

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 11, 1928

Number 2312

LIFE'S MIRROR

*There are loyal hearts, there are spirits brave,
There are souls that are pure and true,
Then give to the world the best you have,
And the best will come back to you.*

*Give love, and love to your life will flow,
A strength in your utmost need;
Have faith, and a score of hearts will show
Their faith in your word and deed.*

*Give truth, and your gift will be paid in kind,
And honor will honor meet:
And a smile that is sweet will surely find
A smile that is just as sweet.*

*Give sorrow and pity to those who mourn,
You will gather in flowers again
The scattered seeds of your thought outborne,
Though the sowing seemed but vain.*

*For life is the mirror of king and slave—
'Tis just what we are and do;
Then give to the world the best you have,
And the best will come back to you.*

MADELINE S. BRIDGES

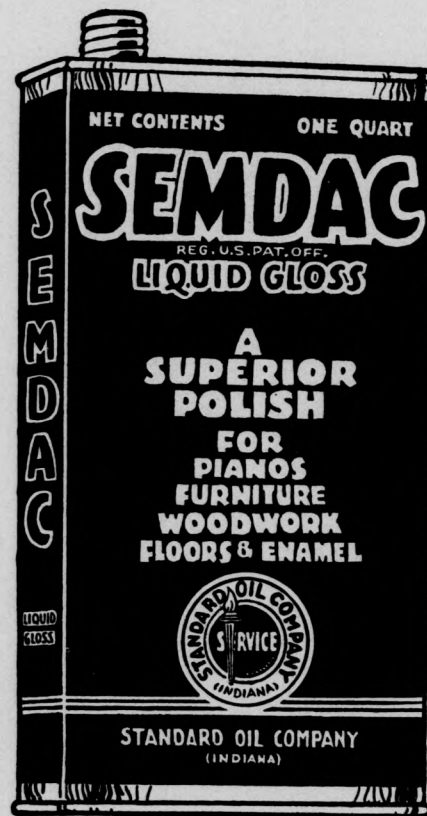
SEMDAC LIQUID GLOSS *and* DEALER PROFITS

For many years, Semdac Liquid Gloss has given most satisfactory results when used for renewing the lustre and enhancing the appearance of use-dulled furniture and woodwork.

And for as many years, this improved cleaner and polish has been displayed by an increasing number of Michigan dealers. For Semdac Liquid Gloss moves quickly and offers a greater profit than many other polishes.

Semdac Liquid Gloss has stood the test of years. It has seen other polishes come and go. Dealers throughout Michigan recognize this product as a popular leader in its field.

You can increase your business by displaying Semdac Liquid Gloss on your shelves and in the window. Such a display usually furnishes just the needed reminder for your customers to buy now. Order your supply of Semdac Liquid Gloss now --- from your jobber or direct from us.



SEMDAC AUTO POLISH

SEMDAC AUTO POLISH removes smoke film, grime and rain spots with least effort, and restores the maximum lustre to lacquered, enameled and varnished surfaces.

Semdac Auto Polish is easy to apply. It works quickly. It gives a brilliant lustre.

Sold in pint and quart bottles. Look for the red and blue package.

STANDARD OIL COMPANY
[INDIANA]

. . 910 SOUTH MICHIGAN AVENUE

CHICAGO, ILLINOIS . .

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

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 RATES are as follows: \$3 per year, if paid strictly in advance. \$4 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 September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

Co-operate in Getting Census of Black Currant Bushes.

A recent report from the Pennsylvania Forestry Association is as follows:

The school children examined thousands of currant and gooseberry leaves in their home gardens, and their teachers sent all suspicious leaves to the Department of Agriculture at Harrisburg.

A summary of the first 1,000 reports received shows that 8,330 gardens in 47 counties were inspected by school children and that approximately 20,000 suspicious leaves were sent to Harrisburg. Rust was found on 302 leaves, collected in 30 counties.

"The results of this unique survey have far exceeded all expectations," representatives of the Bureau of Plant Industry say. "The nature of the leaves submitted indicate that the children searched intelligently and used good judgment in sending in what they considered suspicious specimens."

"Great credit is due the teachers and pupils for this fine work. The same survey, if handled by trained scouts, would have cost the State and Federal Governments a vast sum of money. The school children not only made possible this great financial saving to the Commonwealth, but they learned a very interesting lesson about plant diseases while doing the work."

The above statement showing, the prevalence of white pine blister rust in Pennsylvania, is of considerable interest in several ways. It shows a condition of widespread infection greater than our Michigan infected area and it seems to show that weather conditions last year over several states were conducive to the great increase of the disease.

The manner in which the facts were gathered is highly interesting because so much was accomplished through voluntary activities. This is suggestive of the usefulness of general co-operation in our State to secure knowledge of black currant plants.

It shows that co-operation of that kind can be a vital force in community welfare.

The showing of such large areas of infection calls attention to the need for searching out the location of all cultivated black currant plants.

The very widespread areas of infec-

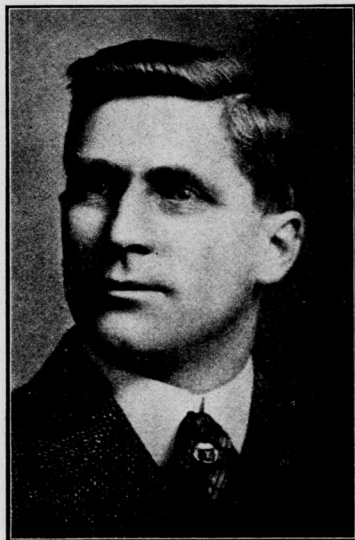
tion in the United States and Canada are constantly sending forth, whenever weather conditions are favorable, their multitude of spores and the black currant plants give the spores such easy conditions for development that the only safe plan is to destroy every black currant bush. In this winter season, when proper eradication cannot be done, it is well to get the knowledge to the people and secure a record of all plantings.

Therefore we ask that you mention this to all your neighbors with the idea that owners of the black currant plants will be sending in a statement of what they have.

We want the facts forwarded to E. C. Mandenberg, office of Orchard and Nursery Inspection, Lansing, where plans are being laid out for the coming year's work. Frederick Wheeler, Pres. Michigan Forestry Assn.

President Bailey Is a Constructive Genius.

