buy collectively are very numerous and the tendency to overbuy must be discouraged. I helped them to write their first advertisements and they are starting off with about a dozen advertisers and the promise of a great many more.

Victor Sorg and P. E. Schneeberger are the leading spirits in the formation of the Ann Arbor Quality Service group and their enthusiasm is contagious. Mr. Sorg showed me about the city and we secured the following new members for the State Association:

Gauss Baking Co.

Weirs Donut Co., 325 E. Hoover.

S. R. Thompson, 1030 Broadway.

Ed. Dean, 545 Second.

Jefferson Grocer Co., 411 East Jefferson.

Grennam & Claue, 1200 Packard.

Quality Baking Co., 341 South Main

L. T. Strickland, 1352 Geddes.

L. A. Townley, 1123 South University.

The President of the Ann Arbor Collective Service grocers is L. A. Townley; Vice-President, P. E. Schneeberger; Secretary, E. S. Gauss; Treasurer, L. T. Strickland.

While in Ann Arbor Mrs. Gezon and I were shown about the town and we marveled at the new stadium being erected, which will seat 75,000 people. Ann Arbor is a beautiful town, but the principal need seems to be first-class hotels. From Ann Arbor we made a trip through the Irish Hills to Jackson. If any of our readers have not taken this trip they should do so at the first opportunity. From the tower in Irish Hills one can see fourteen lakes. The country is beautiful and the crops seem to be coming fine.

In Jackson we held a dinner meeting as guests of the Muller Bakeries, Inc., at the new Hayes Hotel. Jackson also was all set for the organization of a Quality Service group and,

after a short talk by the Secretary, we formed an organization with the following officers elected:

President—F. N. Hodge.

Vice-President—H. M. Dickinson.

Secretary and Treasurer—D. C. Wild.

The necessary committees were appointed for constitution and to write up the advertisements and they are all set for a good start. They asked me to call on them again in two weeks, which I expect to do. We hope that this is the beginning of the Quality Service movement and I stand ready to help any town in the State, irrespective of location, to organize an association. Call on me and I will be there.

There will be a dinner meeting of the Quality Service stores of Michigan at the Pantlind Hotel, Wednesday, June 8, at 7 p. m., at which time matters pertaining to a State organization will be discussed.

Paul Gezon, Sec'y.

Lima Bean Acreage Prospects Less.

The total acreage in standard lima beans in 1926, the California Lima Bean Growers Association estimates, was approximately 100,000 acres, and adds that the 1927 acreage will be no doubt less than in 1926. Some 3,000 additional acres over 1926 have been planted to sugar beets and over 1,000 acres to pimientos and other vegetables.

The 1926 baby lima acreage was approximately 42,000 to 45,000 acres. According to the information gathered lately, the 1927 acreage will be considerably reduced. San Fernando Valley will have a reduced acreage. Lompoc district, where some 75,000 bags were raised in 1926, will have very little acreage this season. In territory surrounding Sacramento the acreage will be reduced. Modesto district will have about the same acreage, but the Tracy district will show an increase in acreage.

To Tabulate Unsold Canned Food Stocks.

A survey of wholesalers' unsold stocks of canned pineapples, peaches and corn, is being made as a test by the National Wholesale Grocers' Association to discover if possible whether or not wholesale grocers are interested in periodical surveys of this character and whether or not they feel that the issuance of figures of this type will be helpful in their merchandising policies.

A circular is being sent to all wholesale grocers, who are urged to co-operate so that the final figures may be thoroughly representative. The replies received will be compiled promptly and results issued not only to all wholesale grocers but will also be given to the trade press and filed with official and semi-official statistical agencies and the Government so that all interested will receive the information simultaneously.

W. J. Hanna, grocer at 941 Baker street, Muskegon Heights, renews his subscription to the Tradesman and says: "A good way to spend one evening a week is to read the Tradesman."

YOUR Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

Same Price
for over **35** years

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices?

It will pay you to feature K C

Millions of Pounds Used by the
Government

MYSTERIOUS MEXICO.

Mexico moves in a mysterious way its blunders to perform. Nobody will question the right of its government to refuse to purchase supplies in this or any other country which it wishes to ban in this particular but a decent respect for the opinion of mankind, especially that part of mankind affected by its decision, would seem to call for an explanation of so unusual an action.

The only answer our State Department has been able to conjure up is that the decree is a reprisal. But a reprisal for what? Reprisals are not made against a general attitude; they are directed at a specific act.

The Mexican decree speaks of a "systematic embargo on merchandise acquired by various dependencies of the Federal Government" but no such embargo is known of here. The embargo we have been imposing on exportation of arms and munitions from this country into Mexico was decided upon to prevent Mexican revolutionists from obtaining weapons on this side of the border. It operates, therefore, in the interest of the Mexican government. Why then, should that government resent it?

Diplomatic—or undiplomatic—moves in Mexico have a way of turning out to be different, or at least differently meant, from what they appear to be or to mean. One reason for this changeability of aspect is that they are sometimes intended to have one meaning at home and another abroad. Ordinarily this double purpose is fairly visible to those who are familiar with Mexican affairs. The present decree, however, leaves our officials at a loss for a reasonable solution.

A cheerful view of the mystery may be taken by regarding it as less sinister than it would be if it occurred at a time when our relations with our neighbor were less strained. It may be argued that one source of misunderstanding more or less hardly matters at the moment, unless of course, it is deeply serious, as this one can hardly be said to be. It merely adds to the number of difficulties which await settlement, and may possibly be disposed of almost automatically in the general clarification. Happening when the skies were quite clear, however, it might have been looked upon as ominous.

If the reader is not favorably impressed with this view of the incident, he is at liberty to take one that suits him better.

OUTLAWING WAR.

It is impossible not to sympathize with the spirit behind the model treaty for outlawing war between the United States and other Powers which has been drafted by Professor James T. Shotwell and J. P. Chamberlain of Columbia. The substitution of peaceful processes for the destructive methods of war is a consummation devoutly to be wished.

There is also this to be said for the draft treaty, that, unlike most attempts at a plan to render war impossible, it frankly takes into account certain thorny problems. Domestic questions, for instance, are excluded from its scope. Thus immigration is inferentially placed beyond the purview of the

agreement. The Monroe Doctrine is similarly recognized as outside the field of its provisions.

In addition to making these exceptions the draft treaty bans from its arrangements questions which affect the vital interests, the independence or the honor of the contracting nations or the interests of third parties.

All these reservations are probably necessary. Yet, taken together, they constitute so large a number of possible cases as to raise the question of the practical usefulness of such a treaty as is suggested. Between "vital interests" on the one hand and "interests of third parties" on the other most disputes between us and some other nation would be left for settlement by methods now employed.

"An American Locarno" sounds well, but the phrase does not reflect an actual condition similar to that which brought the European Powers together. We stand outside the rivalries which geographical propinquity keeps alive on the Continent. The argument for our participation in such an agreement as that which has lightened apprehension abroad rests rather upon sentimental than practical grounds.

In his preface to the treaty Dr. Butler points out that our existing arbitration treaties with France, Great Britain and Japan will soon expire. This is, therefore, he suggests, the time to consider the possibility of extending their scope preparatory to their renewal. To such consideration there can be no reasonable objection. The draft treaty is a definite contribution toward that discussion.

THE COTTON SITUATION.

Quotations on cotton stayed at a high point during the week, the fluctuations being usually within a narrow range and frequently the result of manipulation. The weather map in the growing districts was carefully scanned and every advantage taken of the conditions apparent. It is the growing belief of a number of observers that the effect of the floods has been overestimated and that, unless weather and weevil militate against it, a good sized crop of cotton will yet be obtained. There is no indication of this, however, in the quotations on futures, which remain high. These have had a decided effect on the manufacturers of cotton goods who are putting prices up to the basis of replacing cost of the raw material. Gray goods during the past week were held at higher levels and some fair sales were made at the new figures. A wide variety of finished fabrics and other cotton goods was also the subject of advances. Certain cotton hosiery lines were put at higher prices and so were ribbed heavy underwear, flannels and other fabrics. Some gingham also figured in the advances. The demand for fancy cotton cloths continues, especially the rayon mixtures. Unless there is an unlooked for change in conditions, the chances would seem to favor further price advances in practically all kinds of cotton goods later in the season. This is based on the fact that, at present prices, there is not much of a margin of profit for the mills.

WOOLS AND WOOLENS.

At present the foreign wool situation is practically devoid of feature. No public sales are being held, the next one being set to begin on July 5 at London. The disturbance of trade relations between Russia and Great Britain has caused some speculation as to whether this would affect the usual wool buying by the former in the London market. But as Russia needs the wool and England can supply it, the chances all are that business will be continued as usual. More buying of domestic wool is reported in the West and Southwest, and some large clips have been shipped on consignment from Wyoming to the National Wool Exchange in Boston. Imports of wool to this country are diminishing. In the week ended May 28 the total of them was only 2,654,954 pounds of which 1,722,887 pounds were carpet wool. A report from the Department of Commerce during the past week showed a consumption of wool by domestic mills in April to have been 43,970,805 pounds, grease equivalent. This compares with 54,262,378 pounds in March and 40,093,383 pounds in April, 1926. The report is incomplete because it only accounts for about three-quarters of the machinery in operation, due to the refusal of some mills to put in reports. It also does not allow for tops and noils used because manufacturers are not able to distinguish between these and those of domestic origin. The woolen goods market is showing more activity so far as men's wear fabrics for fall are concerned, but it still lacks the snap usual at this period. There is also more interest manifested in women's wear fabrics, although the bulk of this business will not be placed for some time to come.

SUBSTITUTE FOR JUTE.

For sacking and baling purposes, cloth made of jute has been used so long that it would seem a hopeless undertaking to change the practice. The substitution of cotton, especially for covering cotton bales, was strongly urged some time ago when it looked as though the world would be overwhelmed by the big crop of the staple of last year's growth. Nothing came of the proposition because jute was cheaper for the purpose than cotton even at the lowest quotations reached by the latter. And yet there are drawbacks to the use of jute as a covering for either cotton or wool. The most serious of these is the tendency for fibres of the jute to get mixed up with the contents of the bales it covers and make trouble for the spinners and weavers. Among those concerned in getting rid of this difficulty have been the wool merchants and woolen manufacturers of the Bradford district in England. They have been experimenting to secure a substitute for the jute. Now it is announced by Vice Consul Fleming at Bradford in a report to the Commerce Department that a fabric has been developed to take the place of jute and that this can be produced in large quantities at prices comparing favorably with the cost of that fibre. The new fabric is composed of strands of paper twisted around a

strand of unusually strong steel wire. Bradford interests appear to be satisfied with the fabric and they are going to place the matter before the wool growers of the colonies for consideration. If the fabric appeals to the latter a quick shift to it is likely and, should it do what is claimed, it would not be surprising to see it adopted for cotton as well as wool.

MASS PRODUCTION.

Garment manufacturers, especially those who produce the better and more exclusive kinds, have sometimes been criticized for resorting to the use of imported woolen fabrics instead of patronizing those turned out by the domestic manufacturers. To such criticism their answer has been that, in order to obtain distinctive weaves, they were obliged to apply to the foreign makers, as the ones in this country either could not or would not turn them out. The mills here are seeking mass production and volume selling goods. Their scheme of operation does not permit of frequent changing of looms to satisfy individual orders or requirements, which would increase overhead and perhaps cut down profits to the vanishing point. Then, too, the great bulk of garment manufacturers, who are chiefly interested in getting out goods to sell at a price are content with fabrics less varied but which answer their purpose. This matter was thrashed out a few days ago at a meeting between a certain number of garment men and representatives of woolen mills. The former wished to have the mills turn out distinctive patterns and confine their sales, but the mill men did not take kindly to the suggestion. On behalf of the latter it was stated that such a course was possible for the British mills which have the whole world for a market but it would not work out in domestic mills whose sales are practically confined to this country. After this it appears probable that the garment men will go on buying as they have been doing.

CANNED FOODS CONDITIONS.

Leading food authorities report a decided quickening of the pulse of the canned goods markets during the past week, with an expanding enquiry everywhere witnessed for staple items such as corn, tomatoes, peas, pink salmon, etc. Prices as a general proposition are not appreciably changed, although there is a tendency toward increased firmness in various directions. There was considerably more activity during the week in peas and the reports of substantial acreage cuts in Wisconsin and other producing states had the effect of stimulating more enquiry. Miscellaneous sales have been accomplished at some advance over the prices that recently ruled. Activity in corn has not been as pronounced as in some other items, but fancy grades have continued to meet a liberal demand, and those packers who will pay attention to fancy corn will unquestionably enjoy a successful distribution during the coming season.

It is the man who does not want to express an opinion whose opinion I want.—Abraham Lincoln.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

There are few towns in the Lower Peninsula I have not visited during the forty-four years I have published the Tradesman. Two of the towns I have missed in my meanderings are Palo and Westphalia, both located in the neighboring county of Ionia. Neither town has ever heard the whistle of a locomotive, being somewhat remote from the Pere Marquette and Grand Trunk tracks. I had the pleasure of visiting Palo last Saturday. I enquired the way at Ionia and was told the distance was twelve miles and the gravel road to Palo was superb. The statement regarding the condition of the main road was fully confirmed. Agricultural conditions en route are wonderful. The soil is strong nearly all the way, the country homes and surroundings above the average, the roadside attractive and the distant vistas a delight to the eye. The same is true of the sixteen mile stretch from Palo to Belding via Wood's Corners. No wonder Ionia county can raise such wonderful crops and such remarkable men.

I found Palo an ideal country village, with the stores and other business places grouped together on the main street. Church and school facilities appear to be ample. The quiet, peaceful atmosphere of the place was admirable. Like most inland towns, the inhabitants are mostly people of mature age, the young people having sought the cities, where the opportunities for excitement and expansion are greater.

The pioneer merchant of the town is H. D. Pew, who has been engaged in trade there sixty years, fifty-one years in the same location.

The next merchant in point of long service was Frank E. Gaylord, who joined the Silent Majority in January of this year. He had been engaged in the mercantile business thirty-five years. Business is being continued by his heirs.

Charles L. Kling has conducted a general store in Palo twenty-seven years. His dry goods department is unusually complete for a town the size of Palo. His store has steel ceiling, is lighted by electricity and his display windows would do credit to the average city store. On Saturday his Memorial day window was still intact. It must have attracted much attention and favorable comment. Mr. and Mrs. Kling have raised and educated four children—two boys and two girls—all of whom have left their birthplace to take part in the activities and responsibilities of city life.

One of the earliest subscribers of the Tradesman at Palo was Gideon Noel, who was engaged in trade under the style of Noel & Johnson. The latter, who is now employed as a clerk in the Kling store, told me that Mr. Noel died at Good Hart about two years ago. I recall Mr. Noel as a somewhat eccentric character who imagined he could prolong life indefinitely by the use of a medical decoction he prepared with great care. He called on me reg-

ularly for many years and I always enjoyed his visits.

Palo gained much notoriety about fifty years ago through the prosecution of Matthew Millard, who was at one time one of the leading merchants of the town. His wife died under suspicious circumstances. Public opinion insisted that she was foully dealt with and resulted in the body being disinterred and the vital organs sent to Ann Arbor. Arsenic was found in the brain, liver, kidney and other vital organs. Millard claimed that these deposits were due to the fact that he embalmed the body with a solution containing arsenic. He was arrested on a charge of murder, tried in Circuit Court at Ionia, found guilty and sentenced to Jackson prison for life. The Supreme Court subsequently reversed the verdict and ordered a new trial, which took place in Kent county. I reported the second trial for one of the daily papers and distinctly recall the circumstances. The principal attorney for the defendant was Sam Clay, who was a strong trial lawyer fifty years ago. Dr. Victor C. Vaughan, who recently retired from the position of Dean of the Medical Department of the Michigan University, was retained to convince the jury that vital organs could be impregnated by arsenic after death. He did this by soaking a pig's liver in a solution of arsenic in the presence of the jury and then showing that enough poison had been absorbed to cause death. Dr. Vaughan's expert testimony resulted in a verdict of not guilty. Millard removed to Grand Rapids and conducted a laundry for a time. He subsequently engaged in the grocery, clothing and dry goods trade, but was unable to avoid failure. He now resides with a relative near Shiloh, broken in health and strength. His second wife has not been out of a wheel chair for twenty years. Whether guilty or innocent, Millard has been forced to face an almost constant series of misfortunes ever since he was first accused of wife murder.

We reached Belding in time to partake of a most satisfying dinner at the Hotel Belding, which looks spic and span in recent applications of paint and interior decorations. I cannot recall a period since the regime of the late William P. Hetherington when the hotel has looked more wholesome and inviting than it does now. The dinner served for 75 cents is better than most hotels in Michigan are serving for \$1.25.

I was afraid that the change in ownership of the Belding silk mills would result in their being permitted to run down and that the beautiful surroundings would be permitted to deteriorate; but General Manager Reed appears to have inherited the priceless traditions of his wonderful predecessors to such an extent that everything is kept up in apple pie order. So long as Mr. Reed persists in this policy, I shall insist that the place bear the designation of Belding the Beautiful.

The journey home over M 44, facing a gorgeous sunset and passing the many beautiful trees which line the highway and the wonderful lakes which frequently dot the landscape is enough

to inspire the soul of a painter. There may be more beautiful highways than the thirty mile stretch on M 44 from Belding to Plainfield, but I have yet to locate them. E. A. Stowe.

Two Tradesman Contributors Meet For First Time.

Grand Rapids, June 6— Last week I had the keen pleasure of visiting the home of your occasional correspondent Mr. E. E. Whitney, of Ann Arbor, and it seems worth the while for me to briefly relate my impressions made upon this visit. For many years I have read everything Mr. Whitney has contributed to the Tradesman with great pleasure and have often wondered what kind of a man he was, in what kind of a neighborhood he lived and what my impression would be in an interview with him.

By correspondence I had learned Mr. Whitney's location and as I had occasion to be in Ann Arbor over Decoration day, that morning my daughter took Mrs. Garfield and myself out to the Whitney farm. The road is an interesting one and the country was looking at its best. I noticed occasionally a farmer was making his first cultivation of corn, and the rows were quite perceptible, but owing to the wet weather most farm operations seem to have been delayed and the progress of germination of seeds has been very slow.

Upon reaching the old Whitney farm I was very much impressed by the entrance. The large forest trees which give character to the premises made an ideal first impression of the home. Mr. Whitney was at the door to greet us, because he had anticipated the invasion. He and his good wife live in a house a little way from the old farm home, which is now occupied by his son and daughter-in-law. After the first greetings, all of the time that I had to spare was spent with Mr. Whitney himself, and I was not an ideal interviewer, because Mr. Whitney was such a good listener. There isn't anything which makes a stronger appeal to one who loves to talk than to have a good listener, and instead of drawing Mr. Whitney out and learning all about his life and his views, I was engaged in telling about the things in which I was interested and occasionally receiving a word of comment from him.

Mr. Whitney strikes me as a man of balance. He is quiet, modest, careful in his statements, and it seems to me he is one of the few men whom we meet who thinks before he talks. A good many of us talk before we think and then we have to correct back, which is not always a pleasant task.

I do not know to-day what Mr. Whitney's religious connections are. I am not certain about his political affiliations. I know something of his views about many matters, because he has expressed them very clearly in his contributions to the Tradesman; but I am satisfied that he has good neighbors, because there is every indication that he himself is a good neighbor and he strikes me as a man whose judgment upon almost any matter of public interest you would enjoy receiving. He is evidently a lover of trees and both of the families in everything that they expressed indicated their love of the soil and of the accompaniments of farm life.

Mr. Whitney is evidently not a grumbler; he takes things as they come along and meets adversity with courage, and there is every indication that he is looking for blue sky rather than clouds. He showed me about the old farm premises where he lived for many many years until his son's family came into possession of the old homestead. Evidently the two men work their farms together and each has a little piece of woodland preserved, so that the two pieces form

one little forest area. I was delighted to find that Mr. Whitney is a lover of trees and has advanced notions with regard to the care and usefulness of a farm woodlot.

I noticed with joy the conveniences that had been brought about the homestead and listened with attention to some indications of the planning ahead for other things.

While we were visiting, the son brought in a basket of Jonathan apples, and when we were sauntering about the place, Mr. Whitney told me about the varieties of fruit he had upon the premises and the joy the family had in the growing of a range of products which contributed to the pleasures of life. I talked with Mr. Whitney about soils and crops and the outlook for the farmers and touched upon some of the problems of the countryside, in all of which he exhibited a great interest, and I know that from time to time, as he makes pronouncements through the Tradesman, we readers will be glad to get the drippings from a philosophic mind.

I trust, Mr. Editor, that you will some day be able to drop in upon the Whitney home. What a joy it would be for us to receive a visit from him and show him the things about our beloved city. Let's induce him to come over some day and give us the pleasure of exhibiting to him some of our treasured possessions.

Charles W. Garfield.

Good-Fellowship Tour By Saginaw Wholesalers.

Saginaw, June 6—Representatives of Saginaw wholesale houses, manufacturers and banks will make a good-fellowship tour through the territory to the North of Saginaw on June 6, 7, 8 and 9.

We plan to call on the retail merchants in the towns on our route. This trip is being made to return some of the many visits that the retailers of Northern Michigan have favored us with and to cement the relationship now existing.

Practically all of the large and well-known institutions of Saginaw will be represented and we are looking forward with pleasure to the opportunity of spending a short time with you.

We will have with us a big calliope and souvenirs for the children. We sincerely hope you will be at home on the day we visit your town. The itinerary follows:

June 6—Omer, Twining, Whittemore, Tawas City, East Tawas, lunch; Oscoda, Harrisville, Lincoln, Alpena, dinner and night stop.

June 7—Posen, Rogers City, lunch; Onaway, Cheboygan, dinner and night stop.

June 8—Mullet Lake, Topinabee, Indian River, Wolverine, Vanderbilt, Gaylord, lunch; Waters, Frederick, Grayling, dinner and night stop.

June 9—Roscommon, St. Helen, West Branch, lunch; Rose City, Prescott, Sterling Standish, Pinconning, Saginaw.

Entertainment, music, novelties, etc., will be furnished by the Wholesale Merchants Bureau for this trip, the same as on former ones. All firms who have souvenirs of their own are invited to bring them along.

W. A. Rorke, Sec'y.

Dry Eating.

Kno: Did you hear about the shipwrecked man who nearly starved to death on a desert island?

Hope: No, how did he live?

Kno: Oh, he pulled out an insurance policy from his pocket and found enough provisions in it to last him.

If you work with your hands, take care of them. Skill you can't apply never filled the pay envelope.

SHOE MARKET

A Novel Display Card Device.

Price tickets for window displays are a small but important item in the articles necessary for the successful showing of footwear in a first class shoe store. Just as important possibly is the method of fastening them to the styles shown, and in the past there have been various devices in the way of pins or fasteners sold for such purposes. These have been more or less satisfactory, many of them not as effective as necessary, as nothing is so unattractive as a price ticket askew, or upside down or shown crooked when it should be neat, straight and uniform.

Common pins are so often used, that such is often the result, in an otherwise tasty window trim. However, a new device is now on the market that obviates all of the above drawbacks, for attaching price cards to shoes. It is a metal clip, about one inch high and three-quarters inch wide, neat in appearance, indestructible and inexpensive.

Practical features of merit include the following: It can be slipped off from the counter, or tongue of the shoe displayed or be inserted between the laces or button holes; it is easily attached; it stays where put, eliminating the spectacle of crooked price tickets and above all is adjustable, in that it tilts at any desired angle so that the figures may be seen to advantage from the front.

Adjustable Display Shelves Perfected.

Maurice Gardner, of Cuyahoga Falls, has perfected a practical and successful adjustable display shelf, or rack, for the display of different styles of shoes inside the store.

The advantage of this fixture lies in the fact that it permits the customer to select his or her style from the shoes shown on the shelf, making the salesman's task merely one of fitting the size required. It speeds up service materially, and permits the same sales-force to wait on a larger number of customers.

Mr. Gardner finds that the shelf actually increases the volume of sales and is particularly helpful in the matter of disposing of odds and ends.

The shelf is ordinarily placed at an angle of 45 degrees, which permits customers to see the styles easily. It may be placed on a level, however, or at an angle of 90 degrees, or in fact at any angle desired.

The big, practical selling asset of this display idea, according to Mr. Gardner, lies in the fact that it permits the customer to take in at a glance the entire assortment of styles. Mr. Gardner is making plans for the promotion of the invention.

Sell More White Shoes Profitably.

June is the first big selling month for white shoes. Not only does it mark the beginning of summer, when weather can usually be depended on to create a volume demand for whites, but also it is the month of weddings, of graduations and the numerous and various school and social affairs in which white dresses, white stockings and white shoes still play a part that

is deeply rooted in sentiment and tradition.

Within the past few weeks, reports from many parts of the country indicate a growing interest in white shoes, and a belief that they will sell in larger numbers than seemed probable a little earlier in the season. Reports from the factories show that many merchants are planning for a sizable business on whites, but to realize their expectations and to produce a profit on the merchandise they have bought it is essential that they give some thought to the problem of merchandising their stocks of whites to the best advantage.

June is the first big selling month for white shoes, but there is no reason why it should be the last. July, when the vacation season is at its height, should furnish an equally good opportunity to sell whites at a profit. That it does not, one suspects, is chiefly due to the unfortunate custom which seems to have become established in some communities of throwing white shoes on the bargain counter immediately following the Fourth of July. Indeed, in many instances, it has happened in recent years that retailers have needlessly sacrificed their whites even before the Fourth of July, when by all the rules of weather and logic the season should be at its best.

The moment white shoes are thrown into the heap of bargain merchandise, the retailer loses, not merely the chance to make a good profit on the pair he sells, but likewise the opportunity to sell many pairs to people who are accustomed to regard cut price merchandise of any sort as undesirable. Particularly is this true in the case of such highly seasonable merchandise as white shoes, and it is a consideration the retailer can ill afford to overlook, because the loss in pairage on this account is likely to offset, in part, the increased sales brought about by lower prices.

Judging from the present outlook, it is altogether probable that retailers will find themselves with a considerable number of summer shoes, including both whites and colors, on their shelves around July 1. This, however, should furnish no occasion for panic or for reckless price slashing. Both white and colored shoes should continue to sell at a regular mark-up at least until July 10, and in most cases until the fifteenth. Sound merchandising might then suggest a reasonable price reduction on the colored footwear, to stimulate action during the waning season and to clean up the stocks of spring colors before the autumn shoes begin to come in.

White shoes, however, can well be merchandised at regular profits until August 1 or later.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Sempliner Mercantile Co., East Tawas; Rosenberger & Sinms, Inc., Detroit; West Michigan Light & Power Co., Bangor; Fulton Co., Bay City; Stearns Conveyor Co., Sturgis; H. G. Christman Co., Lansing;

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

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

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

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

Hodenpyl Hardy Securities Corporation

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

231 So. La Salle Street
Chicago

New York Grand Rapids



In
Stock

NOW!

A New "Sport Boot"
Built two ways.

Style 972—16 in. Soft
Black Elk Pac

Style 977—16 in. Soft
Tan Retan Pac

*Both snug at the ankle
and calf. Both Good-
year Welts at prices
that insure profit and
a quick turnover.*

**Herold-Bertsch
Shoe Company**

GRAND RAPIDS, MICHIGAN

*Manufacturers of Quality Footwear;
Since 1892*

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

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

□

for

Information write to

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

Farm Papers Should Come To Defense of Birds.

Grandville, June 7—An enlightened public press is necessary for the perpetuation of free institutions in America. Lacking that, the people fall into dubious and dangerous ways which lead to the loss of freedom of speech and the closing down of popular and enlightened government.

It was the free press of the North that the Southern slave driver most feared. If freedom of the press could have been suppressed, slavery would have continued on, even to the present day, with the Nation by now, however, wholly slave instead of half free as at the time of the advent of Lincoln and other freesoilers.

It is the same with regard to other reforms. Silence the press on certain glaring evils existing in the country and the wrong is more than half successful. That suppression of the truth is what has been going on with regard to bird conservation in this country during the past decade.

The farm press, above all other, should be the advocate of bird preservation. Instead, however, that press is hand and glove with the manufacturers of ammunition and guns designed to wipe every vestige of bird life off the American continent. The bigger the paper, and the more influential in public life, the more firm is it in smothering all agitation in favor of the birds.

Singular that this is so, yet it is the truth nevertheless. And the most interested person of all, the American farmer, has fallen for the crime without the slightest mental reservation whatever.

Such an astounding fact does not speak well for the intelligence of the country gentleman who apes his city cousin, now that he is more nearly in town with his swift moving automobile and the adoption of the central school system.

If it were only the English sparrow which is made the victim of the most sublime ignorance of the century the fact would be, perhaps, less discouraging, although that would be bad enough to call for the criticism and hardest sort of work in favor of salvation for our birds.

With the sparrow wholly obliterated there would be a considerable army of robins, blackbirds, bluejays and the like still doing business at the old stand, which might put off the final catastrophe of ruined crop production for a few more years.

A Western farm paper, one of the most prominent in the land, bemoans the fact that this is the age of insects, every one of which is seeking to make the farmer's life more burdensome by an assault on growing crops. Dead birds seem better in the farmer's opinion than dead insects. This being true, and the fallacy helped on by the great farm press, what may not be expected to come to pass in the not distant future?

The once irrepressible conflict going on between freedom and slavery in other days was far less important than that irrepressible conflict now going on between bird life and bird extinction.

The farm journal which is admitting that this is, indeed, an age of insects, is very careful to shut from its columns any article which dares suggest that bird extermination has had anything to do with this rapidly increasing insect life.

It would never do to let the truth be known. In such a case all the fine spun arguments against that pest, the sparrow, would fall to the ground, and Mr. Farmer might be able to see a sparrow hopping about on his lawn without having a fit.

Talking about fits—conspiration or the other kind—there are certainly going to be plenty of them in the not distant future when the bird haters have their way and the insects have overrun the

land, even despite the tons or rank poison which may be distributed throughout every fence corner and in every barnyard.

A raving bird hater last year rushed into print with the startling cry that if we wished to preserve robin redbreast it would be necessary to swat the blackbird, as that fiend of darkness was swiftly and surely doing the robin to death on every hand.

In my young days there were swarms of both robins and blackbirds, with neither making war on the other. The latter, however, together with his brother the crow, was legitimate prey for the settler's gun because it was said that he delighted in pulling up the newly sprouted corn.

The robin did nothing so wicked. In later years, however, when settlers began putting out orchards of fruit, the robin made itself noticeable by devouring cherries, berries and anything in the small fruit line that came to his notice. Singularly, however, these faults in Mr. Redbreast have been condoned, while those of other birds have met with condemnation.

The truth is that every bird living has a penchant for something good to eat and makes no bones of indulging that penchant to the top of his bent. Because the birds will eat when hungry, must we set traps, put out poison, shoot them right and left, as if they were deadly enemies of mankind?

Not long ago, right here in Grandville, a mother robin lost its mate, killed, no doubt, by the boy with his new air rifle. What was the surprise of one lady dweller to note that a blackbird came now and then with a worm for Mrs. Robin's breakfast. Does not this incident put to shame the man who cried out, "Slay him, slay him," when the name of blackbird was mentioned?

The great danger to the prosperity of the Nation is the strange and unseemly silence on the part of the great farm papers with regard to the necessity for doing something for bird conservation. Old Timer.

Willing To Take a Back Seat.

A hardware firm advertising for a salesman received a reply from a man who said that he was the greatest salesman in the world. They engaged him and gave him three lines of goods to sell anywhere in the West. They expected him to do great things.

After he had been away a week, and they had received no orders, they were surprised to get a telegram saying:

"I am not the world's greatest salesman. I am the second best. The greatest salesman was the man who loaded you up with these goods."

Charles E. Hughes takes himself out of the Presidential race in the only conclusive way. Had he stopped by saying that he was too old, he might have been regarded as inviting a friendly contradiction. But when he adds that if he is nominated he will not accept, he uses a convincing phraseology. The complete statement, made by General Sherman and accepted as the classic formula of a sincere declination, includes a double threat. "If nominated," it runs, "I will not accept, and if elected, I will not serve." The second half of the statement is unnecessary except for emphasis. Even the Progressives, with all their enthusiasm for Roosevelt, did not feel like nominating him in 1916 in the face of his refusal to run. Still less would a party insist upon trying to elect a man who had declined its nomination. At the same time, there is a ringing

comprehensiveness in the twofold pronouncement that gives it more than double force. The infrequency of its use testifies to the rarity of declinations which are meant to be received at their face value. All that most public men

intend to say when they deny candidacy for the White House is that they do not wish to be looked upon as actively seeking nomination. They carefully avoid the unreserved declaration made by Mr. Hughes.



No other baking powder insures such light, wholesome cakes

HOUSEWIVES say that is why Royal is most economical in the end—why they have preferred it for more than fifty years.

Today, throughout the world, Royal is recognized as the standard baking powder—recommended by health and food experts—used in millions of kitchens daily.



Royal contains no alum—leaves no bitter taste

Lower Price - Bigger Profits

(FANNINGS)

Bread and Butter Pickles One of the Best Foods - - Now 25c

Twenty-five cents is one of those "natural prices" that women have come to look at as right.

A fast seller at the old price of 35 cents, Bread and Butter Pickles at this new price are headed straight toward turnover records.

At 25 cents for the new 1 lb. net jar, double or triple sales should be easy sailing. That means a corresponding increase in profits, because the margin remains the same. And, of course, there is no change in the quality which has made Bread and Butter Pickles famous almost over night wherever they have been introduced.

Right now is the time to clean out your present stock and make ready for the new pack and the new price.

Bread and Butter Pickles are universal favorites, and with the beautifully lithographed sampling display furnished to all dealers, they practically sell themselves.

Bread and Butter Pickles are just like home made.

Prepared from selected cucumbers, sliced and packed fresh from the vines, their crispness and spicy flavor hit the spot.

Order Bread and Butter Pickles today. They are handled by more than 200 wholesale distributors located in all parts of the country. For further details write to The Best Foods, Inc., 297 Fourth Avenue, New York City.

THE BEST FOODS, Inc.
NEW YORK CHICAGO SAN FRANCISCO JACKSONVILLE

FINANCIAL

Review of Business Conditions in Michigan.

Written for the Tradesman.

Business on the whole made a good record during May, the volume being about equal to that of the preceding month. The present level of activity compares very favorably with that of a year ago. However, all lines and all units in the same line are not participating alike either in the good volume of business or the satisfactory earnings which are being enjoyed in the aggregate. A number of influences are causing this spotty condition, among which are floods, adverse weather conditions, some over-production and severe competition.

There are evidences of some modification in general business activity during the next month or two, much the same as occurred during the corresponding period in the past four years. Seasonal influences, as much as anything else, are contributing to this condition. Whatever slowing up takes place will be moderate and temporary. Fundamental conditions continue sound and give the assurance that business will continue to go forward in large volume.

On the unfavorable side of the picture we find the oil industry in a difficult position on account of over-production, the bituminous coal strike entering the third month without any indication of an early settlement, cotton selling at a low price, business failures only a little less than a year ago, political and financial difficulties in the Far East, continued slowness in the woolen goods industry and great devastation by floods in the South.

On the other side of the picture we find weekly carloadings of revenue freight above the figures for 1926 and reaching the million-car mark for the seventh time this year, which goes to prove that distribution is taking place at a rapid pace; the value of building contracts awarded thus far is equal to those in the same period last year; our foreign trade for the first four months jumped \$60,000,000 ahead of the same period in 1926; gold imports during May added \$30,000,000 to the country's supply; the general level of farm prices has turned upward; life insurance sales are substantially ahead of those of a year ago, the dollar volume of trade, measured by check payments, is larger than it was twelve months ago, while the purchasing power of the dollar itself is 86 per cent. greater than it was last year; commodity prices give signs of stabilizing; steel production continues on a satisfactory level; there is an abundant supply of money for business purposes and a high and well sustained purchasing power generally throughout the country. Furthermore, an immense amount of materials must be purchased in order to rebuild the highways, bridges, levees and other structures destroyed by the Mississippi floods, all of which will furnish employment for a large number of people.

Spottiness also prevails in the Michigan business situation. Some factories are working on a full capacity basis, others are operating at normal or bet-

ter, while still others are experiencing a decline in production, largely attributable to seasonal influences. By and large, the industries within the State are well occupied and are giving a good account of themselves. Production generally is expected to hold up well during the summer months and to quicken its pace in the early autumn. Increases were reported during May in shipments of canned goods, forest products, furniture, machinery and paper. The Pere Marquette Railway reports a greater volume of traffic in and out of the Detroit, Flint and Lansing areas during the first five months of 1927 than for the same period last year. Traffic passing through the Sault Ste. Marie canals prior to June 1 totaled 12,573,138 tons, compared with 10,159,361 tons for the corresponding interval in 1926.

The automobile industry continues to occupy the most prominent position in the discussions of the business world. While production figures for May are not yet available, preliminary estimates place the output at not far from the number of units turned out in April. Schedules will be reduced during the next six weeks to two months, while factory changes are being made preparatory to bringing out new models which appear this year earlier than usual. Very few price reductions are being announced. In fact, the present tendency is to lay more emphasis on good quality and improved models, rather than to slash prices. Overseas shipments are showing consistent gains. Production of trucks is steadily increasing.

The industrial employment situation during May was satisfactory. Employment was on an upward trend in Alma, Ann Arbor, Benton Harbor, Coldwater, Flint, Jackson, L'Anse, Monroe, Muskegon, Pontiac, Port Huron, Sault Ste. Marie, Standish and Saginaw. Transient workers are creating an over-supply of labor at Flint. Agricultural activities, highway construction and city improvements are absorbing a large amount of common labor.

Building construction throughout the State is reasonably satisfactory. The outlook is reported fair to good. Eleven correspondents report a housing shortage.

Cold, rainy weather has curtailed the sale of Spring merchandise. Both wholesale and retail trade, however, are reported fair to good. More seasonal weather should reflect in immediate improvement in retail demand. The tourist business is getting under way and should stimulate business considerably during the next few months. Collections generally are fairly encouraging.

Excessive rainfall and low temperatures have delayed seeding of crops in the upper part of the State. In the Southern part the rains have benefited crops, particularly wheat and hay. On the whole, the outlook for the Michigan farmers is good. Dairying is on the increase and will tend to further stabilize the farm industry in Michigan. Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Protect Her From Immature Advice and Deliberate Swindles

NINE FAMILIES IN TEN ARE AS DEPENDENT upon the business judgment of the bread-winner as upon his earning ability.

Why expect the wife and mother and the children to assume, without notice, the care and conservation of your Estate, or expect some friend to do so, when the service of this company is at your disposal?

We offer you the judgment of many capable business men instead of one. Our organization is prepared to care for all details promptly and efficiently.

We are under state supervision, are financially responsible and our charges are no more than are allowed individuals.

THE MICHIGAN TRUST COMPANY

The first Trust Company in Michigan

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building



"The Bank on the Square"

GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY
Investment Securities

Affiliated with Grand Rapids National Bank

ASK MR. STOWE

He Knows What Our Collection Service Is

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

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

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

Business Men Must Prepare For Greater Responsibilities.

In order to provide for the Nation's continued progress and to guard against difficulty in its forward movement, business men must become more fully alive to their responsibilities as custodians of the greatest capital ever entrusted to the keeping of one people.

The increase of our resources, the widening of our trade movements, the building of our capital and wealth, the increase of production and the expansion of our credit power demand full recognition of our obligations.

In the brief period of three decades the United States had advanced from a second rate power in finance to the wealthiest nation on earth. Our progress has allowed us a standard of living beyond the conception of other peoples. It had given us comforts and even luxuries.

In return for these good things we should show our appreciation by doing all we can to keep our commercial structure intact and to make its future growth safe by strengthening the foundation on which it rests.

We must not minimize the responsibilities that attend the obligations resting upon us. They must be fulfilled not only for the benefit of the public service but also for the protection of our personal standards and interests.

In preparing ourselves for our greater responsibilities we need more than anything else a thorough understanding of our present production, marketing and credit processes. We must cease to emphasize production as the alpha and omega of trade. Production alone never made profits. Mere distribution does not make profits.

Profits are made and business progresses only when merchandise is converted into receivables and the receivables are paid.

Business executives must pay greater attention to credit and cost factors. Too many enterprises, after striving night and day to get ahead, find at the end of the year they have nothing to show for their work. They pushed production hard, they labored diligently on distribution, but they failed to see that sound receivables and well controlled costs were the vital elements of making profits.

Failure to recognize the important part played by credit in business is common. Few persons realize that our prosperity is dependent in large measure on the sound credit technique which was established thirty years ago, at the time our great advance began. All our financial depressions and panics have been brought about by abuses of credit, and our present prosperity has come largely because our credit system has been made sound to the core, fool-proof.

The new era in American business has been described as a rushing spring freshet. The description is accurate insofar as it conveys the idea that the stream is fast; but it is strong and deep as well, and its flow is neither seasonal nor local.

This country has made phenomenal progress, and it will continue to progress; there is no doubt about that. The volume of our commerce and the

flow of wealth will mount to even greater heights than they have thus far reached, but just so long as the rushing stream is confined to its course between strong credit banks, we need have no apprehensions about our business future. J. H. Tregoe.

Investment Trusts Should Issue One Type of Security.

Criticism has been directed against many investment trusts in this country because of the fact that they have issued more than one class of security. It is contended that this tends to deviate from the true purpose of the trust in that those who supply the major portion of the funds with which investments are made do not participate to the fullest extent in the earnings from such investments. The soundness of such capitalizations is not questioned, however.

Undoubtedly there is much to be said on both sides of that question, especially in this country, where investment trusts are new. When more than one type of security is issued, the organizers usually purchase the junior issue, thus furnishing a margin of safety for the senior obligations. In other words, it is customary for the organizers to invest a certain sum for which they receive common stock. Preferred stock or bonds, and sometimes both, are then sold to outsiders, such securities to have a first call on total earnings for the payment of dividends or interest and on total assets in the event of liquidation. All earnings and assets over such specified amounts, however, accrue to the common stocks, oftentimes making it possible, if the trust is prosperous, to pay dividends out of proportion to the cost of the stock.

In recent months two trusts—the Power and Light Securities Trust and the Allied International Investing Corporation—have been formed along lines more nearly approaching those of the English and Scottish concerns, which have been unusually successful over a long period of years. The former has only one class of stock, and, while the latter has two, the senior securities have a participating clause which permits them to share in profits to the extent of two-thirds of the aggregate amount of all dividends paid in excess of 6 per cent.

As time goes on and the investment public becomes more familiar with and more appreciative of the soundness of well managed trusts, there is little doubt but that the trend in capitalizations will be toward but one type of security.

An idea of the success of some of the better known British investment trusts may be had from their advances in market prices over a period of years. British Investment since 1913 has advanced from around £270 a share to around £440; Industrial and General, from £180 to £315; Mercantile and General, from £125 to £285 and Merchants Trust from £140 to £220. It will be noted that these advances were made in the face of adverse conditions brought about by the war and the chaos which followed it.

Ralph Hendershot.
[Copyrighted, 1927.]

Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

Investment Securities

E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston
Denver

New York
San Francisco

Chicago
Los Angeles

Professional Advice from your Banker

You wouldn't think of taking legal action without the advice of a lawyer.

No more should you think of making any important business move without the counsel of a progressive banker.

Often we can help you get ahead in ways that might not occur to you, because of our intimate knowledge of local conditions and tendencies.

But we can't help you, of course, if we don't know your problems.

So let's get together.

GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 Convenient Offices

Per Capita Money Circulation Lower in Buying Power.

In spite of the enormous increase in the wealth of the United States in the past quarter century, the per capita money circulation to-day has only four-fifths of the buying power it had in 1900.