O. H. Bailey, President of the Michigan Retail Grocers and Meat Dealers Association, spent Monday in the city.



O. H. Bailey.

During most of the time he was in conference with Paul Gezon, planning special features for the annual convention, which will be held in Lansing during April.

Mr. Bailey proposes to introduce an innovation at the convention by eliminating all complaints about the competition of chain stores. He prefers that the independent grocers composing the convention come to Lansing prepared to accept the situation as it is; to concede chain stores the right to exist; to accord the jobber all the latitude he requires, so long as he refrains from selling goods to consumers; that he even be permitted to deal direct with the consumer in considera-

tion of his charging the full retail price for goods and according the regular retail profit to the retail dealer who would otherwise receive the order.

Mr. Bailey believes that the retail grocery trade should forget all about buying combinations and co-operative undertakings and go back to the time-honored theory that merchandise should be handed down from the manufacturer to the jobber, from the jobber to the retailer and from the retailer to the consumer. The retail trade was never so prosperous as it was when this plan was in vogue and he believes the sooner we get back to first principles, the better it will be for all concerned.

Mr. Bailey's observations lead him to believe that where buying clubs have been formed by the retailers and the jobbers have been crippled or put out of business, a chaotic condition soon ensues. He believes the retailer and jobber should work together to solve the problem which confronts the trade at this time and that by so doing the retailer can secure a degree of protection he cannot obtain by forming buying clubs having for their object the destruction of the jobber.

Harry J. Aarons.

In the death of Harry J. Aarons, Manistee loses more than merely a good, loyal citizen. He was a great civic asset.

Harry Aarons was the unofficial gladhander of the city. He was the first to welcome the newcomer to our midst, the last to speed the departing guest, with an invitation to return.

Abiding faith in his community, trust in his fellow men, was the creed by which he lived. Though his faith and his trust at times cost him dearly, the bright light of his cheery optimism never dimmed. During the long and grievous illness which afflicted him his faith never faltered, his spirit never wavered.

Manistee, to Harry Aarons, was more than his home city. It was, in almost a literal sense, his sweetheart and his bride. He never wearied of singing its praises, at home and abroad. And for the reason that he was a true friend to all its citizens, he leaves with the present generation of Manisteeans the memory of his good works in their behalf as a more enduring monument than any shaft of granite could be.

His many good offices to this community will not be forgotten by those of his fellow townsmen who have attained years of understanding.—Manistee News-Advocate.

Felt Hats Rank as Staples.

Re-orders received by some of the better grade millinery houses during the past week call for the small felt hat. Felt hats are now recognized as

staples and included in both Spring and Summer lines. Buyers, however, claim that the late Spring business will be done in straws in turban shapes and in small brimmed models, while the Summer season will see large brims in both straws and felts in the lead. In addition, all styles show a decided trend toward increased ornamentation in the way of pins, fancy bows, bandings and facings. This tendency, it is hoped, will do much toward preventing the cheap manufacturer from copying and popularizing the better models.

Eleven New Readers of the Tradesman

The following new subscriptions have been received during the past week:

A. Van Dyke, Niles.
Ralph Chase, Prairie Creek.
C. H. Barnes, Ashley.
Conklin State Bank, Conklin.
Northville Chemical Co., Northville.
John Gladding, Cascade.
J. L. Dornbos, Spring Lake.
Edwin F. Steet, Clarkston.
N. P. Rasmussen, Traverse City.
Daisy M. Menzies, Gaylord.
John Bell, Cadillac.

Official Greetings To Retail Grocers.

To individual retail grocers:

Have pride in your calling—it is a public service of essential value.

Have faith in your future—It is secure in capable hands.

Have an uncompromising will to succeed—It will overcome all obstacles.

Have always in mind the only way of business success—It is business efficiency, wherefore achieve it.

This is my new year's message to you.
Charles Wesley Dunn,

General Counsel, National Association of Retail Grocers.

Getting Cow Out of London Shop.

London, Dec. 30—Should a cow happen to get stuck in your confectionery shop, don't lose your head, says the Herald Tribune. Simply give her a stiff drink of whisky and she will leave immediately. This, at least, is the advice of a shopkeeper of Crompton, Lancashire, into whose establishment a cow strayed the other day. When efforts were made to drive her out, the cow stuck in the doorway. The proprietor, after all other expedients had failed, brought out the whisky bottle and poured four fingers for the cow. The animal smacked her lips and, with a mighty heave, freed herself.

One Year Nearer the Goal.

Clair Allen, of Wyandotte, was appointed a member of the Michigan Board of Pharmacy last week in the place of Claude C. Jones, of Battle Creek, whose term has expired.

This appointment leaves only one more obstacle in the way of a change in the position of director, which has been made so obnoxious by the present incumbent of that office.

MEN OF MARK.

F. E. Martin, Assistant Manager of Valley City Milling Co.

Somewhere in the unknown land of Probability lies Opportunity—that dreamy eyed will-o'-the-wisp, waiting not on man, yet waiting for that man whose quickening touch shall bring fruition and cause the awakening of dormant possibility. Opportunity inhabits every part of the world and perhaps does not frequent any one particular section to the exclusion of others seemingly less favored. Called into being by the daring touch of the masterhand, this child of circumstance is accepted and employed by the successful on evidence which to each one seems good and sufficient for the individual's purposes.

It is the old story of man choosing for himself a vocation. The surroundings and inducements held forth by that section in which he was raised and which he is more intimately acquainted oftentimes are disregarded and he journeys into a far country where he seeks that portion of success with which Dame Fortune may crown his efforts. Some there be who seem to fit in and become a part of the life to which they are born; others are imbued with the idea that the unknown world and the unknown land hold greater reward and greater opportunities than could possibly be found near the old roof-tree. It matters little which view is held or which course is chosen; that famed and long striven for result—success—is the alluring goal toward which each toiler is struggling with earnest effort.

There is ample room in every industry in this country for each zealous worker, whether he possesses an equipment of brains or capital or brains and capital combined. The great resources of the country have been developed through the co-operation of the capitalist, the inventor or the originator and the field and factory workers who furnish the motive power. It would be unjust to recognize the importance of any one of these great contributing factors to the exclusion of the others. The men who furnish the capital; the men who by their ingenuity have made the complete mechanical appliances of the modern factory possible; the men who carry on the work at the manufacturing plant, as well as those who are instrumental in distributing the product after it shall have been secured—all are vital parts of the great industries of the country.