Although the per capita circulation of money in 1900 was \$26.93 and on July 1, 1926, had increased to \$41.85, by taking into consideration the greater purchasing power of the dollar in 1900 and its diminished value last year, and reducing its buying power to a 1913 average, it is found that the 1900 per capita circulation, in terms of purchasing power, was \$33.66 and that in 1926 it was \$27.90, or \$5.76 less.

The general use of credit in place of cash transactions has made it unnecessary to keep in circulation sums of money commensurate with the increased National and per capita wealth.

While the Nation's wealth and industrial and agricultural production have more than doubled since 1900, and while bank deposits in this period have increased over three-fold, the money in circulation to serve this expansion has decreased 20 per cent. in power.

Our credit system has stabilized business. It has assembled our enlightened industrial credit profession whose work has practically sounded the death knell of violent panics.

It has prevented the inflation of inventories and unnatural business expansion. It has developed for the first time in the history of the Nation a working credit organization, in the form of the Federal Reserve System.

For more than a century before the establishment of a sound credit technique, American commerce had been struggling under the handicap of inadequate credit facilities. Each disastrous collapse of business disclosed unintelligent administration of credits as the primary cause, and drove home to American business men the realization that sane and scientific regulation of credit was a vital need.

During our early business life many disasters were brought about by unhealthy expansion and inflation. Business expanded more rapidly than wealth increased; and the abuses of credit caused a succession of panics in which much that had been gained was lost.

Faced by the collapse of business enterprises and resulting periods of depression, the astute American business man sought to remedy the constantly recurring mischief; and in order to do so effectively he established the sound and scientific regulation of credit.

Reactions will take place, the tides of business will ebb and flow as long as business men scramble for the prizes of trade, but the headlong panics of history will not be possible while our commercial structure rests on its present solid credit foundation.

Henry H. Heimann.

Corn Borer and Surplus Crops.

When Congress eagerly appropriates a quarter of a billion dollars to subsidize surplus agricultural production

and at the same time haggles over a \$10,000,000 appropriation to fight the European corn borer, it is high time for the real American farmer to pray for a fool killer to visit Washington or else to put a Mussolini on the job and give pure democracy a leave of absence for twelve months.

When any branches of the only other two important productive groups, mining and manufacturing, find they are producing a surplus they curtail production, any silly arguments about tariff, trade agreements and trusts to the contrary notwithstanding. If two of the agricultural groups whose alleged spokesmen are now clamoring for fake farm relief in the form of subsidy will only be patient for a few years the European corn borer will take care of the corn and hog surplus for them without either legislative or other assistance.

Ontario has no surplus corn now, thanks to the borer, and makes little attempt even to grow corn any more. A similar disaster is in sight in this country. If the borer is not stopped soon there won't be any surplus corn crop for the demagogues to rant about. There won't be any at all. And when the corn crop vanishes the hog crop will go with it. And the American people will change their National diet.

If Congress had spent \$250,000,000 to stop the cotton boll weevil when it first appeared in this country many years ago, the loss of crops thus prevented in the period since would have returned the appropriation one hundred times over. If Congress were now to appropriate \$250,000,000 to permit the entomologists of this country to work out an immediate control for the borer and also allot \$10,000,000 to Herbert Hoover to be used to hammer real co-operation into the farmers, it would be an exhibition of far-sighted statesmanship. But Congress won't.

Howard W. Ambruster.

Novelties in Straw Baskets.

Increasing use of novelty straw baskets for sewing purposes, plant containers and as porch decorations has led to larger and more varied imports of this type of merchandise. A variety of fancy straws and braids are used, odd shapes being featured. Varicolored decorations in pastel shades are worked out in many of the baskets, most of which are silk and tuft lined. Sewing baskets constitute the largest single group in a line seen yesterday, with special styles being offered for children's use. Wholesale prices on the merchandise range from \$10.50 to \$72 per dozen.

Business Changes at Howell.

Howell, June 4—The Jackson building, better known as the Balch building, and the Gregory building are both receiving new fronts. Both owners say they have a chance for three different tenants, one of which is another chain store coming to Howell.

Johnson's drug store has moved from the Gregory building to the Hovey building, across the street.

Mrs. Hovey has put up a small building and moved her baking business there. She will make only fried cakes and pastry, both for the groceries and to retail at her sales room.

A. Riley Crittenden.

What is a Voluntary Trust

AN AGREEMENT BY THE TERMS of which the management of all or part of an estate is entrusted to our care so that the owner is relieved of details but receives the income—is a voluntary trust.

Under such an agreement the owner of property can find much relief. Let us tell you more about the advantages of a voluntary trust as it might apply in your case.

GRAND RAPIDS TRUST COMPANY

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

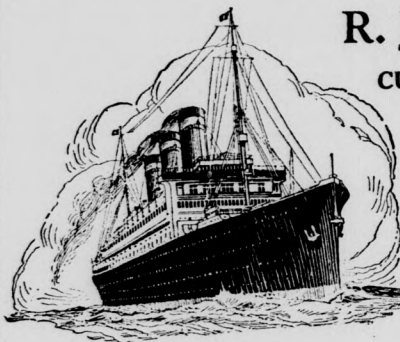
R. J. FERNEY CO.

CUSTOM HOUSE BROKERS

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

434 Kelsey Bldg.

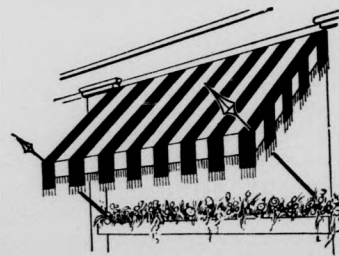
Dial 6-2477



AWNINGS for HOME, COTTAGE OFFICE, STORE

Write or phone for Estimates
Flags, Camp Equipment, Covers
Boat Supplies

CHAS A. COYE, Inc.
Grand Rapids, Michigan



Fighting Fires in Bygone Days.

Dr. Nicholas Barbon, son of Praise-God Barebones of Cromwellian fame, opened in 1667 what was probably the first fire insurance office in England. The Medieval Guilds had reimbursed their members for losses by fire but their payments had been made from the Guild's general funds and were not based on any sound principle of insurance. An attempt to provide fire insurance was made by some citizens of London when they petitioned Charles I in 1635-38 for a patent of monopoly to insure against losses at the rate of one shilling for every twenty pounds of rent. The association was to rebuild or repair damaged houses, maintain a perpetual fire watch in the streets and contribute 200 pounds a year to the rebuilding of St. Paul's Cathedral. However, in subsequent disorders the proposal was lost sight of.

In spite of the fact that the Great Fire of 1666 had impressed people with the necessity for fire protection, Barbon met with but indifferent success until he combined with several other men in 1680 and formed the Fire Office. This company had figured out that an average of 750 houses had burned in the fourteen years since the Great Fire with an average loss of 200 pounds. A fund of 40,000 pounds had been subscribed as guaranty and this fund was to be increased 20,000 pounds for every 10,000 houses insured. The interest from this fund alone might be expected to meet the losses and leave a surplus, so business grew rapidly. Within a year there was a proposal that the city of London insure the houses of its citizens at a rate lower than that charged by the Fire Office. The Common Council passed the proposal but the courts put a speedy end to this movement of government in business.

Inspired by the success of the Fire Office a mutual company, called the Friendly Society, was organized in 1684. In an attempt to stifle competition the Fire Office asked the King for a patent of monopoly on writing insurance. With a delay worthy of the best modern practice the government handed down its decision in 1687 giving the Friendly Society a monopoly for a year but after that time they could only sell policies alternate quarters of the year. The Fire Office had hard sledding and in 1693 had to become a mutual.

These offices maintained fire fighting forces giving the men uniforms and silver badges. Just exactly what fire quenching equipment these early companies had is not clear but it must have been comparatively primitive for we find in an English publication of 1634 an only too meager description of the equipment used then. To one accustomed to the modern engines and trucks, this description conjures up pictures of pitifully inadequate methods when one reads of: "Divers quirts and petty engines to be drawn upon wheels from place to place for to quench fire among buildings."

An even earlier mention of fire fighting equipment is that of Appolodorus, architect of the Emperor Trajan, in which he writes of leathren bags to

which were attached pipes, the water being forced out by squeezing the bags.

On May 11, 1752, in Philadelphia, was held the first directors' meeting of the first fire insurance company to do business in America. The company was and is "The Philadelphia Contributionship for the Insurance of Houses from Loss by Fire." Among its board of directors was Benjamin Franklin who in 1736 had organized the Union Fire Company, a volunteer fire fighting organization.

There was no direct connection between the volunteer fire fighters and the insurance companies though the latter did contribute large amounts to the volunteers.

Firemarks, now in such demand as antiques, were then used on insured houses to distinguish them from those of the uninsured so as to make sure of protection. The mark of the Contributionship is directly traceable to the Hand-in-Hand Company of London which was established in 1696. The English company used two clasped hands. The design was changed by the Contributionship into the Lady-to-London or Saddle Seat grip which is practically unbreakable.

Description of dinners given, with fines collected for non-attendance at directors' meetings, reveals these men as of Rabelaisian appetites and capacities. At one time by curbing their appetites due to an access of enthusiasm for the public welfare or an excess of food and drink they were able to acquire a fund large enough to mark the road to New York with thirty-one milestones.

Robert L. Barnes.

It is not unlikely that the most important and lasting effect of the Lindbergh flight will be its general impetus to aviation and especially the interest it has aroused among Americans in flying. That it will be some years before the Atlantic can be crossed regularly by air is certain; that there is ample room for great and immediate development in aviation in this country is equally obvious. To Lindbergh must go the credit for the concrete evidence of the country's awakening that is to be found in offers of various prizes for flying which now total \$100,000, and which include as single prizes \$30,000 for a flight from Los Angeles to Tokio, 5,000 miles; \$25,000 for the first air journey from the Pacific Coast to Honolulu and \$25,000 for the first flight from Dallas, Tex., to Hong Kong, a distance of 10,000 miles. Definitely committed to private enterprise in the development of aviation rather than to the Government subsidies which are general in Europe, the United States has reason to be peculiarly grateful for this stimulation Lindbergh himself has expressed a keen interest in the Pacific flight, and while most of us will be perfectly willing to see him tempt the gods no more, as he did in crossing the Atlantic, it will probably be hard, despite his announced intention to attempt no long distance flights for a year, to keep him on the ground when the next big competition starts.

\$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	462,800

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
 29 So. LaSalle St., Chicago, Illinois
 1006 Penobscot Bldg., Detroit, Michigan

Merchants Life Insurance Company



WILLIAM A. WATTS
 President

RANSOM E. OLDS
 Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

Affiliated with THE MICHIGAN RETAIL DRY GOODS ASSOCIATION

An Association of Leading Merchants in the State

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

THE SERVICE PROBLEM.

Going Behind the Scenes of Good Service.

Written for the Tradesman.

In last week's article the service problem was taken up with special reference to credit and delivery on groceries. In this article we return to the general consideration of the subject, and the application will be, not to the grocer alone, but to every dealer who handles one or more of the principal lines of ordinary merchandise.

We shall stress a number of things, small and large, that have to be attended to in order to make service just what it ought to be, not attempting to arrange these formally nor in a strictly logical order.

For excellent service, first of all the right spirit must pervade the place of business. The atmosphere must be genial, kindly, radiant with good will. There must be the sincere desire to sell to the customer what he wants, what will be satisfactory to him in use, and honest value for the amount he pays. There must be the right feeling between the management and the employees. If the head is fault-finding and grouchy, he can not secure that full co-operation of his helpers that is absolutely essential to a high type of service.

But good will alone is not enough. There must be order, system, efficiency. The place must be intelligently directed. Things must be done and well done and done at the right time. Helpers must be incited to their best endeavors and must learn perception, tact and courtesy. They must be patiently and skillfully trained. They should not be drudges, nor yet work hurriedly nor under nervous strain, but should have a pride in what they do, and be shown how to make their efforts count in results.

Passing to more specific matters, there must be a constant looking ahead. One way in which this applies is in the buying of the goods. It is obvious that goods must be bought and gotten into the store before they can be sold. This is true equally of such lines as are dominated by fashion and change every season, and of those others that are staple and continue the same, or much the same, year after year.

As to the former, good service begins with good buying, which is choosing what will suit the tastes and the pocketbooks of patrons. As to the latter, the goods that always are in style, it is important to keep up the stock. People like to find at a given place whatever they are in the habit of purchasing there. A woman goes to a certain drug store for a particular kind of toilet soap. Perhaps she has been supplying herself there for five years. They are out of it. She won't take any other kind and goes somewhere else. When she wants to buy again she may not go back to the old place. Of course even a staple line sometimes must be dropped, but this is no excuse for carelessly getting out of articles that it is fully intended shall be carried right along.

Foresight must be used also in order always to be ready to take care of cus-

tomers when they come. The store and the stock must be kept free from dust and dirt, and in order. Goods must be unpacked, checked, priced, gotten into place, displayed. Just how much of all this very necessary work shall devolve upon the regular selling force, need not be discussed here. That depends upon the size and character of the establishment. In most places, at least some of it is done by the sales people.

To utilize the hours when customers are few so as to be ready for the rush hours, this is a vital economy in giving good service. It is not putting it overstrong to say that twice the amount of many kinds of merchandise can be put out in a given time and without undue effort, if everything is in readiness. It should rarely if ever occur that a helper have to hasten to the wareroom and open up say a case of muslins, if it is a dry goods store, or a carton of matches, if it is a grocery store, when the store is full of waiting customers. Every such proceeding wastes the time of both helper and customers, and subjects the place to criticism.

For people like prompt service. Persons whose time is valuable cannot afford to patronize a store where they cannot get waited on quickly. And those who are not so profitably occupied are almost equally unwilling to brook delay unless there is an object in so doing. Some women will stand in line for an hour or more for the chance to secure a striking bargain, but these same matrons will want prompt attention when buying articles at regular prices.

When any waiting has to be done, customers should invariably be taken in the order in which they came in. This applies to children as well as grown-ups. The mother who sends a child for some item she needs in a hurry, may be just as seriously offended if little Johnny or Mary is not waited upon in rightful turn, as she would be if she had gone to the store herself and found that she was ignored when entitled to be taken care of.

Every sort of store should be clean, have proper heating and ventilation, and sanitary conditions that are above reproach. And every place where food is sold—this applies to groceries, delicatessens, and drug stores where sodas, ice cream, and light lunches are so customarily served—should observe cleanliness to the point of daintiness. People have become fastidious to a degree undreamed of by their parents and grandparents. The place that is dirty and swarming with flies cannot render acceptable service to intelligent and refined persons in these days.

As to good service over the telephone. Any information asked for should be given definitely and courteously and in a way to win patronage. To talk effectively over the phone requires greater tact and patience than does speaking face to face with the customer. To take orders over the phone, one should have sharp hearing, good phone manners, a clear, pleasant voice, and a thorough knowledge both of the requirements of customers and also of the stock in the store. The



Where
Tire Trouble
is most apt
to occur

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

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

CORDUROY TIRE COMPANY
GRAND RAPIDS, MICHIGAN

Corduroy Cords
Sidewall Protection

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

WORDEN GROCER COMPANY

The Prompt Shippers

Another Quaker Leader

QUAKER
EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Customers Know this Brand

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

order-taker should know at once whether every item called for can be supplied. If there are one or more "outs," the matter should be arranged with the customer then and there.

It may be something so important that can wait until the next order. Or perhaps a good substitute will be entirely satisfactory. On the other hand it may be something so important that it will be best to send out to get it. In any event, have it so the customer will know what to expect, and if depending on having the order filled complete, will not be disappointed when the goods arrive, by finding that the most essential item is lacking.

A dealer must always remember that a circumstance that seems a mere trifle to him—something that is just a part of the day's work, occurs to-day and is forgotten to-morrow—may loom large in the estimation of the customer. And if it causes loss or serious inconvenience, is not likely to be soon forgotten or forgiven. Also that a single conspicuous instance of poor service makes a bigger dent in the brain of the customer, than several instances of service that is all it should be.

In regard to the delivery of goods, dependability is one of the strong points in good service. On a Monday afternoon a bright woman was buying a bed at a furniture store. The salesman carelessly remarked, "We'll send this out to-morrow."

"Now tell me sure whether it will be to-morrow or Wednesday," she said quickly. "I want to be there when the bed comes, for I can't leave the house open. There is an important business matter I must attend to to-morrow or next day. I shall not use the bed until Wednesday night, so either day will be all right with me provided I know which. But it will make me a lot of trouble if I plan for it to-morrow and it doesn't come." The lesson from this is obvious.

The deliveryman who goes often to a house is a go-between between store and customer, and by his care, tact, and thoughtfulness may do much to hold and extend patronage.

By this time the wide-awake and observant reader has learned that good service is the result of the cheerful, steady, and unremitting application, in a common-sense and practical way, of a few principles that are easy to understand. A service that is faulty to-day may be bettered by to-morrow. It may be vastly improved in a very short time. That it cannot be brought to the highest degree of perfection for some weeks or even some months, should cause no discouragement. For there is much to be unlearned as well as learned, and there must be a hard struggle against the tendency in human nature to slip back. It is not a matter of doing things better for once, but the holding to high standards, keeping every step gained, and being always on the lookout for real improvement. Thus do correct methods become ingrained, and a store may be said to get the habit of good service.

Ella M. Rogers.

Ambition often prevents a man from making a success of small things.

National City Bank Sees Good Trade Ahead.

In its June bulletin the National City Bank points to the large manufacturing volume, wide distribution, full employment and the plentiful money supply as "fair weather signs" for the future. Such a forecast, from an institution so painstaking in its judgments on business trends is encouraging. To an extent not common in bank bulletins, the opinions expressed in the National City Bank's monthly vehicle represent a composite view of the various high officials. Until something occurs to alter the present favorable signs these officials see "no reason to expect other than good returns from the months immediately ahead."

This does not mean that the bank is blind to certain unsatisfactory influences at work on business. The bituminous coal strike, the destruction brought by the Mississippi floods, the poor crop weather in the West, the persistent decline in industrial commodities and the serious overproduction in oil are a few of the clouds specifically mentioned. These unfavorable elements are more than offset in the opinion of the bank by such constructive forces as the continuation of the steel industry at relatively high levels, the large building construction volume, sustained activity in the automobile industry and improving reports from, such important lines as tires, electrical equipment, textiles, hides and leather and railroad equipment.

A problem that has puzzled most commentators of late is how to predict the final outcome of increasingly severe competition in industry. It has not been entirely clear to the authorities whether stability in trade can be maintained as this competition spreads. Officials of the National City Bank admit that business is "displaying greater unevenness than heretofore" but they do not look upon this change as a reflection of "any fundamental weakness." The answer to the questions here raised that they give is: "With the important factor of credit continuing favorable, with the railroads operating at highest efficiency and with our people enjoying the highest per capita income ever received by the people of any country, business rests on strong foundations which we believe will sustain the general average at satisfactory levels during the coming months."

In its June bulletin the bank does not venture a forecast of the future movement in bond prices but it does call attention to the plain facts in the case. These are that bond prices now hover around the best levels in fifteen years but still yield substantially more than in 1901. The bank points out not only that the railroad bond averages in that year stood 15 points higher than now but that the railroads "were not in as strong a financial position then as they are to-day." What the bank says on this matter is that bond prices may appear high when judged by 1921 standards but "they have a long way to go before attaining the peak reached in 1901." Paul Willard Garrett.

[Copyrighted, 1927.]

It's getting hot!

With the weather settling down to real heat, women are again preparing cool drinks for the family.

Let the hot weather build sales for you on Domino Powdered Sugar. This is a profit item which is well worth pushing. Its economy, the fact that it does not settle like granulated sugar, its quick-melting qualities, are all advantages which your customers will appreciate. Get back of Domino Powdered for real profits on sugar.

American Sugar Refining Company

"Sweeten it with Domino"

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

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

DRY GOODS

Michigan Retail Dry Goods Association
 President—A. K. Frandsen, Hastings.
 First Vice-President—J. H. Lourim, Jackson.
 Second Vice-President—F. H. Nissly, Ypsilanti.
 Secretary-Treasurer—D. W. Robinson, Alma.
 Manager—Jason E. Hammond, Lansing.

Ed. Casey Becomes Member of New Distributing Firm.

Deciding about ten years ago to forsake the retail dry goods field to take a fling with the wholesale interests, Edward J. Casey "handed in his time" and started out in quest of a job among the wholesale dry goods houses in Detroit. Unlike the experiences of many in search of a job, with the usual regulation assurance, "If anything turns up we'll be glad to let you know," confronting him, Casey's journey came to an abrupt end when he called on Burnham, Stoepel & Co. The preliminaries ended, he was soon at work in the piece goods department opening merchandise laden cases as



they arrived. In a few weeks he discarded the nail puller and hammer and was waiting on such customers as called in the department.

His selling ability was quickly recognized by the executives in charge and Mr. Casey was next discovered with a sample kit calling on the stores in Detroit and doing a mighty good job of it; so good, in fact, that he was soon given a more important assignment calling on the larger stores in the State, representing the piece goods departments for the firm. This position he held until the liquidation a few months ago of the Burnham, Stoepel & Co., business, the carpet and rug department excepted.

Ed. Casey's success on the road—and few equal him as a salesman—can be attributed to a most pleasing personality, unflagging energy and the sincerity with which he always deals with his customers. For several years he made his headquarters in Grand Rapids and is proprietor of the Cherry Street department store in that city. Two years ago he married Miss Neva Sauer, daughter of A. H. Sauer, the leading merchant of Kent City.

When Burnham, Stoepel & Co. announced their retirement from the dry goods jobbing business Mr. Casey, to-

gether with others of the organization, formed a new firm, under the style of the McConnell-Kerr Co., to act as wholesale distributors and selling agents for some of the largest manufacturers of cotton goods products in the country.

The other members of the young firm, all of whom are well known, are A. V. McConnell, Fred Kerr, Henry Jordan, Clyde F. Kell and R. G. (Bob) Ellis. Fred Kerr will be remembered by many in Grand Rapids, where for a number of years he was in charge of the wash goods and white goods departments for the Charles Trankla Co. before going to Detroit.