It is not necessary to determine the relative importance of these factors of the business world. Each fills a particular niche which is necessary to the prosperity and well-being of the industry. In some cases the man is of broad enough character to encompass them all and among this class may be mentioned the name of one who has successively performed the duties pertaining to each of the subdivisions outlined.

Frank E. Martin was born on a farm one-half mile South of Sparta in February, 1878. His grandfathers on both sides were born in Scotland, so it is

safe to say that he embodies the characteristic features of the Scottish race. When he was three years old his family moved to a farm three miles North of Berlin, now Marne, and he attended the district school nearest his home. One year in the high school at Berlin was supplemented by two years in the high school at Sparta. He then devoted six months to the pursuit of a business course in the Grand Rapids Business University, conducted by the late Prof. Parish. An associate in this institution was Wm. Rowe, with whom he was destined to be associated for several years later on. His first employment in the city was as billing clerk for the wholesale millinery house of Corl, Knott & Co. He then went to Mackinac Island, where for eight

months. They have had two children of their own and are rearing an adopted lad, now two and a half years old, whose mother died when he was eight days old. The oldest child, Margaret, twenty-one years of age, graduated from Ypsilanti Normal School with the class of 1927 and is now teaching in a graded school at Adrian. The other child, a son of nineteen, will graduate from the Grand Rapids High School on the literary course with the class of 1928. He is an energetic and resourceful young man and never thinks of being idle when he is out of the school room. The family reside in their own home at 300 Calkins avenue, S. E. For twelve years they have spent their summers on Baptist Lake, where they own a commodious cottage.



Frank E. Martin.

months he acted as book-keeper for the pioneer mercantile house of John W. Davis & Son. For some time subsequent to this engagement he worked in his brother's grocery store at Petoskey. From Jan. 1, 1902, to Aug. 13, 1904, he acted as book-keeper for Adams & Hart, who were engaged in the implement and automobile business. On the last date named he entered the employ of the Valley City Milling Co. as billing clerk. He later assumed the position of assistant book-keeper and book-keeper. In 1915 he succeeded A. B. Merritt as treasurer and office manager. He is now vice-president, treasurer, sales manager, advertising manager and assistant general manager.

In April, 1902, Mr. Martin was married to Miss Minnie B. Starks, of La-

mont. They have had two children of their own and are rearing an adopted lad, now two and a half years old, whose mother died when he was eight days old. The oldest child, Margaret, twenty-one years of age, graduated from Ypsilanti Normal School with the class of 1927 and is now teaching in a graded school at Adrian. The other child, a son of nineteen, will graduate from the Grand Rapids High School on the literary course with the class of 1928. He is an energetic and resourceful young man and never thinks of being idle when he is out of the school room. The family reside in their own home at 300 Calkins avenue, S. E. For twelve years they have spent their summers on Baptist Lake, where they own a commodious cottage.

Mr. Martin owns up to two hobbies—automobiling and fishing. He is the champion fisherman at Baptist Lake, being able to land a fine string of bass when no other angler can secure as much as a nibble. Because of his success in this respect, he has been crowned king of the Baptist Lake fishing club.

Mr. Martin attributes his success to hard work; to giving everyone a square deal; to working harder when the boss is away than when he is around; to giving such close application to business as to accomplish the most possible every day.

Personally Mr. Martin is a quiet and unassuming gentleman. He is an indefatigable worker and has built up a big following for his employer by reason of his absolute integrity and trustworthiness, which have gained for him the confidence of his customers, as well as the respect of his friends and the co-operation of his house. It may be said with full regard for the truth that his customers are his friends as well as his customers. His delightful personality and unostentatious methods make him friends wherever he goes. He is devoted to his family and his highest ambition is to contribute to their comfort and happiness. He is a man of excellent judgment in a business way and has accumulated considerable means, which he has invested in such a way as to bring him in lucrative returns.

Mr. Martin gives cheerfully and largely of both time and money to every good project which is brought to his attention. Every movement for the good of the city, commercial, moral or spiritual, receives his deepest sympathy and earnest support.

Mr. Martin is a firm believer in heredity, and so takes no credit to himself for being the man he is, but modestly attributes his success to his ancestry, which was of good old Scottish stock, from which so many of our best citizens sprung. That he is an honor to his ancestors and training will be admitted by all who know him.

Novelties in Jewelry Appear.

Marcasite jewelry, which is enjoying such a vogue here and abroad, is to be seen in monogram rings. These rings are made by hand by skilled French workmen, who take about three days for each. The ring band and mountings are made of sterling silver, while the tops are formed in oval and round shapes. Each initial is worked into the framework, and when finished presents an intriguing bit of openwork design.

Chanel jewelry is to be the center of attraction again this season for both daytime and evening wear. Long necklaces are seen in new interpretations, with open ends fastened together with brooches that may be detached and worn separately. Some of them are finished with unique clasps that add luster and brilliancy. The very short chokers, too, have come in for a change, having had added to them several new strands in varying lengths, or being made in flat collarette styles for formal evening wear.

In place of the heavy shoulder pins loaded with stones of every description, Chanel is bringing out a new type of job. It consists of a straight bar pin with a diagonally cut fringe made of graduated strands of crystals attached together in chain formation. These fobs are made in various sizes and stone combinations and are to be worn during the day and evening.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

East Saugatuck, Jan. 9—We are in receipt of another shipment of needles from J. A. Coats & Sons, Ltd., of East Orange, N. J. This is the second time they have sent us a package of needles. The other was held about five months before Coates & Sons would send postage for return. Just thought to let you know. Maybe some others are being bothered by these unordered packages of needles.

John Lubbers & Co.

Be very careful not to sell any needles out of the package you received from East Orange. A woman will call on you some of these days asking you to sell her a package of needles, and if you even open the shipment you are stuck for the whole thing. We think you were too lenient in offering to return the shipment for postage. We think you should insist on having the shipper send you a dollar for your trouble. Unless you and other merchants do this we will never be able to break up this pernicious practice of sending out goods unordered and unwanted.

The following letter has been sent to the American Railway Express Co. New York City:

Grand Rapids, Jan. 10—The Ideal Pants Co., 32 Union Square, is sending out express shipments of pants to merchants without order. In most cases the goods are being refused by the consignee. When this happens a letter is sent like the enclosed offering a 20 per cent. discount. It does not seem to me that the American Express Co. should be a party to any such transactions as this and if you happen to be of the same opinion I should be glad to have your expression on the matter. E. A. Stowe.

Monroe, Jan. 9—I am sending here-with a pamphlet on the treatment of varicose veins, as I do not know anything about the method or the company, thought perhaps you could help me out, as I do not want to waste any money, if the company is not reliable. I need the treatment for varicose veins in leg. I see you have been very successful in getting a line on these companies for your readers. C. S. G.

We have no direct information of the concern putting out the pamphlet that is enclosed, but it has all the well-known "earmarks" of those medical advertisements that promise the impossible, and take the money of men and women who have perhaps become desperate at finding no cure for their troubles elsewhere. These unfortunate people are naturally ready to grasp at straws and to risk their all in hope of relief. They thus become the victims of some of the worst forms of quackery that can be devised, since this form depends upon obtaining its profits from the sick, helpless and discouraged.

From the pamphlet the Viscose treatment consists simply in placing the varicose leg in a cast made from some material that will exert pressure upon it. This, of course, is the recognized method of treatment, either cotton bandages or rubber stockings ordinarily being used. Such means relieve nearly all cases, may cure some of the least severe ones, but cannot be considered certain cures. When the large veins of the legs become weak-

ened in their wall and give way under the pressure of the blood current, they cannot be restored to their formerly healthy condition by any known means, but the results may be prevented from becoming too serious by proper treatment, which means proper support and, as far as possible, removal of the contributing cause. Don't waste money on quacks.

Financial World: The investigation begun by the Attorney General into unlisted security dealing will, according to present plans, be directed chiefly at trading practices rather than at the securities themselves, according to the Attorney General's office. This investigation follows the report of an adroit new system of Over the Counter stock swindling on a large scale that has cost the public millions of dollars. According to H. J. Kenner, general manager of the Better Business Bureau of New York, in a report of the Bureau's work during the past four months, blue sky promoters are centering their fraudulent practices on the sale of securities for which they establish inflated prices in the Over the Counter market. To build up interest in their highly speculative stocks these operators pose as editors or use fanciful trade titles, issue "tipster" publications or fake stock market letters and purport to provide advisory or research service giving impartial information about securities markets. They put salesmen with cajoling voices and misrepresentative stories at work over the telephone to sell shares to credulous investors in many different sections of the United States. Investors can avoid the tentacles of these swindlers by investigating each security they contemplate purchasing before investing, and by confining their trading in Over the Counter securities to members of the Unlisted Security Dealers Association and the Bank Stock Traders Association, both of which have rigid membership restrictions, and to members of the New York Curb Market.

Color Helps Enamel Wares.

Consumer reaction to the use of color in enamel wares has been so favorable that the new lines now being shown by manufacturers place considerable emphasis on this comparatively new feature. "Color in the kitchen" has proved a very effective slogan and one that is likely to produce its greatest benefits this year, according to opinions expressed. The color trend is also important in dinner ware, the handles of many items being developed in bright contrasting shades.

Suits in Girls' Lines Also.

Continuing the strongly defined trend of playing up adult styles in girls' and junior garments, coat manufacturers specializing in this merchandise are giving prominence to suits for Spring. The new lines, which are about complete, will stress mannish tailored styles. Many of these have short coats and the tailored wrap-around skirts. The favored fabrics employed include tweeds, cashmeres, twills and flannels.

You Are Invited



I. L. BETHERE

to Attend

THE SECOND BETTER MERCHANDISING CONFERENCE AND EXPOSITION

**Book-Cadillac Hotel
Detroit**

February 15-16-17

Don't miss these three days in Detroit. It is your big opportunity to get a good start for 1928—to fill yourself with new ideas—new thoughts that will help you do more business in 1928.

There were nearly eight thousand failures in the retail business the first six months of 1927—many will fall by the wayside this year. Be sure that you are primed and ready for the battle. Famous speakers on merchandising subjects are being gathered by the Program Committee consisting of J. B. Sperry of Port Huron, A. K. Frandsen of Hastings, and Otto Louis of Bay City, to make this Conference even greater than the first one last year which was attended by nearly seven hundred merchants.

The registration fee for the entire Conference and Exposition, with the exception of the Banquet, is but \$2.00. In addition to the famous speakers at the general sessions

There will be Group Meetings

devoted to the following lines:

**DRY GOODS
CLOTHING
FURNITURE
HARDWARE**

**GROCERIES
PLUMBING AND HEATING
BAKERIES
DRUGS**

There will be Window Trimming with experts to do the work.

Decide Now That You Will Come

Headquarters

**BETTER MERCHANDISING ASSOCIATION
Book-Cadillac Hotel
Detroit**

"No New Year's gift that I know of which could be offered to the retailers in the state could be of more value than such a meeting as you had last year."

**Charles Christensen
Christensen's [Groceries-Hardware-
Notions] Saginaw, Michigan**

MOVEMENTS OF MERCHANTS.

Lansing—The Hudson Grocery has sold its stock to Arthur DeFay.

Fountain—J. B. DeLong & Son have sold their general stock to Adolph Lehman.

Thompsonville—J. W. Heffelfinger succeeds Tom Shay in the grocery business.

Kalamazoo—The Blue Ribbon Ice Cream Co. has been dissolved and will retire from business.

Lansing — Arthur DeFay succeeds the Hudson Grocer Co. in business at 415 West Maple street.

Detroit—Worthmore Dress, Inc., 119 Farmer street, has changed its name to the Page Dress Shop, Inc.

Lansing—Roy Metzger succeeds H. S. & L. A. Larrabee in the grocery business at 1234 West Saginaw street.

Battle Creek — The United States Lumber & Fuel Co. has increased its capital stock from \$50,000 to \$75,000.

Three Rivers — Hoekstra's Ice Cream, Inc., has changed its name to Three Rivers Hoekstra's Ice Cream, Inc.

Jackson—The Marvin-Burnett Co., 117 East Michigan avenue, is closing out its stock of boots and shoes and will retire from trade.

Lansing — The Michigan Bargain House, 503 East Michigan avenue, dealer in boots, shoes, etc., has filed a petition in bankruptcy.