Mr. Casey, or Ed., as he is more familiarly known to the trade and to his many friends, will continue to make his headquarters in Grand Rapids, representing the McConnell-Kerr Co. in the same territory he covered for the old house.

Shoe Sales Keeping Up.

Although the bad weather experienced through most of May had the effect of cutting down in the local shoe trade the amount of "at once" business placed by retailers in footwear other than seasonable specialties, enough advance business was placed to bring the volume for the month about up to that of a year ago. Canvas sport shoes and other sport footwear moved in a fairly active way during the month, but traces of the retarding effects of the weather were apparent. There seems to be little question, though, that good treatment from the weather man this month will more than offset May's shortcomings. What a cold, wet June would mean is a different story. In the business placed for forward deliveries men's and boys' shoes showed up well, the style element having worked against too advanced buying of women's footwear in a large way. Misses' shoes, too have been ordered with an eye to a sudden change of fashion, although no such contingency is in prospect just now.

Handkerchief Duty Rise Opposed.

It was decided at the meeting of handkerchief importers, held one day last week at the offices of the National Council of Importers and Traders, Inc., New York, to appoint a committee to gather data relative to the application recently made to the Tariff Commission for higher duties on handkerchiefs. The committee will consist of six leading importers. Opinions expressed at the meeting indicated that the importers regarded the matter as one calling for strong concerted action. Some expressed the view that the application for higher duties on the merchandise was the entering wedge in a campaign to "put across" the American valuation plan, which the importers described as unsound. The committee will be appointed within a day or two and will present its findings to another group meeting within the next ten days. A number of prominent retailers were also represented at the gathering.

Fall Trends Much Diversified.

Early indications are that the coming Fall season will be a season of many models and styles in the coat

and suit trade. As yet there is no definite indication of what will be "good" in the parlance of the trade. Manufacturers and distributors are building up their early lines, in which sports features predominate. These offerings will receive the acid test of buyers' scrutiny within the next month or so, when the manufacturers will begin to have something definite in style trends to work upon. Retailers will want this type of merchandise for sale about labor day, which will necessitate the creation of a new line of merchandise for the middle and latter parts of the season. The difference of opinion regarding furless coats and those with pelt trimmings continues, and a number of manufacturers will experiment with the former type of merchandise. Interest in dressy garments is not expected to reach its peak until well into the Fall.

Glove Trends For Fall.

Higher prices for both fabric and kid gloves for the Fall have stimulated a larger advance booking than a year ago, according to importers in this country. The rise in kid merchandise has been greater than in fabric gloves, due to the shortage of desirable skins abroad for glove manufacture. In fabric merchandise a glove of double thickness, but single woven, is being featured in hand-sewn, saddle-sewn and bandolette types. Novelty and tailored cuffs are prominent. The latter show applique and embroidery treatments, scalloped edges and elaborate stitching. Favored shades are beige, new blond, almond, hickory and silver moon. In kid gloves much attention is given embroidered cuffs, gold and silver piping and bandolette cuffs having jewelry ornaments. Washable slip-ons are also stressed, with white and cocktail shades predominating. In regular kid lines the leading shades are expected to be black with white, mode, beaver, gray and white.

Some Hosiery Lines Advanced.

Some lines of cotton hosiery have been advanced in price, in keeping with the rising cotton market, but for the most part increases in this end of the knit goods industry have been more potential than actual. The advances that have been made are not large, but they have been sufficient to revive buying interest to some extent. In the low-end goods jobbing buyers are still more interested in 25 and 35 cent "retailers" in women's hose than in other lines, and they are showing an active interest in men's cheap fancy hose as well. Cotton half-hose, some with fiber stripes, to retail at a quarter a pair, appear to be much in demand. There is also a good call for men's fancies to retail at 50 cents and \$1. Misses' full-length hose continue to sell. In women's merchandise compose effects in silk hose, as well as popular-priced lines of silk-to-top stockings, continue actively to engage the attention of buyers.

Denims in a Strong Position.

Not for a long time have denims been in a firmer position than at present. Some of the best known lines are off the market for the time being, and indications of more withdrawals

are not lacking. The leading producer of this merchandise has sold up its production to the end of September. Its goods are withdrawn, and there is no immediate prospect of their reinstatement. General asking prices where goods are still to be had are 15 cents for 2.20 yard "white backs" and 13¾ cents for 2.40 yard "double and twist" indigos. Reports received by makers of denims from manufacturers of work clothing say that the latter are doing a very good business.

Printed Organdies Sold Well.

While poor selling weather has affected somewhat the retail turnover of novelty wash fabrics, re-orders have nevertheless been of a satisfactory character. Printed organdies have sold particularly well and importers have had difficulty in meeting the demand. Stocks of these goods in the market now are at low ebb. Printed linens and fancy rayons have likewise been among the more active types, the call also covering printed voiles, batistes and dimities. The season's business in celanes voiles and underwear fabrics has been of record proportions.

Coolie Coats Meet With Favor.

So-called coolie coats have met with an excellent consumer reception and re-orders on the merchandise are said to be coming through nicely. The garments are intended for negligee wear and are favored in challis, silk, wool and cotton. Striking designs and bright colors are wanted. Negligee departments are also featuring beach coats of silk and cotton, but the demand for these garments has not yet reached the active stage, largely because of the delayed opening of the bathing season in many sections.

7th Annual Chicago Merchandise Fair To Be Held At the Coliseum— August 2 to 13, 1927.

A great many retailers of popular price (5c to \$5) merchandise, are looking forward to the opening of the 7th Annual CHICAGO MERCHANDISE FAIR, which will be held in Chicago's greatest exhibition hall, the Coliseum, from August 2d to 13th.

More than 300 different Manufacturers', Importers' and Specialty Distributors' lines of merchandise will be assembled in the Coliseum, for the convenience of Merchants and Buyers and it is expected that not less than 2,000 will attend this Trade Fair to buy for their Fall and Holiday needs.

This will be the 7th annual CHICAGO MERCHANDISE FAIR and the exhibit is devoted chiefly to a display of popular price merchandise of varying kinds. It is possible for visiting merchants and buyers to cover a great range in their purchases, as a very wide variety of General Merchandise, such as is sold in Department, Dry Goods, General and Variety Stores will be on display. Holiday and Gift Merchandise will, of course, be featured.

Full information regarding the CHICAGO MERCHANDISE FAIR can be had by writing to the Chicago Merchandise Fair, at 1513 South Wabash Ave., Chicago, or, 890 Broadway, New York City.

Heavy Underwear More Active.

While very few of the expected upward revisions in men's heavyweight underwear have materialized up-to-date, there was no question that the prospect of these advances has stimulated, wholesale buying to a considerable extent. Numerous buyers, who a few weeks ago could not be interested in heavy goods, either ribbed or fleeced, are now trying to place business as far ahead as they can in the hope of beating advances. Sellers, however, have shown no great disposition to take large orders in the face of rising yarn costs, and in some cases have withdrawn their lines for the time being. Few Northern-made goods have yet been raised, but there are indications that this is coming in spite of the handicap placed on this branch of the trade by the undersold condition of some of the smaller plants. Pace-making lines of Southern ribbed underwear will probably go up within the next few days.

Confining Silks Also Suggested.

The proposition of confining fabrics, recently suggested to the woolen trade, is now being urged upon the silk trade by some of the dress manufacturers. The criticism is made by the latter that silk manufacturers have been following one another in the matter of weaves and patterns so that there has been no marked variety in the goods offered the cutters-up. One prominent silk manufacturer yesterday said he did not believe the confining of weaves and designs, except in unusual instances which has been the case with certain fabrics already would work out well generally. In his opinion the variety of silks offered the dress manufacturer was far greater than was true of woollens and that confining of fabrics would be of little help to the trade.

Knight Motifs in Ash Trays.

Designs and decorations for novelty ash trays to be offered for the Fall season go back to the Middle Ages for their inspiration. One sample shows a statuesque knight in full armor and equipped with sword and breastplate standing on the edge of a battlement inside of which is a colored glass ash tray. The figure is about ten inches high. On the edges of the battlement are a match container and holders for four cigars or cigarettes. Another depicts a knight on horseback, with spear poised and battle pennant flying. It also has the requisite tray, match container and holders. The items are made of gray hammered metal in harmony with the color of armor. The goods are imported and wholesale at \$5 and \$4.50 each, respectively.

Good Prospects For Gift Wares.

Dealers in gift and novelty merchandise are of the opinion that the latter half of the year will set new records in this type of goods. It was pointed out yesterday that one factor alone—the immense vogue of bridge with its accompanying demand for favors and prizes—is greatly increasing the sale of the numerous articles of merchandise coming under this heading. This will swell the normal demand for gift wares which develops during the holi-

day season. Buyers are expected in the market right after July 4. Importers and manufacturers are now putting the finishing touches to preparation of lines, which they say are the most comprehensive they have ever assembled.

Outlook For Plain Silks.

Manufacturers of plain silks are winding up a Spring season which has been a difficult one in the matter of price competition, undue accumulation of stocks and color troubles. The immediate outlook for the Fall season indicates no marked change in any of these factors and accounts for the caution with which these manufacturers are proceeding with operations. The margin of profit on these weaves was described yesterday as the slenderest in the remembrance of the executive seen. He was hopeful that increased stabilization of values would result during the new season, but the price status of the market, he said, will be largely dependent on the avoidance of over-production.

Trends in Women's Handbags.

White bags continue in much favor in the orders received for handbags. These match the white coats in which consumers are showing increasing interest. The under-arm type of bag continues to have the strongest call, with the pouch style with back strap running a close second, according to manufacturers. Reptile effects dominate in most lines in the market, these being available in practically any shade that is wanted. The merchandise may be obtained in real reptile leathers or in calfskin so treated as closely to simulate the popular snakeskin, lizard and other markings. It is believed that these types will also be popular for Fall.

Meat Eating America.

When the figures showing the production and consumption of meats in the United States are released each year by the U. S. Department of Agriculture many interesting things are brought to light. These figures are especially valuable when compared with those of other years. You will probably be interested in knowing, and no doubt surprised, that during 1926 the consumption of beef, veal, lamb, goat, mutton and pork, excluding lard, was approximately sixteen billion 726 million pounds. This is an amount that staggers the imagination, and the mind can hardly grasp it.

If we figure the capacity of an average refrigerated car as 25,000 pounds, it would take about 670,000 cars to hold the meat, and if these were connected together they would reach entirely across the continent and about a third of the way back. The average person in the United States consumed 142.8 pounds of meat, not including lard, last year.

The average amount of meat, excluding lard, consumed during the past twenty years was about 139.3 pounds per person. This does not indicate that we are becoming vegetarians. Only twice in this country's history has more meat been produced by slaughter than during 1926. These years were

1923 and 1924 and was largely due to unusually heavy hog production.

If we take in consideration the vast quantities of poultry, game and fish consumed we will find that protein meats furnish a very important part of the diet of the average American in the United States. Divided into classes we find that during 1926 the average person consumed about 63.4 pounds of beef, 65.7 pounds of pork, excluding lard, 8.2 pounds of veal, 5.5 pounds of lamb and mutton, and 13.5 pounds of lard.

It will be observed that the consumption of pork and beef was somewhat similar in amount, while veal and lamb comprised a relatively small part of the meat diet. To those living in large cities in the East, where lamb chops are a regular part of the weekly diet, this may be somewhat of a surprise, but a complete understanding of sectional demands clears up the matter, for in many sparsely populated sections very little lamb or mutton is eaten.

**Henry Smith
FLORAL Co., Inc.**
52 Monroe Avenue
GRAND RAPIDS
Phone 9-3281

ASK FOR
KRAFT CHEESE
A variety for every taste

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

**MICHIGAN BELL
TELEPHONE CO.**

*Long Distance Maintains
Contact with the Broker's Customers*

HAMMERSLAG & TINKHAM
MICHIGAN BEANS
GRAND RAPIDS, MICH.

December 7, 1926.

Michigan Bell Telephone Co.,
Grand Rapids, Michigan.

Gentlemen:

In our business there is a constant change of prices, making it necessary for us to use the long distance telephone to keep our customers properly informed as to market conditions.


Our sales have increased considerably by the frequent use of the long distance service, due mainly to the fact that one can create a more friendly feeling with customers than by using other means of communication.

We take this opportunity to thank you for the excellent service you have given us, and this factor has very materially increased our volume of business.

Very truly yours,
HAMMERSLAG & TINKHAM.
[Signature]

HBT:GM

Our sales have increased... by frequent use of long distance service, due mainly to the fact that one can create a more friendly feeling... than by using other means of communication



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.

Palm Olive Deals Some and Other Troublous Questions.

Written for the Tradesman.

The Atlantic Grocer comments on a Palm Olive deal and I condense the facts:

"The Palm Olive Soap Co. recently put on a sales campaign in Norfolk, the purpose of which was to load the city up. Not only did they want the consumer sold a several months' supply but they desired to sell the grocer a stock for the next twelve months.

"Many grocers bought. Let's see whether it was an advantageous proposition. The small grocer was offered six cases of 144 cakes at \$10.49 per case; total, \$62.94. He got a special factory discount of \$4.80. In addition, the company purchased three cases from him for sale to consumers, paying \$36 for them. The result was the grocer had three cases, containing one gross at a cost of \$22.14 net. Regular price would have been \$31.47. Apparently he benefitted \$9.33 on the transaction.

"But a great many merchants took that deal. They were stocked to the limit. The canvassers sold consumers in lots of 15 cakes, two packages of shampoo and one of talcum powder, all for \$1.25. So users of Palm Olive products were fully supplied. It will take the average grocer six months to a year to clean out his three cases; and the goods must be sold before the profit of \$9.33 is really earned.

"Was the deal such a good investment for the grocer after all?"

Grocers who analyze thus are apt to see a great light. I heard a cash register man demonstrate a drug-hard-ware problem a few days ago. Figuring a margin of 25 per cent., it works out thus:

You have to sell nine to pay for the goods. You have to sell two and a half to cover overhead and shrinkage. Not until you sell the last half of the last article have you made any profit. Verily, "the profit is the last can."

The same authority says that not more than three out of ten merchants—all lines considered—know how to compute margins correctly. This is after more than a quarter century of effort on my part alone.

But, believe me, the merchant who expects to stay in business against present keenly competitive scientific methods, will have to do some tall, persistent and accurate figuring. If you do not agree, think of this plain fact:

Chain grocers who neither extend credit nor deliver charge the same prices for any number of branded items identical with what are sold in full service stores. Why and how do they get such prices? Well, for one thing, I think because they figure with correct science any number of items on which grocers guess—and guess too high, to play safe. Verily, instead of safety, they court danger.

In line with my talk on discounts and milk margins, I wonder how many individual grocers follow the practice

of weighing out sugar on demand. I had thought that way of handling sugar had disappeared a generation ago. But after the war, I discovered that restrictions on the sale of sugar had resulted in a hangover of outworn practices. Many grocers I then discovered did not weigh sugar in advance of sale. They waited until the customer said she wanted two pounds or five pounds or two bits worth of sugar. Then they scooped it out, weighed it, tied it and set it on the counter.

Perhaps grocers feel about sugar as apparently they feel about milk—that sugar is so hopeless there is nothing they can do about it. But every milk argument applies with double force to sugar. For if it is well to safeguard every fraction of margin on milk, it is doubly wise to watch sugar. For milk is at least packaged and waste is all but impossible, whereas sugar is still handled in bulk and waste is all but unavoidable in some degree.

Now, if you can really think of anything more wasteful or dangerous than to handle sugar that way, I will listen to you—for I cannot. Consider what happens. You are busy. Everybody in the store is on the jump. Sugar is cheap—the cheapest, most uninteresting item you handle. Everybody wants sugar. Consequently, when you are busiest—meaning, when you sell most sugar—sugar is hastily weighed. That means down weights. It means spilling. It means that nobody takes the trouble to go back with the scoop for just a little overweight. The result is that you are letting sugar go out for actually less than it cost you, so long as you handle it on demand.

The only safeguard is to weigh sugar in standard packages in advance of demand. Do this when other work is done and trade is slack. Take plenty of time with sugar. Watch the boys and check packages frequently to impress them with the seriousness of giving any overweight on sugar. In this way you will at least get all you think you are getting—and you can never hope to do that on any other system of handling.

But on the other hand—and this is a big, important BUT—if you do take pains to handle sugar on right lines, you will make money on it. More, a little real study of actual facts is likely to reveal a much wider average margin in your store than you think you are getting. In fact, here is another instance of error through thinking instead of knowing.

What I mean is that time and again I have known grocers to complain about "makin' nuthin' on sugar," an examination of whose figures revealed sixteen, eighteen and even twenty per cent.—right then—in their own stores.

In a small Illinois town I asked about sugar and got the response indicated—no profit whatever. I persisted, however, and got the man's cost at that time and his selling prices. I figured it out before him and revealed eighteen per cent. Why did he say he was making nothing? Because at some time or other somebody—per-

(Continued on page 31)

DON'T FORGET
your

CONVENTION

in

O M A H A

is from June twentieth to twenty-third

Ask your local chairman for reservations -- NOW

compliments of

THE FLEISCHMANN COMPANY
Fleischmann's Yeast Service

Don't Say Bread

— Say

H O L S U M

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE
MOST DELICIOUS AND WHOLESOME.

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

MASTERPIECES
of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

MEAT DEALER

Purchasing Meats on Quality Basis.

The question, "How can I purchase meats on a quality basis?" has been asked, and while it is too big a question to answer in a few words we will try to give some assistance to those who have the problem of buying meats and who have not had special advantages in the details of the meat business.

In the first place a great deal depends upon the honesty of the retailer you buy meats from. In most cases retailers know meat quality well and can give consumers the grade they want and are willing to pay for. Retail meat buying might well be put on more of a business basis than is often the case, and if a frank talk by retail buyers and retailers was more often practiced better results would obtain.

It is suggested that consumers tell their dealers the quality in meats they want and give assurance that so long as what they buy suits and prices are fair they will continue to trade at his store. There are, however, outstanding features in meats that should act as reasonably safe guides in buying qualified meats.

Steer beef should be bright in color, well marbled, carry a reasonable amount of white, firm fat, be blocky in the primal parts or cuts and in every way carry an appeal to the eye.

Veal of high quality is very light colored in the meat, contains a reasonable amount of white fat, shows the effect of very fine fat particles throughout the flesh, be blocky in the primal cuts and carry an appeal to the eye.

Lamb should be bright in color, show some mixture of finely divided fat particles throughout the lean meat, carry a reasonable amount of white of light colored fat over loins and ribs and a smaller amount over other parts, and possess a pleasing appearance to the eye.

Pork should be moderately light colored in the meat, be blocky in the primal parts, have a reasonable amount of white or moderately white fat and carry an appealing appearance.

All meats should be strictly fresh in appearance and pleasant in odor. Meat quality can be learned by study of what is bought and the appearance of the meat as bought should be checked with the way the cooked product eats, with particular reference to flavor and tenderness. The tenderness of the cut will depend upon its location in the carcass to a considerable extent. Chops and steaks, as well as ribs of beef for roasting, will be found most tender, and forequarter cuts somewhat less so.

Firmness in Meat.

One of the most important points in determining grade in meat is firmness. This point is stressed in grade literature because of its close relation to quality. If meat is firm under normal conditions it is apt to be fairly high in the grade scale, since one of the indications of inferior meat is its soft and moist appearance.

Suppose we take a chuck of beef, for instance, as it appears on the butcher block. If quality is high it

stands up firmly and holds its shape during the process of slicing or cutting into parts for consumers. If the face of the meat is light to cherry red in color, shows intermixture of fine fat particles through the meat, and if it looks dry and firm the chances are it will give good satisfaction on the table. The same principle applies to other classes of meat, such as veal, pork, lamb and mutton.

Choice veal does not possess as much firmness as beef of the same grade, but the higher the grade the firmer it will be; and cuts of pork are very similar. Firmness in lamb is very desirable, although because of the inherent characteristics of very young lamb firmness is not looked for to an advanced degree in hot-house or baby lamb.

The principle applies just as in other meats, however, and it becomes a matter of degree rather than kind. As lambs grow older and as they are fed to provide choice meat, firmness increases, until the quality in the meat reaches its highest point. At such a time a reasonable amount of fat is present over the loins and ribs and highest quality chops are not usually lean chops, but are firm and dry.

Considerable mutton comes into the market lacking in firmness and, consequently, lacking in high quality. This is because the sheep are considered a by-product of the lamb industry and they are not always properly fattened for market. On the other hand, considerable mutton is well finished and possesses the firmness and dryness most desired and when so prepared for market meets demands of those who desire fullest utility from mutton and who look for tenderness and flavor when the meat is cooked.

Attractive color, dryness, intermixture of fat through the lean muscles and firmness all tend to inform the meat buyer what is being bought. In some instances meat from old fat cows may have considerable firmness without having desired quality for critical buyers.

Hides, Pelts and Furs.

Green, No. 1	11
Green, No. 2	10
Cured, No. 1	12
Cured, No. 2	11
Calfskin, Green, No. 1	15
Calfskin, Green, No. 2	13½
Calfskin, Cured, No. 1	14
Calfskin, Cured, No. 2	12½
Horse, No. 1	3 00
Horse, No. 2	2.09

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

Long Step.

Two Irishmen were working on a building when Mike mistook an elevator shaft and plunged down five stories.

Finally Pat missed his friend and hearing a moan from the shaft looked down.

"Are ye there, Mike?" he called.

"'Yis," said Mike. "But, Pat, be careful whin you come down. That first step is terrible."

Dealers with Vision stock

ECONOMICAL

PROFITABLE



A 93 26

NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R. I.

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

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

HARDWARE

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

The Hardware Dealer and the Master Painter.

Written for the Tradesman.

In connection with the hardware dealer's paint department, one of the problems which confront every hardware dealer is: "What is the best method of securing the co-operation of the painters in the use of ready-mixed paints and decorators' materials?"

There are many retailers who will bluntly declare that it is almost impossible to get the painters to co-operate; and that it is rare to find a painter in favor of using ready mixed paints. That, in fact, the majority of painters, even though they may think that a good ready-mixed paint is superior to the hand-mixed article, will not admit it.

There are also hardware dealers who take the view that the trade of the average painter is not any too desirable. This may be in some cases correct; but here are many good painters whose trade is well worth having and whose influence will count for a great deal in the development of your paint department.

Enquiry indicates that local conditions, past and present, have a marked bearing on the solution of the problem. Thus one merchant, questioned on the subject of co-operation, stated that the painters in his town purchased their goods from a supply house in a distant city and came to his store for small amounts of painting materials only at times when their stocks had run dangerously low. Investigation disclosed that in this town a continuous war raged between the hardware dealers and the painters. The newspaper advertising of the dealers was continuously rubbing "against the grain" of the painters. Advertising often suggested that the public dispense with the services of the painter by the use of ready-mixed paints and home labor. This method of advertising was naturally resented by the painters who saw, or thought they saw, an attack on their livelihood. The result was that in addition to buying their supplies out of town they developed a habit of constantly knocking ready-mixed paints.

How another dealer met the problem and laid the foundation for effective co-operation in his community is another story. A man in this particular town was building a new residence and was undecided as to what scheme of interior decorating to adopt. The hardware dealer who was canvassing for an order for builders' hardware suggested a flat wall finish for some of the walls. He explained how the finish could be supplied, how it could be washed, the beautiful effect of the finish, and the easy manner in which it could be renewed at any time without any difficulty in securing colors to match (an objectionable feature when hand-mixed goods are used). The merchant also stated that he would fully guarantee the goods if the paint-

er applied them according to directions. The painter was rather reluctant at first, but finally agreed to do the work.

When the job was done the owner of the house was delighted with the work and the painter frankly admitted that the ready-mixed product showed up well. The outcome was an arrangement whereby the painter receives a discount on all the ready-mixed paints he uses; and in the course of the year his purchases total a considerable amount. The hardware dealer brings him considerable business he might not otherwise get; and on the other hand he brings a great deal of business into the store that might go elsewhere.

Another hardware dealer says:

"Probably two-thirds of my paint business is with master painters. I have always made an effort to get their trade, and, in order to do so, I have run the paint department on credit, although I insist on cash in all other departments. With the master painters I look for a monthly settlement—and generally get it."

The credit system is of course almost essential in dealing with the master painters. To refuse credit to a painter would not tend to keep him a steady customer; rather the contrary. The painter finds need, practically every day, for a supplementary supply of some kind of paint; and it is not always possible to send cash with the order. Since the great essential in handling credit business is a systematic arrangement for regular settlements, the monthly settlement plan would seem to meet the situation.

All sorts of problems crop up in dealing with the master painter. A few years ago a hardware dealer in a small city did a large business with the master painters in his town. He had several such customers who ordered everything they needed from him. When the men on a job ran short they fell into the habit of just running over to Blank's store and ordering what they needed, without troubling to consult the boss. Of course they never paid cash for such purchases. Every month the dealer would submit a statement to the painter customer; and invariably would meet with more or less vigorous "kicks" regarding some items. "Look here," the irate painter would exclaim, "you charge us with a gallon on June 5. Now, I have no recollection whatever of ordering anything on that day. And what job was it for?"

The dealer would explain the circumstances as nearly as he could remember them. The men had run short of paint for a certain job and had dropped into the store to replenish their supply, knowing there was nothing at the shop that would suit. "They said nothing to me about it," was the almost invariable retort of the master painter. Generally the painter paid; sometimes, though he refused, openly intimating that the dealer had "padded" his account.

The hardware dealer decided that it was up to him to remedy matters. He accordingly had order slips printed, which he distributed to all his painter customers with the request that they

THE UNITED LIGHT and POWER CO.

The Board of Directors of The United Light & Power Company has declared the following dividends on the stocks of the company:

A quarterly dividend of \$1.62 per share on the Class "A" Preferred stock, payable July 1, 1927, to stock of record June 15, 1927.

A quarterly dividend of \$1 per share on the Class "B" Preferred stock, payable July 1, 1927, to stock of record June 15, 1927.

A dividend of 60 cents per share payable in cash on August 1, 1927, to holders of the old Class "A" and Class "B" Common stock of record July 15, 1927.

A dividend of 12 cents per share payable in cash on August 1, 1927, to holders of new Class "A" and Class "B" Common stock of record July 15, 1927.

Grand Rapids, June 1, 1927.

L. H. HEINKE, Treasurer.

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

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

make their purchases by means of these slips. The idea was adopted. Thenceforth, if a journeyman presented himself with an order for paint, he had to produce the slip with the signature of his employer. If he could not show this authority, he did not get the order filled—at least, not on credit. The plan proved an effective remedy for the difficulty; and thereafter there was no trouble with disputed accounts.

A Western hardware dealer relates how he worked up a large trade in paint and oils.

"I started in business three years ago. There were two other hardware dealers already in the field; and of course they had things pretty well divided up between them, particularly in regard to paint. However, I got the local agency for one of the best paints made, and started in to boom that brand.

"I got the manufacturers to send me one of their best men for a few days. Together we made a round of the master painters, and the other fellow gave them the most convincing line of talk I had ever heard. We got each one interested in turn, and then I suggested a free trial of our paint. They all decided to try it, and I sent a quantity around to each shop. It was good paint—I believed so then and I believe so still—and they couldn't help but see it. The other dealers in town had not done much to impress the master painters with the real value of ready mixed paint. In consequence, the result of the free trial was a revelation to them. I got orders from all of them, and have been getting orders ever since. There is probably twice as much ready-mixed paint sold now as there was before I started after the master painters. I simply got to them ahead of the other fellows, who had adopted an attitude of tacit hostility; and my brand has ever since been reaping the benefit of my conciliatory attitude toward the painters."

While in the great majority of cases the business of the master painters is handled on a credit basis, it may be possible to put the business on a cash or practically cash basis. One dealer some years ago decided to change from credit to cash. He relates his experience as follows:

"When I decided to change the paint question bothered me not a little. I had a big business with the master painters of the town, and it was practically all on the time plan. They sent their men in to get what they wanted, and I rendered bills every month. Sometimes they paid and sometimes they didn't. However, I was anxious not to lose this business.

"But finally I decided that I would put everything on the same basis. I recollected that I had been doing a lot of advertising and that the makers of the brand of paint I was carrying had also done much to familiarize the name to the public. I had plenty of customers who had used the paint and found that it suited them. I decided I could hold most of my trade, so I took the plunge. The master painters were informed that they would have to come down with the hard cash the same as the rest of our customers,

Some balked on that proposition. They went to other dealers, predicting that I would soon have to throw paints out of my store. But they came back. They found I had created a demand for that one brand of paint and that a lot of the people insisted on it, and refused any other. I do as much business as formerly. Formerly a certain extent of the business proved a loss. Now my losses are nil."

In this case it is worth observing, however, that the demand for this particular brand of paint was firmly established. A dealer introducing a good brand for the first time would not be able to achieve the same success. Nor with reasonable care in watching and limiting credits will a strictly cash plan be necessary to eliminate losses. What is needful is some system of credit which would prevent any customer from "getting into" the dealer for more than that particular customer can readily pay.

One small city dealer has worked out a plan for meeting the problem. One section of his filing cabinet is devoted to master painters. Each painter was assigned a folder and thereon records were entered of every transaction. Every pint of paint sold and every cent paid was entered, together with any particulars which might be deemed likely to effect future transactions. By consulting these records, the dealer could tell how much business each master painter did with him, what percentage of it was cash, how long he generally had to wait for his money, and what difficulty he had in making collections.

By studying out the record of the facts thus compiled, the hardware dealer was able to arrive at a fairly accurate estimate of each one of the master painters on his list, and to arrange a credit basis for each. For instance, John Smith could, on the basis of past experience, be allowed to run \$40 in arrears—but not a cent more. When John Smith got close to that limit, the proprietor would see to it that the amount of his indebtedness was reduced before any further credit was allowed. The same plan was followed with reference to the length of time allowed to elapse. The slow-pay element were never allowed to forget for any length of time that a good-sized bill clamored for settlement.

Each man's standing on the credit list was amended as circumstances demanded. If John Smith became more difficult to collect from and more inclined to let his account mount up, the amount of credit and the length of time formerly allowed him was promptly and unsparingly reduced.

The plan worked exceptionally well. The dealer had a few losses, but they were comparatively small.

The trade of the master painter, when conducted on a basis fair to both sides, is well worth trying for. The painter undoubtedly has a big influence with his customers in deciding what paint is to be used. He can boost or knock any dealer, according to circumstances.

In trying to secure the trade of the master painter, there is one main consideration to be borne in mind. The

best way to get that trade is to build up a demand for paint—for any kind of paint, your own preferably. The dealer who "keeps everlastingly at" the public on the score of paint will find that the lion's share of the business, including that of the master painters, will come his way. Assist the painter in the very necessary work of educating the public and he will co-operate with you to the extent of using and instilling belief in the make of paint you sell. It will be as much benefit to him as to you if your trade grows large, for a live retail dealer is the biggest help that the painter can have.

Victor Lauriston.

Link, Petter & Company

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

Sand Lime Brick

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

Brick is Everlasting

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

INSURED BONDS

paying
6%

It is just as important to insure investments against loss as it is to carry property insurance.

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

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

INDUSTRIAL COMPANY

ASSOCIATED WITH
INDUSTRIAL BANK

GRAND RAPIDS  MICHIGAN

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

**HART BRAND
CHOICE OF THE LAND**



Look for the Red Heart
on the Can

LEE & CADY Distributor

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 1/4 lb. lead packages is a strictly 1st May Picking and is one of the very highest grades sold in the U. S. If this Tea is not sold in your city, exclusive sale may be arranged by addressing

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

COMMERCIAL TRAVELER

W. G. Chittenden To Assume Management of Detroit-Leland.

Grand Rapids, June 7—News has been received here to the effect that William G. Chittenden, late resident manager of the Book-Cadillac, will shortly assume full control of the new Detroit-Leland Hotel in that city. I consider Mr. Chittenden the most efficient hotel man in Michigan, or I might say, within my acquaintance, and I will further add that the organization which has secured his services is particularly fortunate. He gave to the Book-Cadillac organization a prestige which brought it success, when during the earlier months of its existence absolute failure confronted it. If it is physically possible to accomplish it, he will make of the Detroit-Leland a profit bearing investment, for in addition to a geniality which is uppermost in all his intercourse with the traveling public, he has the acquaintance of the commercial world to back him up in the work he has undertaken. It has been my good fortune to have enjoyed the acquaintance of the Chittendens—father and son—for over forty years. Neither of them ever had a mercenary hair in his head. Their energy was always devoted to the welfare and comfort of their patrons, and the old Russell House, in Detroit, had a reputation for hospitality far and wide. Every transaction was on the square and they certainly bestowed service with a smile. As general manager, William J. Chittenden will set a new mark for Detroit hotel operators to work up to, and he will prove an element of comfort to his stockholders.

Anent Editor Stowe's criticism on the Hotel Janis, South Haven, in last week's Out Around, I have a suggestion to make to its owners: Why not negotiate with Dave Reid to operate it in conjunction with his own hotel, the Reid? I will say that they will, if given his overflow, have a joy in profit-sharing they have not heretofore enjoyed or ever will.

I am glad President Coolidge prevailed upon Capt. Lindberg to come back home, without the ostentation which he would have received as occupant of the royal suite on a merchant vessel. There is always an element of great danger as a result of hero worship, especially as tendered by hair-brained Americans who are prone to osculate over gold braid. But I have much faith in this lad and his store of common sense. If Commander Hobson had possessed such, he would still be receiving praise for a heroic act, the glory for which was dissipated through kissing contests.

Indications are that Governor Green has not overlooked the several investigations he started on account of seeming irregularities at the Grand Rapids Soldiers' Home, the State cement plant and the Jackson prison. He intimates he has them all under consideration and will act in due time. He has well acquitted himself in the five months he has filled the executive chair, and besides that is backed up by a business record of a score of years.

Not what has happened in the House of David, at Benton Harbor, but what will happen if much care is not exercised in adjusting their difficulties, is a matter of importance. The suits brought were never based on any great desire for reforms. A nondescript Detroit contingent lawyer first started proceedings from avaricious motives and then was shown up in his true colors. If Purnell is guilty of the

things he has been accused of, he should have proper punishment meted out to him, but there are several good business heads connected with the organization and they can do much more toward saving something out of the wreck than can be accomplished by lawsuits. The public at Benton Harbor have been the beneficiaries of the cult activities and the business men of that place should endeavor to save something for the members, which would otherwise be dissipated in legal proceedings.

The National Baptist organization, now in session in Chicago, has declared against a program of aligning the church with the Anti-Saloon League. They assert that the enforcement of prohibition has not demonstrated any tangible results. Perhaps they consider it too great a drain on their stores of faith. The great trouble seems to lie in the fact that all humanity is not put together like the works of a watch. They may be, for a time, willing to make up a physical following, but that little something in their heads which eventually controls their physical actions shies to one side and then there is the mischief to pay. There has been much exaggeration on both sides of this much mooted question. Exaggeration is misrepresentation; misrepresentation is nothing more than downright lying and lying seldom brings about success in any campaign.

Traverse City has recently relabeled all of its streets and ordered home owners and others interested to place distinguishable numbers upon their homes and business places. Grand Rapids needs some such uprising. There may be those who have grown up with this city who are able to distinguish just "where they are at," but I defy a stranger to obviate sleeping in the streets, if he is depending on finding some particular street or number after dark.

Wisconsin hotel operators are backing up a movement to place books of scrip on the market, which will be exchangeable for railroad fares, baggage transfers, hotel bills, etc. It is not offered as a device for saving money, but as a convenience which will ultimately save time. It might work out all right if it did not require any additional service on the part of the railroads, who are now busily engaged in declaring stock dividends and collecting war taxes in every form imaginable.

I don't think there would be much objection on the part of Federal taxpayers, if, instead of reducing the surplus in the Treasury next year by tax-reduction, Congress would make an appropriation of same for the purpose of helping out the flood sufferers, even though that body does not meet until next December. The Red Cross and other organizations may be able to tide over these victims until such time, but they will need much and are suffering through no fault of their own. Also Congress should empower the President to supply funds, up to a certain limit, for exigencies of this character during a recess of Congress. Whether such a program would appeal to those "sob sisters" who want us to cancel foreign obligations to this country, in order that they may tow in added supplies of war materials, is not known.

Less than half a dozen years ago the words "choice of" appeared in nearly every hotel menu in the State. Now you seldom see them. I wonder why?

In developing a policy around which

"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 Com-
mercial traveler.

E. L. LELAND, Mgr.

HOTEL CHIPPEWA HENRY M. NELSON, Manager European Plan MANISTEE, MICH.

New Hotel with all Modern Con-
veniences—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 head-
quarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop

HOTEL KERNS

LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Con-
nection. 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 venti-
lated. A good place to stop. Amer-
ican 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 LEAD-
ING 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, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets

N. P. NOWATT, 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

to build up a business, a question of faith is always involved. One method of reasoning is that the transient guest of the hotel is, as a rule, unappreciative, that he does not appreciate quality when he sees it, and quite often does not want quality when he recognizes it. Another method is to assume that the guest wants the best and that the reward for service is automatic and in proportion to the value of the service rendered. Maybe an effort to determine this might be well directed.

The season for testing auto brakes is near at hand. A season for testing the brains of the individuals who use the brakes might prove much more effective. There is a species of insanity which overcomes the mentality of the individual who is first entrusted with a car. Prior to that time he may have been possessed only with a desire to murder his grandmother, but the advent of a car usually inaugurates an "open season" for all forms of homicide. Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 7—The members of the base ball team under the management of Walter Lypps have been practicing very strenuously the past few weeks, anticipating a hard task beating Jackson Council team June 11, the last day of the Grand Council Convention.

C. Verburg, formerly in the employ of the DePree Hardware Co., of Holland, will open a hardware store of his own within the next two weeks in the old Interurban building on Main street, Holland.

The Stoker Lumber Co. and the Lambert Lumber Co., both of Lawton, have been taken over by the John W. Free Lumber Co., of Paw Paw. The business will be carried on as formerly in Lawton.

Harry N. Potter sold his hardware stock at Mulliken to Bidwell & Peabody, who will continue the business at the same location. Mr. Potter had decided to retire, but after a few weeks of leisure became restless and bought the hardware stock of Lew Roberts, at Middleville where he has resumed business.

D. J. Gerow, the genial proprietor of the Elliott Hotel, at Sturgis, is completely redecorating the entire hotel. The task is not quite completed, but that part that is done presents a pleasing appearance.

Edward Goebel, formerly representing the Michigan Hardware Co. in the Southern part of Michigan, has opened a dry cleaning establishment at Madison Square.

John A. Hach, who has long represented the Cahill Shoe Co., of Cincinnati, put in the week end at Grand Rapids. He has relinquished his residence at Coldwater and divides his time between St. Petersburg, Florida, and Michigan and Wisconsin. Mrs. Hach accompanies him wherever he goes. He travels altogether by automobile. He reached Florida last fall just in time to face the real estate slump, the wind storms and floods and the frosts, but managed to evade all of them and sell about as many goods as usual. Mr. Hach was in poor health a couple of years ago and had to lay off for several months to undergo treatment at the Battle Creek sanitarium. He has completely recovered his health and finds that constant traveling out in the open is a panacea for many ills which formerly afflicted him.

Norman B. Little was born at Coal Valley, Pennsylvania, April 3, 1877. His father and mother were both descended from the Yankees. When he was sixteen years old the family removed to McKeesport, where Norman entered the employ of the National Tube Co. as a welder. He devoted three years to this occupation and then

espoused the position of traveling salesman for a produce house, with whom he remained five years. His next job was with the wholesale grocery house of R. F. Delany, with whom he remained ten years. He then entered the employ of Patterson-Warren & Co., which was managed by Mr. Gilleland, who is now Manager of the Worden Grocer Co. He remained with this house seven years, when he came to Grand Rapids to take the position of assistant buyer and manager of the drug and sundries department of the Worden Grocer Co. Mr. Little was married March 9, 1897, to Miss Blanche Campbell, of McKeesport. They have two children—a son and a daughter—both grown up and settled for life. The son is located in Pennsylvania and the daughter resides in California. Mr. Little and his wife have taken up their residence in Grand Rapids, locating at 244 Barclay avenue. He is a member of all the Masonic orders up to and including the Shrine; the Knights of Pythias and the U. C. T. and has joined the First Methodist church of Grand Rapids by letter. His hobbies are base ball, boxing and outdoor life. He is a nature lover of the highest degree and spends much of his spare time Saturday afternoons and Sundays in the woods adjacent to Grand Rapids. He attributes his success to good habits and hard work.

Ezra J. Ware, who conducted a drug store on Cherry street six years, selling out in 1898 to do experimental chemical work for Parke, Davis & Co., Detroit, is in the city for a week as the guest of his brother, J. Bruff Ware. For the past twenty years Mr. Ware has been connected with the branch house of Parke, Davis & Co., at Kansas City.

Roy H. Randall.

Decadence of Hotel Henry Watterson.

Louisville, Ky., June 6—From a sentimental standpoint it is pitiful to see a hotel with the reputation the Henry Watterson had go down as it has.

As long ago as I can remember the Henry Watterson Hotel stood head and shoulders above any other Southern hotel. It was the scene of all the activities, the headquarters for all Southern gentlemen and horsemen—in those days meaning the same. Although there are two large conventions in this town now there is no crowd at this hotel. This may be due to the number of new hotels recently built here or maybe due to the scarcity of horsemen. I don't know. It certainly is not due to the lack of courtesy and tidiness, as the hotel, while old fashioned, is kept clean and a guest is treated royally.

The dining room is closed and even the coffee shop. Wonderful meals used to be served in both places.

A life sized oil painting of Henry Watterson hangs in the lobby. I always admired him for his fearlessness, even though I thought he was wrong. I was here several years ago on the day they brought his body here from Florida, where he died.

Roy H. Randall.

Twenty-Two Additions To Tradesman Readers.

The following additions to our list of subscribers have been received during the past week:

Belding Hardware Co., Belding.
H. J. Houserman, Saranac.
H. D. Pew, Palo.
Martin J. Engermann, Belding.
Bert Beckman, West Olive.
J. L. McInerney, Grand Rapids.
Grand Rapids Tent & Awning Co., Grand Rapids.
John E. Durkee, South Haven.
J. K. Guy, Coloma.
Geo. E. Keiser & Co., Detroit.

Robinson Distributing Co., Charlotte
Geo. Swain, North Adams.
H. D. La Fleur, Litchfield.
McConnell-Kerr Co., Detroit.
Shaw Grocery, Ann Arbor.
L. T. Strickland, Ann Arbor.
Muller Bakeries, Jackson.
C. H. Rogers, Jackson.
William I. Benedict, Kalamazoo.
Edw. G. Wilmer, Detroit.
H. H. Springford, Detroit.
R. P. Fohey, Detroit.

Muskegon Grocers To Act As Hosts.

Muskegon, June 7—Muskegon grocers will be hosts to grocers from Fremont, Whitehall, Montague, Hart, Shelby, Hesperia, Grand Haven, Newaygo, Ravenna, Casnovia and other villages and towns within a radius of fifty miles at the Thursday night meeting of the Merchants' institute to be conducted here next week by J. W. Griest, general manager of the Retail Merchants' Institute of Chicago.

Invitations are being sent to the grocers throughout the Muskegon trade territory by B. G. Oosterbaan, Secretary of the Merchants' Service Bureau of the Greater Muskegon Chamber of Commerce, on behalf of the grocer members of the bureau.

Mr. Griest will address the meeting, which is to be held at 8 o'clock in the convention room of the Occidental Hotel, on the subject "Meeting Changing Conditions in Modern Business." Following his address a questionnaire will be conducted.

Late News From Detroit.

Detroit, June 7—Joe McAleer, for a number of years traveling representative for Burnham, Stoepel & Co., has been engaged by A. Krolik & Co. and will represent that firm in Northwestern Ohio and a portion of the territory in Northeastern Indiana.