Belding — Chaffee Bros. Furniture Co., of Grand Rapids, has purchased the stock of the Adelbert M. Hall Furniture Co., taking immediate possession.

Big Rapids—Ward & Meyers have opened a branch meat market at the corner of Fourth avenue and Bridge street, under the management of John Ward.

Lansing — The Paul Automotive Parts, Inc., 520 East Michigan avenue, has taken over the stock of the Robert A. Paul automobile accessories and will consolidate it with its own.

Lansing—Boyd Small, proprietor of Small's Men Shop, will remove his stock from his present location, 104 North Washington avenue, to 211 South Washington avenue, Feb. 1.

Olive Center—Bert VanderZwaag lost his general stock and store building by fire, Jan. 4. Loss about \$11,000; partially covered by insurance. Mr. VanderZwaag will probably rebuild.

Sault Ste. Marie—Jos. B. Andary has sold his stock of boots, shoes, clothing and men's furnishings to John Waars, who will continue the business at the same location, 207 Ashmun street.

Big Rapids—Chaffee Bros. Furniture Co., of Grand Rapids, has opened a branch store in the Taggart building, carrying furniture, musical instruments, rugs, lamps, gas and electric stoves.

Lake Odessa—Frederick R. Bane, formerly of Charlotte, has purchased a half interest in the furniture and undertaking stock of W. E. Wortley and the business will be continued under the style of Wortley & Bane.

Otter Lake—The Blackmore Pickle Co. has been incorporated with an authorized capital stock of \$35,000, of which amount \$25,000 has been sub-

scribed, \$4,500 paid in in cash and \$18,000 in property.

Ishpeming—A. R. Meen, proprietor of the Ishpeming Creamery, has sold the plant to Leonard Kandelin and George Hill, who have taken possession and will continue the business under the old name.

Kalamazoo — Fred A. Appeldoorn purchased the stock of the Paramount Boot Shop, 126 South Burdick street, at the receiver's sale, Jan. 4, and will consolidate it with his own shoe stock on North Burdick street.

Sunfield—D. G. Weippert, cashier of the Sunfield State Savings Bank, has been appointed administrator of the estate of the late Frank N. Cornell. The clothing stock will be closed out as expeditiously as possible.

Benton Harbor—Landsman Bros., conducting a chain of clothing stores in Southwestern Michigan cities, has purchased the clothing, boot and shoe stock of the Hipp, Enders & Avery Co., taking immediate possession.

Sunfield—H. V. Sweizer has purchased the interest of John Esler in the hardware stock of Sweitzer & Esler. Lester Lake will manage the business. Mr. Esler will devote himself to his farm a few miles west of this place.

Eau Claire—The Eau Claire Farmers Exchange, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$12,390 has been subscribed and \$4,850 paid in in property.

Detroit—The Dudman Market Co., 402 West Grand River avenue, has been incorporated to deal in meat, poultry and groceries, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Lennon—The Lennon Elevator Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in, \$15,000 in cash and \$5,000 in property.

Cascade — John Glanville who was engaged in the grocery business six years at Ada, has erected a two-story brick building and engaged in the grocery and meat business here. He has installed a modern meat box and an electric refrigerator.

Holland—The Dual Corporation, 208 Colege avenue, has been incorporated to deal in household equipment, refrigerators, water softeners, etc., with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The R. & M. Coal Co., 6430 Georgia street, has merged its wholesale and retail fuel business into a stock company under the same style, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Carson City—The Carson City Oil Co. has merged its wholesale and retail petroleum products business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—Sears Roebuck & Co., Chi-

cago mail order house and retail department store operators has purchased a site at Grand River avenue and Oakman boulevard, for the immediate construction of a two-story retail department store and warehouse.

Grand Rapids—The R. W. Hager Lumber Co., 933½-934 Michigan Trust building, has been incorporated to deal in lumber, building materials and supplies, with an authorized capital stock of \$100,000, of which amount \$55,000 has been subscribed and paid in in cash.

Kaleva — The Golden Co-operative Creamery Co. has been organized here with \$25,000 capital and a working fund of \$10,000. The following directors were elected: Alex Simpson, Isaac Jouppi, August Lenz, John Niemitalo, Philip Breen, Victor Makinen and George Meister.

Detroit—J. H. Austin, dealer in upholstering material and auto supplies at 5427 Hecla avenue, has merged the business into a stock company under the style of the J. H. Austin Co., with an authorized capital stock of \$100,000, all of which has been subscribed and \$25,000 paid in in cash.

Lansing — Paul's Automotive Parts Co., 520 East Michigan avenue, has merged its business into a stock company under the style of the Paul Automotive Parts Co., Inc., with an authorized capital stock of \$25,000, of which amount \$17,000 has been subscribed and paid in, \$300 in cash and \$16,700 in property.

Alma—The Little Rock Coal Co. has merged its business into a stock company under the style of the Little Rock Lumber & Coal Co., to deal in lumber, builders supplies, fuel and agricultural products, with an authorized capital stock of \$30,000, all of which has been subscribed, \$13,010 paid in in cash and \$16,990 in property.

Grand Rapids — The Clyde Park Service Station has merged its wholesale and retail gasoline and oils business into a stock company under the style of F. G. Arthur, Inc., with business offices at 305 Grand Rapids Trust building, with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in property.

Rogers City—Calcite Farm has purchased the cheese business of the Loeb farm, near Charlevoix, and is planning a vigorous effort, first to increase dairy production in Presque Isle county so that its raw material supply will be assured and next to sell its product. Much of the business will be done by mail. The parcel post system was the mainstay of the Loeb distribution and the same sales plan is to be followed at Calcite. The new enterprise at Calcite Farms involves great benefit to the dairy industry in Presque Isle county and stands as an example that other communities of Michigan might follow to advantage.

Manufacturing Matters.

Detroit—The Hackett Brass Foundry & Machine Shop, 1202 Lillibridge street, has changed its name to the Hackett Brass Foundry.

Detroit—The Automobile Equipment Co., 623 East Congress street, whole-

sale, has increased its capital stock from \$150,000 to \$250,000.