The biggest event of the year given by Cadillac Council (and that is saying something) will be a basket picnic at "Bob-Lo" on July 16. All nearby Councils including the Border Council at Windsor, Canada, and all traveling men who are in Detroit are invited. Boats leave the Bates dock at 9 a. m. You can secure tickets from any member of Cadillac Council or at the dock. There are to be races of all kinds, ball game, fancy diving and swimming, beauty contest and a tug of war. Several committees will be on hand to make every one acquainted. Prizes

will be given for all events including a prize waltz. Full particulars will be given out at our June meeting.

Shift in Management of Lee & Cady.

Harry T. Stanton has resigned as manager of the local branch of Lee & Cady, to take effect July 1. His successor is William L. Berner, who has long been regarded as an energetic and competent groceryman. Both gentlemen have been associated together many years as friends and co-workers in the same house and have enjoyed the confidence of the trade to a remarkable degree.

Mr. Stanton is not fully decided as to his future activities. He is largely interested in the Stanton Printing Co. and may devote some time to the interests of that institution.

T. E. Bentley, 221 Rockwell avenue, Pontiac, writes the Tradesman as follows: "Enclosed you will find money order for my third annual subscription to the Tradesman. I consider your paper the most valuable of its kind any merchant can have and in my opinion should be in the store of every dealer. Out Around and the articles written by Old Timer alone are worth more than the price of subscription to me. I wish you and all of your readers many years of happiness and prosperity."



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

At Ramona Park

Ramona Theatre - KEITH VAUDEVILLE

TWICE DAILY AT 3 P. M. AND 8:30 P. M.
RESERVED SEATS AT POPULAR PRICE
FOR RESERVATIONS TELEPHONE 22624
PROGRAM CHANGES THURSDAY AND SUNDAY

DANCE IN RAMONA GARDENS With Lew Caskey's Feature Orchestra

RIDE THE DERBY RACER With Its Thrilling Dips

VISIT THE MYSTIC CHUTES, THE FUN
HOUSE, 'N EVERYTHING

BRING THE FAMILY

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.

When Advertising Pays the Druggist.

Indicating a disappointing advertising experience, one druggist made known: "I've heard a lot about advertising, and I've done a bit of it, but it has never paid me as I expected it should. It has required some money, and I'm thinking I might have applied it more profitably elsewhere."

That druggist, had he invested his money, outlayed on advertising, in the interests of other phases of his business, would probably have drawn as disappointing results, if he did not accord more thought than he did to his advertising problems. After all, there is a right way and a wrong way in advertising one's business. The druggist had advertised haphazardly, without giving proper thought to his real, particular needs. He had not studied his community; he had not tried to find out what his customers should be interested in, and what they would be interested in; he had not advertised the goods appealingly; and at the mechanical end there was much wanting, so on the whole it was unsurprising that returns displaced.

When the druggist advertises right, the results will be right. Then he is prompted to advertise more rather than less. The druggist who has studied the subject thoroughly and then makes up his mind to popularize goods in a commanding way by way of printed matter has always good words for advertising.

No matter how small is the business, the druggist will have wonderful possibilities even though there is not large outlay. The fact is some druggists think they have to spend much money in order to develop extra trade advertising, which is a delusion; the largest advertisement will fail if it is not big in content, embraces a real message, attractively laid out; on the other hand, your smallest advertisement will draw satisfying results when no detail has been neglected.

Start advertising in a small way. Use small advertisements. There are possibilities right in your neighborhood; later the ambitious druggist can broaden out by inviting patrons from other communities, even from a great territory such as a large city represents, by simply advertising in papers reaching those prospects. The small local newspapers charge less than the large city dailies, depending chiefly on circulation. So far as the large city papers are concerned, when the druggist uses these as business-developers there should be some special sale in mind—there must be a good reason to impel people from afar to patronize a distant druggist.

If a large consignment of goods has been received cheaply, the druggist can, of course, make some concession to prospects; it is worth their while to go out of their way. By attracting people this way, the druggist often develops a strong business acquaint-

ance with people of other sections, and this helps materially when their additional prescription business is considered.

The druggist should not advertise merely for its own sake; he should have a definite reason for advertising. What does he want to advertise? How? When? Further, is he really prepared to serve new customers as they expect? How often are people disappointed, after responding to an advertisement, because the druggist happens to be all out of the merchandise described! It would be a good idea for the druggist to list the number of the different items advertised. This would give readers information on the actual stock on hand; it would contribute novelty and interest to the advertisement; and when there are but a few of certain articles it would prompt those people eager to buy to do so in a hurry, nor would there be any grievance when the druggist announces he is all out. The people knew what they could expect.

It is just as desirable to give due thought to the small advertisement as in the case of the large. Each advertisement represents a problem. A small advertisement, say of the ordinary newspaper column width, of from four to eight inches in depth, will prove suitable for the druggist. Here we have small space. And after all it is not the space that counts—question: what is contained in that space? The textual content is always of importance. An advertisement need not include more than from fifty to around 120 words. The fewer the better, just enough to adequately convey your message. The main text should be presented in some 10 point type; there should be a heading, let us say, in 24 point, and this need not be more than two lines.

The appearance of the advertisement is all-important; it should be as attractive and compelling as mechanically possible for the druggist's particular needs. However, we need not go to the extreme as befits the jeweler's needs. There is a happy desirable mean which should be followed. As a preliminary, the druggist will do well to consider other advertising that is working for different druggists. He should make comparison. If he also secures the opinions of other druggists he will be better enabled to make the right decision for himself; it reduces waste effort; he will have more to show for his experiences.

The local newspaper publisher will gladly offer assistance such as the druggist needs. It is well to talk over the problem. The druggist should decide upon an individual border, something that will help to set his advertisement apart from others. Bear in mind, when your advertising stands out—not as a boil but as a strong, effective, individual advertisement every time—your store will attract its rightful share of patronage therethrough. The border should be distinctive, but nothing bizarre. Too many of the advertisements one sees are nearly all alike; the advertisements are wholly lacking in individuality. So readers skimp them. The outlay in many instances shapes up as loss. Determine

that your advertising will command attention and pull in prospects!

Another important point not to overlook is that your advertisements preferably should appear in the same place, whenever possible. Your advertisements should not appear way down in the second column of page 3 today, in the middle of page 10 tomorrow, and then again near the top of the fourth column on page 7, and so on indiscriminately. Decide on a set place. The best location is usually near the outside edges of newspaper pages, these receiving most attention. Aside from this advantage, it will help readers when they seek your advertisement; they know just where it can be found when it is always in the same position.

What to advertise—and how. What goods is the druggist desirous of selling? Are there any shelf-warmers? Would it not pay the druggist were he to go over his stock a little more often, finding out just what goods are selling and how? Why do your present populars sell so readily? What is the trouble with the laggards? Isn't there some hidden good feature in each, which prospects now do not know, yet which they should? Why not discuss the subject with your assistants?—determine just what merchandise will be brought before the public and in what ways.

Advertisements can be timely; they will be more effective then. When people logically are in need of goods, then is the time to display them and to advertise them. Let people know what you have. If a new consignment has been received, and you desire to move the goods quickly, invite people, by way of advertisements, to come in and inspect the goods—there is no obligation to buy; you wish to become better acquainted with your customers and you desire at the same time that they become more familiar with your actual stocks.

Advertisements should be interesting, never hackneyed. Fight shy of exaggerative expressions, such as "We sell the best," "Our prices the lowest." The merits of the different goods will speak for themselves when people actually have tried them out. And it is never wise to harp upon prices; let the quality factor predominate; people will buy from you as a druggist because they want your merchandise—they are not buying because of price. The price, of course, is an influencing element, but it really should be secondary.

Your advertisement will carry an inviting appeal when, for instance, different goods are discussed by a quaint character who, in each advertisement, can present something new.

Frank V. Faulhaber.

Time is the one thing that can never be retrieved. One may lose and regain a friend; one may lose and regain money; opportunity once spurned may come again; but the hours that are lost in idleness can never be brought back to be used in gainful pursuits. Most careers are made or marred in the hours after supper.—New York World.

Changes Which Inexorable Time Has Wrought.

Grandville, June 7—Inexorable time. The worker of all that is good, bad and indifferent in this world of ours. How to speed time, how to get rid of it, seems to be the aim of young America to-day, and not a few of the old heads as well.

What is it all for anyhow? We speak of time here and eternity hereafter with all the flippancy of children let out from kindergarten. Time waits for no man, be he young or old, and that is all we have of our clasp on this earth. To make the most of time would seem to be the object of this world's inhabitants.

In the early days, time was supposed to represent money, and the time for working, earning shekels to provide against want was between sun and sun. Twelve hours in the mills, on the flats driving and on the farm a few hours more. Eight hours for sleep, four hours for play, and twelve hours for labor, and there you had time divided as it should be. At any rate that was the idea for a long series of years.

However, as the people became more enlightened, time was regarded in a far different light. Hours of work began to decrease until now we have the eight hour day instead of twelve. Work is considered a bore, and the less one can do for his wages the better man is he, and this seems to work out quite satisfactorily up to date.

On every hand the hours for labor are being cut down. The merchant no longer opens his store at 6 in the morning and keeps it running wide until 9 or 10 at night, as was the case in early settlement days. Perhaps this is as it should be. The less hours one can put in during the rising and setting of the sun the better.

Why work when you can earn as much by cutting the day at both ends? Even when one-half the hours of the day were at one time given to labor, much of it hard labor at that, nobody ever heard of illness or death being caused by overwork.

Which is the worst for the human system, steady work at a congenial job or skimming the jazz places, seeking pleasure and finding it not? There is a question here which has not been satisfactorily answered as yet. The answer may come some day when we least expect it, and in a manner not agreeable to our sated vanity.

The war for shorter days and hours is on, however, and will continue until man works as little as possible and makes both ends meet. Henry ford has cut the week to five days, which leaves two days for amusement and rest. Grand consummation, indeed.

Merchants all over the country are closing one half day at midweek, so their tired help may get away from work and rest.

Providing this is as it should be, late opening and early closing is a boon to mankind. At any rate we are fast approaching that time when the days for rest, recreation and pleasure will outnumber the days of labor.

Why should not the stores close at noon each day of the week? The farmers can hustle around and get to town and back easily before noon, then have the remainder of the day for auto riding. What a pleasant prospect; and sure it is that the time is not distant when three days a week, that is, six half days, will constitute the time for keeping stores open to the public.

Following this will be the six half-day week for the workingman. What an immense lot of enjoyment is coming in the near future when this shortening of working hours comes to pass.

Three days work, three days play every week. What could be more fair than that? Besides, cutting down the producing power of labor would necessitate an increased number of laborers

so that danger of jobless men would be decreased ten fold.

This time, which is surely coming, may not usher in the millenium, but it will raise the burdens of labor and make a million hearts happy where there is but one happy now.

No fear of the farmers not meeting the change in good order. The soil tiller has long been a slave to work. Now that the world is filled with new farm machinery which does away with more than half the labor, the work of the farmer will be from seven until noon each day, instead of from sun to sun as has been supposed to be the case in the past.

The great day, when hours of labor will be cut to a minimum, is fast approaching. When that day comes what a joy wave will sweep over this world of ours. How peoples of all lands will rejoice that stern, hard labor has been reduced to a minimum and that days of recreation and enjoyment will outnumber those of labor.

The churches in that day will have their innings, since it will not be necessary for the head of the household to take his family out for a spin into the open country on the Sabbath day, since half of every week day will be a holiday from work and its degrading accessories.

This grand old world is marching on to the tune of progress. Hard labor will not rule the roost as it has done in the past. Instead holiday attire may adorn our wives and children as we go out every afternoon for recreation and a good time.

We may thank Mr. Ford for thinking this labor question out. There is an old saw which says, "learn to labor and to wait." True enough, and that is what we have been doing all these years. But now a new light has dawned upon civilization, and the true nobility of labor is soon to come into its own by a suitable time given to rest and recreation. Old Timer.

May Use Potatoes Instead of Guinea Pigs.

Denver, June 3—The potato may supplant the guinea pig as a medium for the cultivation of tubercle bacilli to aid in the diagnosis of tuberculosis in doubtful cases, if physicians adopt a

method reported by Drs. H. J. Corper and Nao Uyel, of this city, at the convention of the American Society of Clinical Pathologists. Experiments with the method have not yet been completed. Dr. Corper, however, believes that the potato, under the peculiar method which he employs, will prove as responsive to the growth of the bacilli as the guinea pig. Should the method be so perfected, the potato method would be more desirable, since physicians find no pleasure in inoculating guinea pigs, caring for them, and watching them to see if they develop tuberculosis. The widespread adoption of the potato method would free from sacrifice thousands of guinea pigs which are now used in these tests.

Needs Religion.

A country preacher in Alabama, a dusky divine by the name of Williams, noticed a new face in his congregation, and when the service was ended he hurried down to greet the newcomer.

"Mr. Martin," he said, "this is the first time you've been to our church. I'm mighty glad to see you here."

Whereupon Mr. Martin replied: "Ah had to come, pahson. Ah needs strengthenin'. Ah's got me a job white-washin' a chickencoop an' buildin' a fence round a water meylon patch!"

The Word "Dun."

The word "dun," generally supposed to be derived from the French *donnez*, owes its origin, according to the British Apollo of September, 1708, to one Joe Dun, a famous bailiff of Lincoln in the time of Henry VII. He is said to have been so extremely shrewd in the management of his rough business, and so dexterous in the collection of dues, that his name became proverbial, and whenever a man refused to pay his debts, it became the custom to say: "Why don't you Dun him?"

Hard work makes your bed soft.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.)	12 1/2 @ 20	Boric (Xtal)	15 @ 25	Carbolic	34 @ 40	Citric	53 @ 70	Muriatic	3 1/2 @ 8	Nitric	9 @ 15	Oxalic	16 1/2 @ 25	Sulphuric	3 1/2 @ 8	Tartaric	48 @ 56																																																																																																																																																																																																																																																			
Ammonia	Water, 26 deg.	06 @ 16	Water, 18 deg.	05 1/2 @ 11	Water, 14 deg.	04 1/2 @ 13	Carbonate	20 @ 25	Chloride (Gran.)	09 @ 20	Balsams	Copaiba	1 00 @ 1.25	Fir (Canada)	2 75 @ 3 00	Fir (Oregon)	65 @ 1 00	Peru	3 00 @ 3 25	Tolu	2 00 @ 2 25																																																																																																																																																																																																																																																
Barks	Cassia (ordinary)	25 @ 30	Cassia (Saigon)	50 @ 60	Sassafras (pw, 50c)	50 @ 50	Soap Cut (powd.)	30c	18 @ 25	Berries	Cubeb	@ 1 00	Fish	@ 25	Juniper	11 @ 20	Prickly Ash	@ 75	Extracts	Licorice	60 @ 65	Licorice, powd.	50 @ 60																																																																																																																																																																																																																																														
Flowers	Arnica	@ 75	Chamomile (Ged.)	@ 60	Chamomile Rom.	@ 50	Gums	Acacia, 1st	50 @ 55	Acacia, 2nd	45 @ 50	Acacia, Sorts	20 @ 25	Acacia, Powdered	35 @ 40	Aloes (Barb Pow)	25 @ 35	Aloes (Cape Pow)	25 @ 35	Aloes (Soc. Pow.)	65 @ 70	Asafoetida	50 @ 60	Pow	75 @ 1 00	Camphor	96 @ 1 00	Guaiac	@ 80	Guaiac, pow'd	@ 90	Kino	@ 1 10	Kino, powdered	@ 1 20	Myrrh	@ 60	Myrrh, powdered	@ 65	Opium, powd.	19 65 @ 19 92	Opium, gran.	19 65 @ 19 92	Shellac	65 @ 80	Shellac Bleached	70 @ 85	Tragacanth, pow.	@ 1 75	Tragacanth	1 75 @ 2 25	Turpentine	@ 20																																																																																																																																																																																																																
Insecticides	Arsenic	08 @ 20	Blue Vitriol, bbl.	@ 07	Blue Vitriol, less	08 @ 15	Boordea. Mix Dry	13 @ 22	Hellebore, White	18 @ 30	Insect Powder	35 @ 45	Lead Arsenate Po.	15 1/2 @ 27	Lime and Sulphur	@ 20	Dry	8 @ 22	Paris Green	22 @ 35	Leaves	Buchu	85 @ 1 00	Buchu, powdered	@ 1 00	Sage, Bulk	25 @ 30	Sage, 1/4 loose	@ 40	Sage, powdered	@ 35	Senna, Alex.	50 @ 75	Senna, Tinn. pow.	30 @ 35	Uva Ursi	20 @ 25	Oils	Almonds, Bitter, true	7 50 @ 7 75	Almonds, Bitter, artificial	3 00 @ 3 25	Almonds, Sweet, true	1 50 @ 1 80	Almonds, Sweet, imitation	1 00 @ 1 25	Amber, crude	1 25 @ 1 50	Amber, rectified	1 50 @ 1 75	Anise	1 40 @ 1 60	Bergamont	9 50 @ 9 75	Cajeput	1 50 @ 1 75	Cassia	4 00 @ 4 25	Castor	1 60 @ 1 85	Cedar Leaf	2 00 @ 2 25	Citronella	1 25 @ 1 50	Cloves	2 50 @ 2 75	Cocunut	25 @ 35	Cod Liver	2 00 @ 2 50	Crotou	2 00 @ 2 25	Potassium	Bicarbonate	35 @ 40	Bichromate	15 @ 25	Bromide	69 @ 85	Bromide	54 @ 71	Chlorate, gran'd	23 @ 30	Chlorate, powd.	@ 30	Cyanide	30 @ 90	Iodide	4 36 @ 4 55	Permanganate	20 @ 30	Prussiate, yellow	40 @ 50	Prussiate, red	@ 70	Sulphate	35 @ 40	Roots	Alkanet	30 @ 35	Blood, powdered	35 @ 40	Calamus	35 @ 75	Elecampane, pwd.	25 @ 30	Gentian, powd.	20 @ 30	Ginger, African, powdered	30 @ 35	Ginger, Jamaica	60 @ 65	Ginger, Jamaica, powdered	45 @ 50	Goldenseal, pow.	@ 80	Ipecac, powd.	@ 60	Licorice, powd.	35 @ 40	Licorice, powd.	20 @ 30	Orris, powdered	30 @ 40	Poke, powdered	35 @ 40	Rhubarb, powd.	@ 1 00	Rosinwood, powd.	@ 40	Sarsaparilla, Hond.	@ 90	Sarsaparilla Mexican	@ 90	Glycerine	32 @ 52	Squills	35 @ 40	Squills, powdered	60 @ 70	Tumeric, powd.	20 @ 25	Valerian, powd.	@ 1 00	Seeds	Anise	@ 35	Anise, powdered	35 @ 40	Bird, Is	13 @ 17	Canary	10 @ 16	Caraway, Po.	30 @ 25	Cardamon	3 75 @ 4 00	Coriander pow.	30 @ 20	Dill	15 @ 20	Fennell	25 @ 40	Flax	7 @ 15	Flax, ground	7 @ 15	Foenugreek, pwd.	15 @ 25	Hemp	8 @ 15	Lobelia, powd.	@ 1 60	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25	Poppy	15 @ 30	Quince	1 25 @ 1 50	Rape	15 @ 20	Sabadilla	60 @ 70	Sunflower	11 1/2 @ 15	Worm, American	30 @ 40	Worm, Levant	5 00 @ 5 25	Tinctures	Aconite	@ 1 80	Aloes	@ 1 56	Arnica	@ 1 44	Asafoetida	@ 2 28																																																													
Cotton Seed	1 25 @ 1 45	Cubebs	6 50 @ 6 75	Eigeron	7 50 @ 7 75	Eucalyptus	1 25 @ 1 50	Hemlock, pure	2 00 @ 2 25	Juniper Berries	4 50 @ 4 75	Juniper Wood	1 50 @ 1 75	Lard, extra	1 55 @ 1 65	Lard, No. 1	1 25 @ 1 40	Lavender Flow	6 00 @ 6 25	Lavender Gar'n.	85 @ 1 20	Lemon	4 50 @ 4 75	Linseed, raw, bbl.	@ 90	Linseed, boiled, bbl.	@ 93	Linseed, bld, less	1 00 @ 1 13	Linseed raw, less	97 @ 1 10	Mustard, artifl. oz.	@ 35	Neatsfoot	1 25 @ 1 35	Olive, pure	3 75 @ 4 50	Olive, Malaga, yellow	2 85 @ 3 25	Olive, Malaga, green	2 85 @ 3 25	Orange, Sweet	5 00 @ 5 25	Organum, pure	@ 2 50	Organum, com'l	1 00 @ 1 20	Pennyroyal	3 25 @ 3 50	Peppermint	6 50 @ 6 75	Rose, pure	13 50 @ 14 00	Rosemary Flows	1 25 @ 1 50	Sandelwood, E.	@ 1 50	I.	10 50 @ 10 75	Sassafras, true	1 75 @ 2 00	Sassafras, art'l	75 @ 1 00	Spearmint	8 00 @ 8 25	Sperm	1 50 @ 1 75	Tany	9 00 @ 9 25	Tary USP	55 @ 75	Turpentine, bbl.	@ 65	Turpentine, less	72 @ 85	Wintergreen, leaf	6 00 @ 6 25	Wintergreen, sweet birch	3 00 @ 3 25	Wintergreen, art	75 @ 1 00	Worm Seed	6 00 @ 6 25	Wormwood	9 00 @ 9 25	Paints	Lead, red dry	14 1/2 @ 15	Lead, white dry	14 1/2 @ 15	Lead, white oil	14 1/2 @ 15	Ochre, yellow bbl.	@ 2 1/2	Ochre, yellow less	3 @ 6	Red Venet'n Am.	3 1/2 @ 7	Red Venet'n Eng.	4 @ 8	Putty	5 @ 8	Whiting, bbl.	@ 4 1/2	Whiting	5 1/2 @ 10	L. H. P. Prep.	2 90 @ 3 05	Rogers Prep.	2 90 @ 3 05	Miscellaneous	Acetanalid	57 @ 75	Alum	08 @ 12	Alum. powd. and ground	09 @ 15	Bismuth, Subnitrate	3 03 @ 3 24	Borax xtal or powdered	07 @ 12	Cantharades, po.	1 50 @ 2 00	Calomel	2 70 @ 2 91	Capsicum, pow'd	35 @ 40	Carmine	7 00 @ 7 50	Cassia Buds	35 @ 40	Cloves	50 @ 55	Chalk Prepared	14 @ 16	Chloroform	51 @ 60	Chloral Hydrate	1 20 @ 1 50	Cocaine	12 10 @ 12 80	Cocoa Butter	70 @ 90	Corks, list, less.	40-10%	Copperas	2 1/2 @ 10	Copperas, Powd.	4 @ 10	Coprosive Sublim	2 21 @ 2 42	Cream Tartar	33 1/2 @ 42	Cuttle bone	40 @ 50	Dextrine	6 @ 15	Dover's Powder	4 00 @ 4 50	Emery, All Nos.	10 @ 15	Emery, Powdered	@ 15	Epsom Salts, bbls.	@ 3 1/2	Epsom Salts, less	3 1/2 @ 10	Ergot, powdered	@ 3 50	Flake, White	15 @ 20	Formaldehyde, lb.	15 1/2 @ 30	Gelatine	80 @ 90	Glassware, less 55%	Glassware, full case 60%	Glauber Salts, bbl.	@ 02 1/2	Glauber Salts less	04 @ 10	Glue, Brown	21 @ 30	Glue, Brown Grd	15 @ 20	Glue, White	27 1/2 @ 35	Glue, white grd.	25 @ 35	Glycerine	32 @ 52	Hops	70 @ 85	Iodine	6 45 @ 7 00	Iodoform	8 00 @ 8 30	Lead Acetate	20 @ 30	Mace	@ 1 50	Mace, powdered	@ 1 60	Menthol	7 80 @ 8 50	Morphine	11 18 @ 11 93	Nux Vomica	@ 30	Nux Vomica, pow.	15 @ 25	Pepper black, pow.	40 @ 50	Pepper, White, pw.	55 @ 60	Pitch, Burgundy	20 @ 25	Quassia	12 @ 15	Quinine, 5 oz. cans	@ 59	Rochelle Salts	30 @ 35	Sacharine	2 60 @ 2 75	Salt Peter	11 @ 22	Seldlitz Mixture	30 @ 40	Soap, green	15 @ 30	Soap mott cast.	22 1/2 @ 25	Soap, white castile case	@ 15 00	Soap, white castile less, per bar	@ 1 60	Soda Ash	3 @ 10	Soda Bicarbonate	3 1/2 @ 10	Soda, Sal	02 1/2 @ 08	Spirits Camphor	@ 1 20	Sulphur, roll	3 1/2 @ 10	Sulphur, Subl.	4 1/2 @ 10	Tamarinds	20 @ 25	Tartar Emetic	70 @ 75	Turpentine, Ven.	50 @ 75	Vanilla Ex. pure	1 50 @ 2 00	Vanilla Ex. pure 2	2 50 @ 2 50	Zinc Sulphate	06 @ 11