Grand Rapids—The LaMar Pipe & Tile Co., with business offices at 329 Michigan Trust building, has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Burton Manufacturing Co., 505 West Canfield avenue, has been incorporated to manufacture and sell novelties, particularly "light fillers" for auto head lights, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—The Wade Products Co., 1917 Dime Bank building, has been incorporated to manufacture and sell automatic drink dispensing machines, with an authorized capital stock of \$11,000, all of which has been subscribed and paid in, \$1,000 in cash and \$10,000 in property.

Detroit — The Pennington Awning Co., 11800 Kercheval avenue, has been incorporated to manufacture and sell awnings and similar goods, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in, \$11,587.38 in cash and \$38,412.62 in property.

Cadillac — The Cadillac Flushlite Door Co. has been incorporated to manufacture doors, window sash, wood products, with an authorized capital stock of \$10,000 preferred and 4,000 shares at \$5 per share, of which amount \$20,000 has been subscribed, \$6,750 paid in in cash and \$1,500 in property.

Lansing—The Lansing Manufacturing Corporation, with business offices at North Lansing, has been incorporated to manufacture auto bodies, etc., with an authorized capital stock of \$30,000 preferred and 30,000 shares at \$1 per share, of which amount \$50,000 has been subscribed and paid in in cash.

Detroit—The Briggs Manufacturing Co. has entered into a contract with the Savannah River Lumber Co., of Savannah, Georgia, whereby the latter company will furnish the Detroit body factory between 75,000,000 and 100,000,000 feet of hardwood materials valued at approximately \$7,000,000 over a period of three years.

Kalamazoo—The property of the General Equipment Co. has been sold to Harry H. Levene and Gerald H. Allen for \$102,000. This sale was authorized by Judge Weimer of circuit court, who directed Maurice E. McMartin, receiver, to dispose of the property. Allen and Levene were formerly proprietors of the Allen Electrical Manufacturing Co., Detroit, and came to Kalamazoo as a unit in the merger of the Dearborn Equipment Co. and the Allen Electrical Manufacturing Co. together forming the General Equipment Co. When the parent company had financial difficulties, Allen and Levene withdrew and established the Ajax Electric Co. "We are now in possession of the North Pitcher street plant," said Levene, "and plan to consolidate all our activities there. We will manufacture all lines of garage equipment, both mechanical and electrical, and expect to operate at full capacity."

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.45 and beet granulated at 6.25.

Tea—Dealers in the local tea market are more optimistic owing to the slightly better buying interest which now prevails. Prices are being fairly well maintained, the easy trend of the London auctions having had little effect here. London again ruled easier Monday, the market being down about ¼d. The trade is awaiting the re-opening of the Colombo and Calcutta markets with interest. These first sales of the year should stimulate activity in tea.

Coffee—The market has ruled dull and featureless during the past week. In spite of the lack of business, however, the feeling in Rio and Santos is fairly steady. Prices show no particular change anywhere in the Rio and Santos line since the last report. Mild coffees are about unchanged for the week. The jobbing market for roasted coffee remains as it was a week ago.

Canned Fruits—California and Northwestern packs are firm, with the exception of peaches, which have been merely steady on choice. Low grades and desirable counts are in better position than other descriptions.

Canned Vegetables—Tomatoes are in the position where they are more subject to price changes than other major vegetables. Cannerys are holding firm and, while they are getting their prices, they are not moving volume blocks. Peas and corn have remained in the background and where they are moving it is from the jobber to the retailer. All of the minor vegetables have been without new developments. The feature in asparagus is the much broader retail movement which is cleanup of retailers, who will soon have to make replacements.

Dried Fruits—It takes more than one swallow to make a summer, and it takes better business than that done last week to make an active dried fruit market, despite the noticeable improvement in the tone of the market and the somewhat broader jobbing demand. There is a better feeling as the result of the weeks' trading, but prices have not moved upward, and in some instances they are still below a Coast parity. There seems to be little chance of a reaction on the Coast when the market advanced during a quiet December and has since held firm, so the outlook is for an improvement in values in New York as the result of uniformly light stocks and a broader jobbing demand, which has already begun to develop. As long as it is relatively cheaper to buy here than on the Coast local goods will be absorbed, and with a stiffening in values jobbers will be encouraged to go to the Coast for replacements. While many operators do not expect to see sharp advances, they anticipate a good jobbing movement at probably healthy gains in values. Prunes are more out of line with Coast replacements than other packs. The retail demand has not been what wholesale costs have justified, but there is every evidence that retailers have begun to give prunes more attention, and that from now on they will offer them to the

public at lower prices. California packs are a more favorable differential than Oregon prunes, and they can be had in all sizes. No change occurred in raisins last week. The main strength is in bleached, which are scarce in all positions. Apricots and peaches were not advanced on the spot but they are held with confidence and are not being pushed for sale, as they are difficult to replace at the source.

Canned Fish—Spot pink salmon is offered at a wide range as some holders are liquidating in the face of nominal demand and to do so have to name attractive prices, which other holders have to meet to retain their regular trade. Most of the selling is in small blocks as buyers do not care to increase their holdings and sellers are not willing to clean themselves out when they think they will need every case they have before the season closes. Reds are at a standstill. Maine sardines are in fair request for shipment to out-of-town markets and through local channels with no price changes to report. Other fish are featureless since the demand is restricted.

Salt Fish—No vital interest in salt fish for retail outlets is expected until dealers begin to stock up for Lent. The wholesale and retail movement now is routine, but there is a firm undertone throughout the list based upon the statistical position of the market. As shore mackerel has been reduced to a minimum the outlook is for a free demand for imported mackerel through the balance of the season. The only weakness in that line is in small sizes which are not suitable for the American trade and so far have been neglected even when offered at discounts.

Beans and Peas—Pea beans are steadier and firmer during the week, but business is still dull. The balance of the list is unchanged and is not quite steady. Dried peas neglected and unchanged in price.

Fancy Cheese—Imported and domestic cheese has been quiet during the holidays as the product was not influenced much by retail outlets. Most types of imported cheese remains firm, following the market at primary points. Domestic cheese is not pressed for sale and quotations are well maintained.

Molasses—The market continued fairly quiet last week, as buyers held off. Little new business was reported, and business lagged. Distributors are blaming the mild season for the poor demand at this time, which is usually one of activity. Prices are steady, as sellers continue to quote at former levels. The moderate stocks have made price shading inadvisable. Blackstrap is stagnant, there being very little demand and large stocks.