Specially Selected School Supplies



All our School Supplies are the best that we can find and we take particular pains in selecting the same so our customers will have the best we can find. So why not buy of us and make your store the real

SCHOOL HEADQUARTERS of your city. We carry at all times complete line of PEN and PENCIL TABLETS, Note Books, Pens, Pencils,

Rulers, Compasses, Protractors, Dictionaries, Dividers, Erasers, Pencil Leads, Propelling Pencils, Art Gum, Artist's Brushes, Composition Books, Theme paper and Books, Drawing Tablets, Spelling Tablets, Cardboard, Examination Tablets, Crayons, Chalk, Memorandum Books, Water Colors, Paint Boxes, Pencil Boxes, Schoars Companions, Paper Fasteners, Paper Clips, Blotting Paper, Slate Pencils, Penholders, Inks, Pastes, Mucilage, Files, Waste Paper Baskets.

Drop in and see our line or ask our salesmen.

Hazeltine & Perkins Drug Company

Manistee MICHIGAN Grand Rapids

GROCERY PRICE CURRENT

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

ADVANCED

Olives

DECLINED

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

K. C. Brand

Per case	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	8 30
50c size, 2 doz.	8 30
80c size, 1 doz.	8 75
10 lb. size, 1/2 doz.	6 85

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

BEECH-NUT BRANDS.



BLUING
The Original
Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Corn Flakes, No. 102	2 00
Pep, No. 224	2 70
Pep, No. 202	1 75
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
Postum Cereal, No. 1	2 70
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BROOMS

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

BRUSHES

Scrub

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
-----------	------

CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.3
Paraffine, 6s	14 1/4
Paraffine, 12s	14 1/4
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 50@5 75
Apple Sauce, No. 10	8 00
Apricots, No. 1	1 75@2 00
Apricots, No. 2	3 00
Apricots, No. 2 1/2	3 40@3 90
Apricots, No. 10	8 50@11 00
Blackberries, No. 10	8 50
Blueberries, No. 2	2 00@2 75
Blueberries, No. 10	14 00
Cherries, No. 2	3 75
Cherries, No. 2 1/2	4 25
Cherries, No. 10	14 00
Loganberries, No. 2	3 00
Loganberries, No. 10	10 00
Peaches, No. 1	1 50@2 10
Peaches, No. 1, sliced	1 25
Peaches, No. 2	2 75
Peaches, No. 2 1/2 Mich	2 20
Peaches, 2 1/2 Cal.	3 00@3 25
Peaches, 10, Mich.	8 50
Pineapple, 1 sl.	1 75
Pineapple, 2 sl.	2 60
P'apple, 2 br. sl.	2 40
P'apple, 2 1/2 sl.	3 00
P'apple, 2, cru.	2 60
Pineapple, 10 cru.	9 00
Pears, No. 2	3 15
Pears, No. 2 1/2	3 50
Plums, No. 2	2 40@2 50
Plums, No. 2 1/2	2 90
Raspberries, No. 2 blk	3 25
Raspb's, Red, No. 10	13 50
Raspb's Black, No. 10	12 00
Rhubarb, No. 10	4 75@5 50
Strawberries, No. 10	12 60

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 50
Clams, Steamed, No. 1	2 00
Clams, Minced, No. 1	3 25
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
Loibster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, k'less	5 50
Sardines, 1/4 Smoked	6 75
Salmon, Warrens, 1/2s	2 80
Salmon, Red Alaska	3 10
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	1 85
Sardines, Im. 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 65@1 80
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/2s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

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 35
Paramount, Cal.	13 50
Sniders, 8 oz.	1 75
Sniders, 16 oz.	2 55
Quaker, 8 1/2 oz.	1 30
Quaker, 10 1/2 oz.	1 45
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	13 00
Quaker, Gallon Tin	9 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

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

CHEWING GUM.

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

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

COCOA.

Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 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 Pastelles	2 15
1 lb. Rose Tin Bon	18 00
Bons	9 00
7 oz. Rose Tin Bon	9 00
Bons	9 00
13 oz. Creme De Caraque	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastelles	3 40
Langues De Chiats	4 80

CHOCOLATE.

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

COCOANUT

Dunham's

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

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package

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

McLaughlin's Kept-Fresh

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 1/4

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 90
Quaker, Baby, 8 doz.	4 80
Quaker, Gallon, 1/2 doz.	
Carnation, Tall, 4 doz.	5 15
Carnation, Baby, 8 doz.	5 05
Oatman's Dundee, Tall	5 15
Oatman's D'dee, Baby	5 00
Every Day, Tall	5 00
Every Day, Baby	4 90
Pet, Tall	5 15
Pet, Baby, 8 oz.	5 05
Borden's Tall	5 15
Borden's Baby	5 05
Van Camp, Tall	4 90
Van Camp, Baby	3 75

CIGARS

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

CONFECTIONERY

Stick Candy Pails

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes

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

Gum Drops Pails

Anise	16
Champion Gums	16
Challenge Gums	14
Favorite	18
Superior, Boxes	22

Lozenges Pails

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

Hard Goods Pails

Lemon Drops	18
O. F. Horehound dps.	18
Anise Squares	13
Peanut Squares	17
Horehound Tablets	18

Cough Drops Box

Putnam's	1 35
Smith Bros.	1 50

Package Goods

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

Specialties

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

Bar Goods

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

COUPON BOOKS

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

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

CREAM OF TARTAR

GELATINE



26 oz., 1 doz. case -- 6 00
3 1/2 oz., 4 doz. case -- 3 60
One doz. free with 5 cases.

JELLY AND PRESERVES
Pure, 30 lb. pails -- 3 30
Imitation, 30 lb. pails 1 75

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

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



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

MATCHES

Swan, 144 ----- 4 75
Diamond, 144 box -- 6 00
Searchlight, 144 box -- 6 00

MINCE MEAT

None Such, 4 doz. -- 6 47
Quaker, 3 doz. case -- 3 60

MOLASSES

Molasses in Cans
Dove, 36, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20

NUTS

Almonds, Tarragona -- 27
Brazil, New ----- 20
Fancy Mixed ----- 23

Salted Peanuts

Fancy, No. 1 ----- 16

Shelled

Almonds ----- 70
Peanuts, Spanish, 12 1/2 lb. bags -- 32

OLIVES

Bulk, 5 gal. keg ----- 10 00
Quart Jars, dozen ----- 6 50
Bulk, 2 gal. keg ----- 4 50

PARIS GREEN

1 1/2 s ----- 31
1 s ----- 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



Iron Barrels
Light ----- 65.1
Medium ----- 65.1
Heavy ----- 65.1



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

Sweet Small

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

Dill Pickles

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

PIPES

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

PLAYING CARDS

Battle Axe, per doz. 2 75
Bicycle ----- 4 75

POTASH

Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

Beef
Top Steers & Heif. -- 18
Good St's & H.f. 15 1/2@17

Cows

Top ----- 15
Good ----- 14
Medium ----- 13
Common ----- 12

Veal

Top ----- 17
Good ----- 16
Medium ----- 14

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

Dry Salt Meats

D S Bellies -- 18-20@20-22
Lard
Pure in tierces ----- 13 1/2

Sausages

Bologna ----- 16
Liver ----- 14
Frankfort ----- 19
Pork ----- 18@20

Smoked Meats

Hams, Cer., 14-16 lb. @25 1/2
Hams, Cer., Skinned ----- 27 1/2
Ham, dried beef ----- @27 1/2

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
1/4 bbls. ----- 2 50
1/2 bbls., 35 lbs. ----- 4 50

Casings

Hogs, Med. per lb. ----- @55
Beef, round set ----- 23@36

RICE

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

ROLLED OATS

Silver Flake, 1 2 Fam. 2 45
Quaker, 18 Regular -- 1 80
Quaker, 12s Family -- 2 70

RUSKS

Holland Rusk Co.
Brand
18 roll packages ----- 2 30
36 roll packages ----- 4 50

SALERATUS

Arm and Hammer -- 3 75
SAL SODA
Granulated, bbls. ----- 1 80

COD FISH

Middles ----- 15 1/2
Tablets, 1/2 lb. Pure ----- 19 1/2

HERRING

Mixed, Keys ----- 1 15
Mied, half bbls. ----- 9 50

Lake Herring

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

Mackerel

Tubs, 100 lb. fncy fat 24 50
Tubs, 50 count ----- 9 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

2 in 1, Paste, doz. ----- 1 35
E. Z. Combination, dz. 1 35

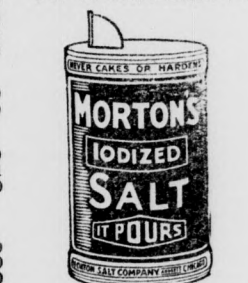
STOVE POLISH

Blackine, per doz. ----- 1 35
Black Silk Liquid, dz. 1 40

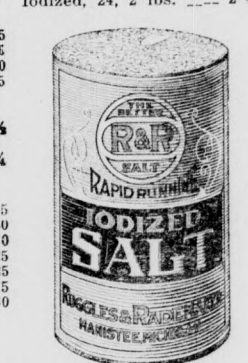
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 35
Enameline Liquid, dz. 1 35

SALT

Colonial, 24, 2 lb. ----- 95
Colonial, 36-1 1/2 ----- 1 25
Colonial, Iodized, 24-2 ----- 2 00



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 90
Big Jack, 60s ----- 4 50

CORN SYRUP

Blue Karo, No. 1 1/2 ----- 2 42
Blue Karo, No. 5, 1 dz. 3 33
Blue Karo, No. 10 ----- 3 13

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo ----- 85

SPICES

Whole Spices
Allspice, Jamaica ----- @24
Cloves, Zanzibar ----- @40

Pure Ground in Bulk

Allspice, Jamaica ----- @18
Cloves, Zanzibar ----- @46
Cassia, Canton ----- @25

Seasoning

Chili Powder, 15c ----- 1 35
Celery Salt, 3 oz. ----- 95
Sage, 2 oz. ----- 90

Corn

Kingsford, 40 lbs. ----- 11 1/2
Powdered, bags ----- 4 50
Argo, 48, 1 lb. pkgs. 3 60

Gloss

Argo, 48, 1 lb. pkgs. 3 60
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. -- 3 35

CORN SYRUP

Blue Karo, No. 1 1/2 ----- 2 42
Blue Karo, No. 5, 1 dz. 3 33
Blue Karo, No. 10 ----- 3 13

IMIT. MAPLE FLAVOR

Orange, No. 1 1/2, 2 dz. 3 15
Orange, No. 5, 1 do. 4 41
Orange, No. 10 ----- 4 21

MAPLE

Green Label Karo, ----- 5 19

MAPLE AND CANE

Mayflower, per gal. ----- 1 55

MAPLE

Michigan, per gal. ----- 2 50
Welchs, per gal. ----- 2 80

TABLE SAUCES

Lea & Perrin, large ----- 6 00
Lea & Perrin, small ----- 3 35

YEAST COMPRESSED

Fleischmann, per doz. 30

Zion Fig Bars
Unequaled for Stimulating and Speeding Up Cookey Sales
Obtainable from Your Wholesale Grocer

TEA

Japan
Medium ----- 27@33
Choice ----- 37@46

GUNPOWDER

Choice ----- 40
Fancy ----- 47

Ceylon

Pekoe, medium ----- 57

English Breakfast

Congou, Medium ----- 28
Congou, Choice ----- 35@36

Oolong

Medium ----- 39
Choice ----- 45
Fancy ----- 50

TWINE

Cotton, 3 ply cone ----- 33
Cotton, 3 ply pails ----- 35

VINEGAR

Cider, 40 Grain ----- 20
White Wine, 80 grain ----- 26
White Wine, 40 grain ----- 20

WICKING

No. 0, per gross ----- 75
No. 1, per gross ----- 1 25

WOODENWARE

Baskets
Bushels, narrow band, wire handles ----- 1 75

CHURNS

Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55

PAILS

10 qt. Galvanized ----- 2 40
12 qt. Galvanized ----- 2 60

Tubs

Large Galvanized ----- 8 50
Medium Galvanized ----- 7 25
Small Galvanized ----- 6 50

Washboard

Banner, Globe ----- 5 50
Brass, single ----- 6 00

WRAPPING PAPER

Fibre, Manila, white ----- 05 1/2
No. 1 Fibre ----- 08

YEAST CAKE

Magic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 27—On this day was held the first meeting of creditors in the matter of Robert A. Slaughter, Bankrupt No. 3151. The bankrupt was present in person and represented by attorneys Cross, Foote & Sessions. No creditors were present or represented. 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 Gertrude Ruggles Beam, Bankrupt No. 3160. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. No creditors were present in person. Certain creditors were represented by C. W. Moore, agent. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. W. Moore was named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date. The assets in this case were sold to Marie Snelling for \$275. An order for the payment of expenses of administration has been made.

On this day also was held the first meeting of creditors in the matter of Jacob D. Kirkhuff, Bankrupt No. 3152. The bankrupt was present in person and represented by Knappen, Uhl & Bryant, attorneys. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. C. W. Moore 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 Donald H. Starks, Bankrupt No. 3149. The bankrupt was present in person and not represented. No creditors were present or represented. Claims were proved, but not allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Mike J. Nowicki, Bankrupt No. 3153. There were no appearances. The first meeting then adjourned to May 31. At the adjourned first meeting the bankrupt was present in person and represented by R. L. Newnham, attorney. No creditors were present or represented. Claims were proved, but not allowed at this time. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting, as adjourned, then adjourned without date.

June 1. We have to-day received the schedules, reference and adjudication in the matter of Jean Keefe, Bankrupt No. 3170. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and her occupation is that of running a women's ready to wear shop. The schedules show assets of \$635.75 of which \$100 is claimed as exempt, with liabilities of \$6,763.36. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Kalamazoo, Kalamazoo	\$ 83.41
Barnett & Efrase, New York	79.75
Graceline Stout Dress Co., N. Y.	14.75
Kornhander & Kane, New York	115.45
Orange Mfg. Corp., New York City	261.50
Sheinberg & Price, New York	1,275.00
John H. McLaughlin, Philadelphia	86.43
McQueen Co., Cleveland	500.00
Samuel W. Weiss & Co., Chicago	112.25
Marshall-Field & Co., Chicago	193.13
Gilmore Bros., Kalamazoo	119.41
J. R. Jones Sons & Co., Kalamazoo	386.81
Paris Cleaners, Kalamazoo	51.11
Streng & Zinn Co., Kalamazoo	116.03
P. D. Robertson, Inc., Kalamazoo	46.50
Kal. Engraving Co., Kalamazoo	37.35
Nazareth Academy, Kalamazoo	146.00
Mrs. Annie Dillingham, Kalamazoo	1,179.46
A. Botting, Grand Rapids	500.00
Kal. City Sav. Bank, Kalamazoo	900.00
William Fels Co., Inc., New York	57.02
Deutz & Ottinger, New York	343.50
Lawrence Silver & Co., New York	124.50

June 2. We have to-day received the schedules, reference and adjudication in the matter of Glen Snyder, Bankrupt No. 3171. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a carpenter. The bankrupt's schedules show assets of \$320 of which the full amount is claimed as exempt, with liabilities of \$813.73. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Liberal Credit Co. Co., Grand R.	\$ 40.00
Prange's Credit Dept. Co., G. R.	7.00
Industrial Mortgage & Investment Co., Grand Rapids	112.00
John S. Noel, Grand Rapids	67.00
Prudential Insurance Co., G. R.	90.00
Dr. A. B. Smith, Grand Rapids	103.00
Dr. C. F. Karshner, Grand Rapids	15.00

Dr. E. B. Anderson, Grand Rapids	64.45
Dr. Earl J. Byers, Grand Rapids	10.00
Dr. Eugene N. Nesbitt, Grand R.	16.00
Elzinga Milk Co., Grand Rapids	21.15
Joe's Place, Grand Rapids	11.35
Mills & Healey, Grand Rapids	46.28
Edgewood Dairy, Grand Rapids	35.00
Rays Grocery, Grand Rapids	30.00
Charles Phelps, Grand Rapids	15.00
Dr. V. L. Bell, Grand Rapids	40.00
St. Mary's Hospital, Grand Rapids	80.00
M. N. Paris, Grand Rapids	7.50

June 2. We have to-day received the schedules, reference and adjudication in the matter of Jay Butler, Bankrupt No. 3172. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cedar Springs, and his occupation is that of a blacksmith. The schedules show assets of \$1,270 of which \$900 is claimed as exempt, with liabilities of \$529. The court has written for funds and upon receipt of the same the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Elmer Holiday, Cedar Springs	\$ 35.00
Dr. Charles W. Brayman, Cedar Springs	25.00
George Hall, Cedar Springs	25.00
Benjamin Walbridge, Cedar Springs	300.00
Thompson & Temple, Grand Rapids	65.00

June 2. We have to-day received the schedules, reference and adjudication in the matter of Joseph Boos, Bankrupt No. 3173. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$10.60 of which the full interest is claimed as exempt with liabilities of \$825. We have received the indemnity funds, and the first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Phillip Boos, Grand Rapids	\$585.00
Theodore Platte, Grand Rapids	25.00
Nicholas Szekely, Grand Rapids	215.00

June 3. We have to-day received the schedules, reference and adjudication in the matter of Lewis Hooker, Bankrupt No. 3174. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Ledge, and his occupation is that of a farmer. The schedules show assets of \$214.47 of which \$30 is claimed as exempt, with liabilities of \$4,943.19. The court has received the indemnity fund, and the first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

U. S. Holdridge, Evart	\$135.17
First National Bank, Reed City	62.01
Barryton State Savings Bank, Barryton	141.15
Clifford Sparks, Evart	960.00
Commercial Sav. Bank, St. Louis	116.97
Lewis G. Hammond, Evart	790.50
Montigue & Son, Alma	18.00
First National Bank, Manistee	1,531.78
Worth B. Smith, Evart	839.00
Gratoit Co. State Bank, St. Louis	348.61

May 27. On this day was held the first meeting of creditors in the matter of Frank S. Schlicht, Bankrupt No. 3157. The bankrupt was present in person and represented by attorneys Jewell, Face & Messinger. Creditors were present in person and represented by Travis, Merrick, Warner & Johnson; R. L. Newnham; and C. W. Moore. Claims were proved and allowed. Edward De Groot was elected trustee and his bond placed at \$1,000. The first meeting then adjourned to June 2. At the date and time of adjournment the bankrupt was present in person and by his attorneys. Appearances were those of the trustee and creditors in person, as well as creditors being represented by attorneys Corwin, Norcross & Cook; Travis, Merrick, Warner & Johnson; Francis L. Williams; R. L. Newnham. The bankrupt was sworn and examined with a reporter present. The first meeting and examination of the bankrupt then adjourned to June 10.

In the matter of Bernard H. Bloch, Bankrupt No. 3013, the trustee has filed his return showing no assets and the case has been closed and returned to the district court as a case without assets.