Nuts—Shelled nuts are taking the center of the stage as they are more interesting now in the light of probable market developments during the remainder of the season. The leading varieties are all firm at primary points and there are light supplies on the spot, as importers and domestic receivers have been conservative in anticipating their wants. Filberts in primary markets have gained in strength, and advances have been made which so far

have not been duplicated here. Shellers say that the bulk of the crop has been moved, and that as cheap nuts in the shell cannot be had, kernels will rule firm and will probably advance. Almonds have been coming in slowly to the shellers in Spain and in Italy, and sellers have not been willing to make free offerings even at full quotations. Walnuts are also tightly held, and the top grades are especially firm. The percentage of white meats is smaller than usual, and such types are being held at a premium where they are available from the sheller. The shortage in the domestic crop of pecans is reflected in general offerings and in the tone of the market. The situation strongly favors the seller.

Rice—The market is firmer as holders are looking forward to a broadening in the demand as inventories are completed and because there has been a tendency to a higher basis in Southern markets which will make replacements more difficult. Holdings here are uniformly light and there is no pressure to sell. Enquiries for jobbing parcels are more numerous.

Sauerkraut—Canned and bulk kraut have been quiet at retail during the height of the holiday demand, but retailers are preparing to push the sale of bulk and canned kraut. The latter has been in consistently better demand than bulk kraut all season.

Review of the Produce Market.

Apples—Shiawassee and Wolf River \$1.75@2; Baldwins, \$2.25@2.50; Northern Spys, \$2.50@3; Western Jonathans, \$2.75 per bu.

Bagas—Canadian, \$1.75 per 100 lb. sack.

Bananas—7@7½c per lb.

Beets—\$1.25 per bu.

Butter—The market is 2c lower than a week ago. Jobbers hold June packed at 42c, fresh packed at 46c, and prints at 48c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2 per 100 lbs.

Carrots—\$1.25 per bu.

Cauliflower—\$3 per doz.

Celery—25@60c per bunch according to size; Extra Jumbo from Decatur, \$1.25.

Celery Cabbage—\$1.25 per doz.

Cocoanuts—\$1 per doz. or \$7.50 a bag.

Cranberries—Late Howes command \$15 per ½ bbl. and \$8 per ¼ bbl.

Cucumbers—Indiana hot house, \$2.50 @2.75.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.10

Light Red Kidney ----- 7.85

Dark Red Kidney ----- 7.65

Eggs—The presence of a good many fresh eggs on the market during January and February, when the weather is too cold to store them with safety, is a depressing factor in the storage market which we did not have to reckon with in former years to anything like the extent we do to-day. It is noteworthy, however, that one effect of crowding fresh eggs into consumption for six or eight weeks before general storing operations begin in the North has been to stimulate consumption and to start the year right. We should expect that the longer season

of production which has prevailed the last few years, disturbing as it has been to storage operations, would have its compensations, and this is one of them. The market is unchanged from a week ago. Local jobbers pay 40c for strictly fresh. Cold storage operators are playing out their supplies as follows:

April firsts ----- 34c

April seconds ----- 30c

Checks ----- 27c

Grape Fruit—Florida commands \$4.75@5.25 per crate, according to size and grade.

Green Onions—Chalotts, 90c per doz.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$9.50

360 Sunkist ----- 9.50

360 Red Ball ----- 9.00

300 Red Ball ----- 9.00

Lettuce—In good demand on the following basis:

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

Hothouse leaf, per bu. ----- 2.25

Onions—Spanish, \$2.75 for 72s and 50s; home grown command \$2.50 for white or yellow—both 100 lb. sack.

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

100 ----- \$5.00

126 ----- 5.75

150 ----- 6.75

176 ----- 7.25

200 ----- 7.25

216 ----- 7.25

252 ----- 7.25

288 ----- 6.50

Red Ball, 50c cheaper. All sizes of Floridas are selling at \$6.

Peppers—Green, 50c per doz.

Potatoes—The market is quiet on the basis of \$1@1.10 per 100 lbs. generally over the State.

Poultry—The stocks of poultry in storage, according to reliable estimates will be thirty-five million pounds short of last year when the crop is finally in. Poultry packers this year generally regarded the increase in the number of baby chicks reported sold last spring as an evidence of an increase in poultry, and they have been disappointed. We think too much emphasis was put on the increase in the commercial hatchery business, which is largely due to a decrease in other methods of hatching eggs. The business of hatching is simply being industrialized. We could, assumably, have a large increase in the output of commercial hatcheries with a decrease in the total number of eggs hatched. Wilson & Company pay as follows:

Heavy fowls ----- 23c

Light fowls ----- 16c

Heavy Broilers ----- 25c

Light W. L. Broilers ----- 18c

Radishes—75c per doz. bunches for home grown hot house.

Spinach—\$1.75 per bu.

Squash—Hubbard, 4c per lb.

Sweet Potatoes—\$1.75 per hamper for kiln dried stock from Tennessee.

Tomatoes—\$3.25 for 10 lb. basket of hot house; \$1.50 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 16½c

Good ----- 14½c

Medium ----- 13c

Poor ----- 10c

PROSPEROUS YEAR AHEAD.

Troubles of Overproduction Not Likely To Prevail.

Most forecasters must form their opinions from a study and analysis of published announcements made by qualified authorities. From these plus a contact with the opinion of Detroit manufacturers, merchants and bankers it is possible for one to at least venture a forecast which must necessarily be a composite picture of the views of others. Such a picture plainly indicates a prosperous year for 1928. As to the degree of prosperity, qualified forecasters do not agree, and this is natural. Some are very optimistic, while others feel that we should be satisfied with returns from business which will average as well as 1927 and they call that satisfactory.

There is one comforting fact. There seems to be no disposition on the part of even the most optimistic to either advise or predict plant expansion to care for expected increase of business in 1928. Managers of business still have a vivid recollection of the pains suffered as a result of that sort of thing after the kaiser's war, and troubles coming from over-production are not likely until a new generation succeeds those who are now directing business and who have vivid recollections of 1920 and 1921. The new generation may repeat the errors of its predecessor in this respect, but that does not concern us to-day.