In the matter of Edward De F. Anstett, Bankrupt No. 3098, the trustee has filed his return showing that there are no assets in the estate. The case has been closed and returned to the district court as a case without assets.

In the matter of Sampsell & Bloode, etc., Bankrupt No. 2811, the trustee has filed his final report and account and a final meeting has been called for June 16. The report and account of the trustee will be considered and passed upon. Expenses of administration will be considered and ordered paid, and a first and final dividend paid to creditors, if possible.

In the matter of Herman Teitsma, Bankrupt No. 3103, the trustee has filed his final report and account, and a final meeting of creditors has been called for June 16. The report and account of the trustee will be considered and passed upon. The expenses of administration will be ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

Not a Market To Go Short On.

Written for the Tradesman.

The past week has seen considerable liquidation in wheat futures, the result being that both cash and future contract wheat declined. This result came through weak foreign markets and improved wheat crop conditions in the Southwest.

Kansas, Oklahoma and Texas had complained about deterioration in various sections, but timely rains have overcome much of the anticipated loss and present indications are a good crop will be harvested.

There is plenty of moisture in the Northwest, so while the spring wheat acreage in the United States is smaller than a year ago, its condition is better than last year and fully as much spring wheat is likely to be harvested, if not a small increase this year.

The Canadian provinces as a whole are nearly 25 per cent. short of last year's spring wheat acreage, and while there is plenty of moisture with favorable growing conditions at present, the wheat was mostly late sown, and the most optimistic reports indicate that not to exceed 80 per cent. of last year's crop will be harvested; some grain men predict a crop of not over 300,000,000 bushels, which if correct would show a loss of approximately 120,000,000 bushels compared to last year.

One of the most bullish factors in the present grain situation is the very unfavorable position occupied by corn. The weather has been continuously cold and wet in most of the corn-planting area, and much of this is yet unplanted, and that in the ground is in poor condition, and it will require very favorable planting and growing weather from now on to make a good sized crop; in fact crop experts predict a short crop of corn this year, and of course high priced corn will result in a material increase in consumption of wheat both in the form of flour and for stock feed. Besides, the sentimental effect of high priced corn will influence the price of wheat.

This is not a market to go short on, and while in all probability wheat will decline more or less during the next three months, particularly during the heavy movement in August and September, yet we believe as high a range of prices will prevail on both wheat and flour as a year ago; possibly somewhat higher. Much depends on the corn crop, as well as favorable maturing conditions surrounding wheat itself. It appears advisable to keep requirements covered, and possibly August and September will prove profitable buying periods for future delivery; if we have a substantial decline on wheat during that time they undoubtedly would, particularly with a short corn crop in prospect.

Lloyd E. Smith.

Holes in Swiss Cheese Affect Its Sale Here.

Swiss cheese makers, like many other European food manufacturers, find the greater part of their pre-war business lost to them, due to the United States itself producing a large part of its requirements in their line. The most potent factor in taking

away the Europeans' market was the packing of cheese in bars instead of round loaves. These bars were found to be less wasteful, furnishing a slice of the exact size for a sandwich, and necessitating the purchase of only a small quantity at a time.

The large holes in the imported Swiss cheese are an impediment to its employment in sandwich making, as the buyer of the sandwich thinks he or she is being cheated out of the cheese which should be in the holes. Granted the flavor of the imported cheese is much better, how many eaters ever find it out?

E. A. Nies.

From Michigan To New Mexico.

Pontiac, June 6—I wish to inform you that I am about to depart for Las Cruces, New Mexico, and would like to know if you could mail the Tradesman out there. That is a long ways away, but I would be lonesome without the good old Michigan Tradesman which I have enjoyed so many years. I start this week Tuesday and would appreciate having your worthy paper to read out in the shade of the cactus trees in New Mexico. We expect to make Las Cruces our home if we like it there.

Herbert Hamill.

Business Wants Department

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

FOR EXCHANGE—For drug or general store in Michigan, forty-four acre farm with splendid apple orchard in N. Y. fruit belt or 640 acres well-grassed Nebraska land. W. I. Benedict, Kalamazoo, Mich. 594

FOR SALE—Stock of groceries, and fixtures. Doing good cash business. 424 Willow St., Lansing. Phone No. 51598. 595

For Sale—Cash grocery and meat market. Sales \$50,000. Or will sell interest to man capable of managing business. Other interests require owner's time. Address No. 596, c/o Michigan Tradesman. 596

FOR SALE—One Brecht ice box 9x12x 10 1/2 ft. high, beautiful opal glass front; one Brecht ice machine, two ton, five horse power motor. Good as new, used only two years. WILL SACRIFICE at \$800 for both. Phone or telegraph Bell 3469. W. J. Donald, Battle Creek, Mich. 597

FOR SALE—Elevator. Built six years ago. Splendid farming section. Ionia county. No local competition. Profitable, going concern, well and favorably known. Snap for live man. Quick action advised. For particulars, address Box 24, Orleans, Mich. 591

FOR RENT—Two furnished cottages on Wilderness Bird Refuge, Laraway Lake, Cascade road. L. R. Gleason, 610 Murray Building, Grand Rapids. 592

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

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

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

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc.

LOUIS LEVINSON, Saginaw, Mich.

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

Palm Olive Deals Some and Other Troublous Questions.

(Continued from page 20)

haps himself—had sold sugar on a ten per cent. or five per cent. margin, and he had settled in his own mind, with no further thought or examination, that sugar was always sold that way.

Consider, Mr. Grocer, that sugar makes up from one-eighth to one-quarter of your total sales. It depends on your environment and the plan of your business. At the smallest it is the one most serious item you have to watch. At the largest it can make or break you. You cannot afford not to know all about sugar in your own store all the time.

Perhaps it would startle you, you who read these lines, if you would stop where you are and examine your own sugar business in the light of what I have just written. One thing is absolutely certain: That any study you give to it will reveal some weakness of which you have not been fully aware. So no matter what the actual situation in your own store, my hint will not be lost—unless you fail to take it.

Grocers are not the only sinners against good practice. Recently I bought a rubber stamp from a specialist centrally located. It was ready in 24 hours and cost 50c.

Desiring to trade with a neighborhood man, I ordered precisely the same size and plan of stamp when I needed a change of wording. After a week of waiting, I asked about it. It had not come in yet, but would be along in a few days. Again I asked. Again an excuse was handed me. Two weeks after the order was given, I got my stamp. The bill was 60c.

Now why, I ask you, should I continue to "trade at home?" Let us consider that neighborhood rents and all other expenses generally are lower than down town locations and expenses. There is no car fare. Life is simpler and less costly. Why, then, should anybody be penalized because he trades with his neighbors? Let us take a cue from the chains:

They say they do not care if you and I sell goods at the same prices they get. What irks them is to have you and me sell for less. Now the neighborhood man can hope to retain trade—mine as well as yours—only, if he charges at least no more than down town; and only if his service is practically as prompt. I'd not have minded an extra day's delay. I sure did mind an extra twelve days. You would. Anybody would.

Paul Findlay.

Keeping Goods in Stock.

That the present unwillingness of most of the leading retailers to pay more attention to stocking dress gingham in their piece-goods departments is costing them, and makers of these fabrics, no small sum in lost profits was the contention advanced recently by an executive of a prominent dry goods house. This house handles some of the best-known branded gingham made in the United States.

"To my mind," he said, "one of the biggest handicaps under which manufacturers of dress gingham are work-

ing at the present time is the unwillingness of retailers to stock any kind of merchandise to any extent until the demand for it figuratively slaps them in the face. That is the case with gingham to-day, and it is costing all concerned considerable money.

"This opinion is not the fruit of my desire to see gingham sell better, but it is born of the knowledge that hundreds of women around the country want to buy our goods, and probably other lines of fancy gingham as well, but cannot find stores with them in stock. I know this because we have received within the last several months a very large number of letters from such women, through our advertising department, asking where the goods were to be had.

"I will admit that the number of letters received from any one city or town is small, but the significance of the matter is that women are being prevented from buying dress gingham in a larger way because of the resistance of the stores against stocking them. Even more significant is the fact that the number of enquiries coming to us from prospective consumer buyers of gingham is steadily increasing. It is my belief that the time has come for retailers to take some cognizance of this."

Raise Underwear Prices.

Announcement was made last week by the Appalachian Mills Co. of advances, effective at once, covering production during the remainder of the Fall season. They amount to 25 cents a dozen on shirts and drawers and boys' union suits, and to 37½ cents a dozen on men's union suits. They follow the company's recent withdrawal of its 15-16 pound sub-standard union suits.

The action of the Appalachian Co. was not unexpected, for the tendency to increase merchandise prices in keeping with higher costs of cotton and yarns has been apparent in the trade for some time. One of the leading Northern lines was advanced about a week ago, and since that time there have been indications of impending action on the part of other producers of men's heavyweight underwear, both ribbed and fleeced.

One reason for delaying the expected advances on these lines is said to be the undersold condition of several of the smaller mills, which are apparently willing to continue taking business at the old levels in order to cover their production more fully. This, however, does not seem entirely to be borne out by information from other sources, which would indicate that the mills, as a whole, are in better shape in a business way than is generally supposed by buyers. One big Southern mill making trade-marked merchandise, for instance, now has as much volume on its books as on Oct. 1 last year.

What About Grandma?

A lady used to be called old at fifty. Then she retired into an inglenook, work a white cap, and darned stockings.

A London newspaper asks where is the grandma of yesterday, and fails to find her by the fireside.

A reporter for the paper made out a list of seven grandmas he knew and went out to find them.

One was in Paris buying frocks. Another was in the country trying out a new sport roadster on a visit to her grandchildren. Another was making a political speech for her son. Another had gone to a matinee, while another was buying new valves for her radio set. And the last two were having haircuts preparatory to the dansant in a big hotel.

There has been a good deal of talk about young ladies of to-day differing from those of yesterday, but what about grandma?

Brownell Writes Salesmanship Book.

"The Sixth Sense in Salesmanship," from the pen of W. L. Brownell and emphasizing the importance of common sense, is off the press and meeting with highly favorable comments in the business world. It is a plea for the salesman that he be understood, also an appeal to the salesman that he understand his calling, thus becoming of real value to the organization with which he is affiliated.

The Brownell publication has already been inspected and endorsed by such magazines as "The National Underwriter" and "Concrete"; by Conklin-Sear-Cohen, Inc., Munn and Company; Dr. J. M. Fitzgerald, vocational counsellor; T. Paul Hickey, Detroit College of Law; the Kalamazoo Vegetable Parchment Co. and John Tuberty of the Kalamazoo City Savings Bank. The circulation has already run into thousands of copies.

Coming so close on the heels of Mussolini's remarkable speech of a few days ago the action of Primo de Rivera in Spain looking toward a return to constitutional government, with universal suffrage, looms large and significant by contrast with the Italian dictator's funeral sermon over the

democratic theory of government. Mussolini declared that his successor had not yet been born, and made it clear that he expected to remain in office as long as he lived; De Rivera, after four years in office, declares his willingness to step down and allow his autocratic rule to be supplanted by a new Parliament to be fully representative of all classes. Of these two outstanding European dictators Mussolini has generally been regarded as by far the greater man—more powerful, more intelligent and more statesmanlike. Yet, as matters stand to-day, he is a menace not only to the future of his country, no matter how "efficient" he may make it at the moment, but to the peace of Europe and indirectly, therefore, to the peace of the world, while De Rivera is apparently willing to sacrifice personal ambition to the lasting good of his country. It remains to be seen what will come of the well-intentioned plan to allow all Spaniards to participate in the government. Other experiments of the kind have been ill-fated, and it may well be doubted that a country with so high a percentage of illiteracy is ready for a full measure of self-government, but the move is in the right direction and is bound in the end to have good results. The same may not be said of Mussolini's bold challenge to Europe, with its violent tone of German Junkerkulture saber rattling.

The old law of supply and demand is still operating. If conditions become worse farmers will leave the farms, the production of grain will decrease and the price will be lifted.—Charles M. Schwab.

Little progress can be made by merely attempting to repress what is evil; our great hope lies in developing what is good.—Calvin Coolidge.

Eat, drink and be—bankrupt.

Sales Aids

A package of Uneda Biscuit or Premium Soda Crackers helps sell cheese or jellies.

Oysterettes sell a can of soup.

Nabisco invites a sale for gelatin or preserved fruits.

Give this idea to your clerks.



NATIONAL
BISCUIT COMPANY
"Uneda Bakers"

Rouse Making the Fight of His Life.

Guy W. Rouse is making a desperate effort to defeat the ends of justice by remaining in California, instead of returning to Grand Rapids to stand trial like a man. He has retained one of the ablest attorneys in Los Angeles and proposes to leave no stone unturned to evade trial if possible.

Sentiment of local legal lights is to the effect that such a course is the worst thing he could do if he expects to receive any leniency whatever at the hands of the local trial judge. The defense he set up in his preliminary examination and paraded in the daily papers—that he was not in the city when the \$17,000 specified in the complaint was taken—is so flimsy as to be positively ridiculous. No one with a right slant on the customs of the courts would undertake to evade the responsibility of his criminal acts as he has done, and his defiance of constituted authority and his action in causing the county so much expense to bring him back to face trial will necessarily result in the prolongation of his sentence.

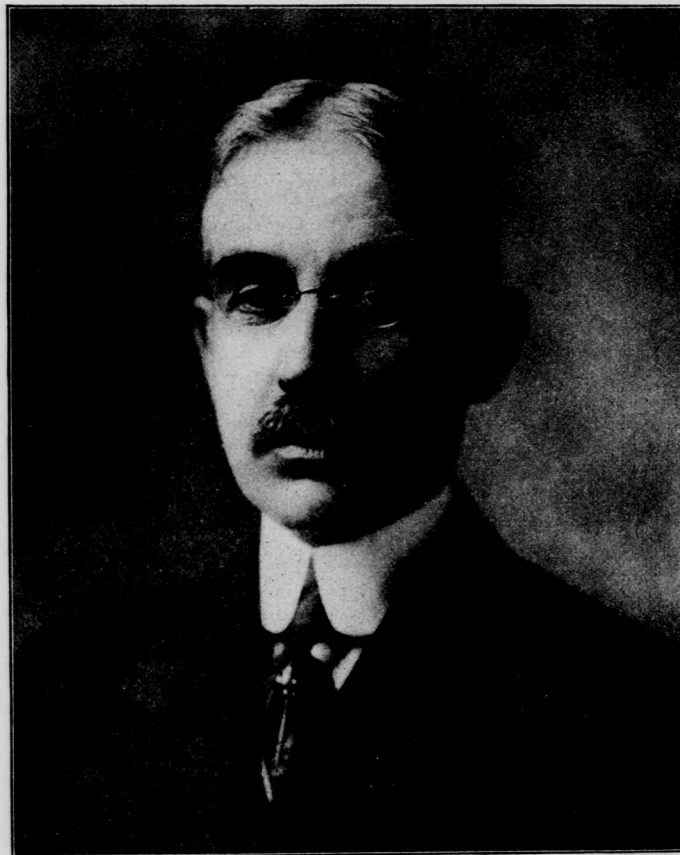
No sooner was Rouse lodged in jail than dozens of men came forward with voluntary statements of wrongs they had received at his hands. Some of the revelations go back to the days when he was a minor clerk in a bank, more than twenty years ago. A leading contractor in the construction line told how Rouse swindled him out of several hundred dollars by misrepresenting the value of a block of bank stock which had not been on a dividend basis for some year. Rouse assured the owner that the condition of the bank was such that no dividends would be paid for several years. On the strength of that statement the owner relinquished his holdings at a sacrifice. The next day the bank declared a cash dividend and announced that the rate would be maintained regularly in the future. The market value of the stock automatically advanced \$20 per share. This circumstance happened the second year Rouse espoused the banking business, showing that he aimed to figure as a Napoleon of finance in the early days of his career.

For some years Rouse was Secretary and Treasurer of the Mississippi Timber Co., a holding organization. His financial reports were so meager and unsatisfactory that the stockholders replaced him with a leading local business man. It was then found that he was a defaulter to the amount of \$30,000, although he kept no books or records, evidently retaining all the transactions of his office in his head. Pressure was brought to bear on him to disgorge the money he had embezzled, whereupon he agreed to make up the amount of his looting in \$5,000 payments. He was eight months covering the shortage.

A week ago Saturday Claude Hamilton and Robert W. Irwin sent \$10,000 to Los Angeles to enable Rouse to put up the cash bail required to secure his release from jail, where he had been confined since the previous Wednesday.

After the hearing before the Governor of California, held at Sacra-

Retiring and Incoming Managers of Lee & Cady



Harry T. Stanton.



William L. Berner.

mento Monday, that official promptly affixed his signature to the papers authorizing the officers of the law from Kent county to take the prisoner home for trial, whereupon Rouse's attorney secured a writ of habeas corpus, which will hold him in California until Friday. In all probability the man charged with embezzlement will be headed for Grand Rapids Friday evening, accompanied by the five people who had to make a trip to the Coast to secure their prey.

The Worden Grocer Co. has received another \$9,000 refund from the Internal Revenue office, representing excess profits taxes paid the Government as the result of false statements of earnings made by Guy W. Rouse. This makes \$18,333.33 the Worden Co. has recovered from this source. Corresponding overpayments were made the State, county and city, but there is no law which provides for refunding erroneous payments made under these circumstances.

In the annual report of the American Railway Association attention is called to the remarkable decrease in losses through freight train robberies. The figures for 1926 show a decrease of 12 per cent. compared with those for 1925 and 89 per cent. compared with those for 1920. Among the causes given for the improvement are the better illumination of railroad yards, increases in the number of police, greater care in sealing cars and insistence on fuller information regarding shipments. While all these things played an important part in the reduction of losses, the greatest factor has been the development of fast freight trains, which now carry merchandise with the speed and precision of fast passenger trains. No stops are now made in deserted yards at way stations, where lurking gangs in the past were able to overpower train crews, pry cars open and help themselves at their leisure. In addition, the roads have organized a better system of following up robberies. In 1926 there were 7,500 arrests for these thefts, but the efficiency of the police organization is evidenced by the fact that more than 97 per cent. of the cases tried in January of this year resulted in convictions. The report indicates that merchandise in transit over the country has now become safer than it is in the streets of New York or Chicago.

Every country has its favorite dish which is specially prepared and served to diplomats and other notables. Even in our late war "favorite" dishes, such as "canned Willie," "gold fish," etc., were served. These, however, were not very popular among our soldiers. Now the nationally known combination of pork and beans, made famous the world over by New Englanders, is apparently about to lose caste and to be superseded by the delectable though often despised sausage. President Coolidge considers sausage an indispensable part of his breakfast. And Lindbergh, our hero aviator, is following suit. It is hard to believe, though, that the "pork and beans" is no longer to head the list of American delicacies.

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the
**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$39,611,125.59

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES
Tornado—Automobile—Plate Glass

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

AMERICA'S
MOST FAMOUS
DESSERT

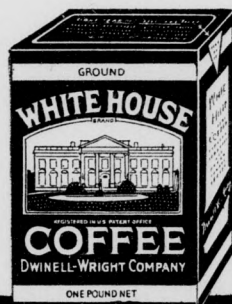
© 1927, F. Co., Inc.

WHITE HOUSE COFFEE

Test it by your own Taste!

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

The Flavor Is Roasted In!

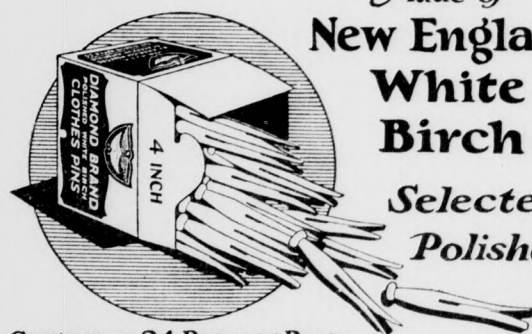


DWINELL-WRIGHT COMPANY
Michigan Distributors—LEE & CADY

Boston - Chicago
Portsmouth, Va.

DIAMOND BRAND CARTON CLOTHES PINS

Made of
New England
**White
Birch**

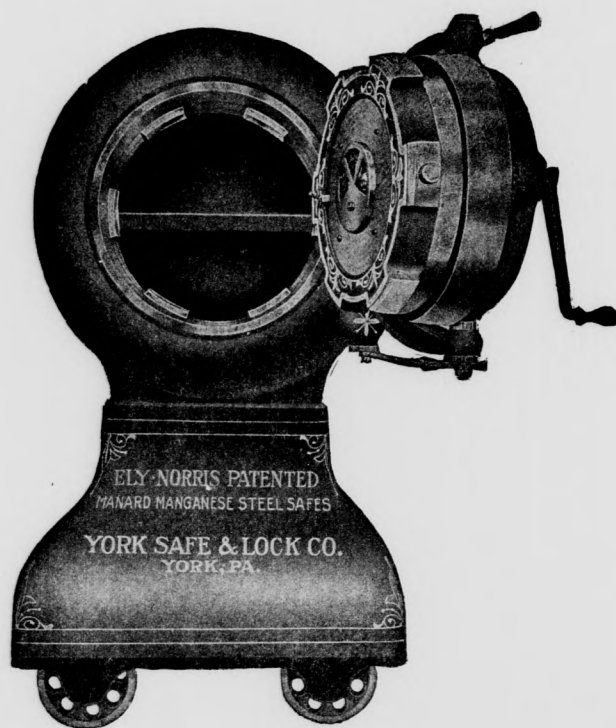


*Selected-
Polished*

CARTONS OF 24 PERFECT PINS~

TRADE MARKED QUALITY
OF
THE DIAMOND MATCH CO.

Sold and Recommended by
ALL LEADING DEALERS



On the Bargain Counter

We have two Ely-Norris safes, similar to the accompanying illustration, which we wish to dispose of at sacrifice sale. They are absolutely burglar proof and can be depended to carry any bank or business house through the most trying ordeal. The safes are not second-hand, but slightly shop worn.



GRAND RAPIDS SAFE COMPANY
Grand Rapids