It seems likely, too, that the present practice of buying only as fast as needed for manufacture or sale, as the case may be, will continue. This means keeping to a minimum the locking up of funds in large inventories, which in turn means releasing of capital from business investment, and that results in plentiful money looking for employment in other channels. Hence, lower interest rates, the effect of which is to reduce costs, but also to offer temptation to promotions of various kinds, to increased competition in the security market resulting in increased speculation in stocks, reduced returns to investors, etc. So it appears that prosperity has some handicaps.

I have noticed one thing about statements made by the topnotchers in this forecasting business. They almost invariably couple their predictions with conditions; that is, it will be a year of prosperity if "so and so" does not happen (whatever the condition may be). That is all right. Economic theories do not always stand up as they are supposed to do. There is no human being who can see through to the end. This gives the pessimist his entrance, and he will tell you that Europe is on the near edge of another war and therefore the present healthy condition of our export trade may take a turn for the worse. He will point out the reductions in earnings of railways and other corporations in 1927 over 1926, forgetting that 1926 was an extraordinary year and that 1927 was good measured by an average scale. For one, I do not believe it is wise to strain economic structures to accomplish extraordinary results of some prior year or years. It is certainly not good for

those taking part in the strenuous struggle, nor for the permanent soundness of the structure itself. Favoring conditions for great prosperity are not always present and they cannot be forced. Hence the folly of comparing the present or the immediate future with the past.

This, of course, does not mean that it is unwise for business to make the most of its present opportunities, and there is every indication that this will be the case in 1928. The basis of demand for products is sound, for the condition of the farmer has materially improved, savings deposits have increased, and these mean larger production, greater sales, increased employment—and those are the things which spell prosperity.

tions develop which no one, unless gifted with 'second sight,' could foresee."

Ralph Stone,
Chairman Detroit Trust Company.

No Money in Small Orders For the Jobber.

Saginaw, Jan. 9.—The old year has gone and once more we look forward to what the new year may have in store for us. By the time this reaches you, many will have the result of the past year's effort. I believe "effort" is the correct word, for whatever else may be said about the business no one ever reaped a very large return from it without almost a supreme effort. It has always been, and very likely will always be a business of short profits and long hours.

The year past can, I believe, be considered an average one. It has not been a year of speculative profits nor has it been one of radical declines.



Ralph Stone.

It looks as though this is what is ahead for us in 1928. If we do not try to anticipate or trade too much upon that prospect, it is more certain to come and to stay with us.

So many and diverse are the factors which enter into a forecast of this kind that any treatment of it cannot help but be very fragmentary and incomplete. For instance, how does a presidential year affect business nowadays? Hardly at all. I would say, with the bugaboo of the protective tariff versus free trade controversy practically a negligible influence, at least as a major threat. The list of pro and con influences could be greatly extended, but I believe when all is said, the general statement that fundamental conditions are favorable to a prosperous year is correct, and a prudent forecaster will add "provided that no unusual condi-

Outside of a few industrial points in the State, business as a whole has been going along at a fair stride. The first six months were dull, the last six showed a marked improvement, so that the average may be called fair. Merchandise on hand seems to be light compared with other years. The same cannot be said of accounts. They are higher—too high by far—and they cannot be called satisfactory.

I know several credit men who have been using high pressure methods for the past month trying to bring their outstandings down. It is almost a herculean task to make much of an impression.

Accounts have not climbed up over night. They have been increasing steadily for the past two years. If they are to be reduced—and every one admits they should be—the process is going to be a slow one. The man who starts this month is going to have a distinct advantage over the one who waits until next year. A reduction of one per cent. each month for the next

year would bring the average to about an even basis of two years ago.

The new year brings in many things and not the least among them are some new resolutions. I find, however, that several of our members have not waited for the new year in order to correct one of the serious conditions in the business. The condition in mind is the small order. I do not believe any one would care to go on record and try to define just how large a small order must be in order to be a profitable one, and if he did, not many would agree that his computation was correct, because there are so many things that enter in, but it does not require much research work, nor does it require the services of an expert analyst to divulge the fact that a great many orders are handled each year on a net loss basis and not necessarily because they are taken at a cut price.

The trend for several years has been toward smaller and more frequent orders and in a broad way that is part of the evolution of modern business and is unquestionably sound practice, but when it is carried to the ultra extreme, as it has developed in many cases, then it becomes a serious liability and should command attention and correction.

I know of at least three executives within our membership who are making a careful survey of their business with the object in view of reducing to a minimum the number of one or two item orders taken by their salesmen.

One executive said to me: "I am going to point out to our sales force the fact that many of these extremely small orders are a net loss to us and we are going to ask our men to do one of two things: first, work harder and increase the size of the order, if possible; second, if that cannot be done then thank the retailer, but ask him to save that item and point out to him that it is to his advantage as well as to that of the wholesaler's to place orders that are at least large enough to pay for the expense of handling."

Some retailers may take exception to such a procedure, but if it is put up to them on a friendly basis and explained thoroughly, not many will take offense. No doubt many of these small orders are presumed given as a favor, when in reality they are just the reverse.

Then, too, there is a certain class of buyers who command service of such nature that no one can profit from their business. The fellow who calls up twice in the morning and at least once in the afternoon and must always have a small item or two sent up in a hurry does not realize and sometimes doesn't care what the added cost is, and he never will until some jobber has the courage to tell him.

I heard of a case a few days ago where a retailer wanted his order delivered special, just couldn't wait for the regular delivery. The manager looked up the order and saw that it covered a full page, about twenty items and he was about to send it when he noticed the total value of the order was \$17 and that it would have to be trucked four miles. It didn't go. Counting the packing room expense, it would probably show a net loss when delivered in the regular way.

Then there is the public utility, the local manufacturer, the small institution and numerous others who buy a small box of soap or a few cans of cleanser who send you some triplicate requisitions to fill out, etc., and who, by the very nature of their requirements, should buy their merchandise from some retail dealer.

As previously stated, no one except the individual manager of each house can or should define what constitutes a profitable order or otherwise, but we do know that several are giving this matter their serious attention, consequently we pass this along just as a matter of general information.

P. T. Green,

The Name Lumberjack of Modern Invention.

Grandville, Jan. 10—Young people back in the sixties were made to believe that "Early to bed and early to rise makes a man healthy, wealthy and wise."

To-day young people know better or think they do. Twelve hours labor was a day's work, anything less being nothing but lazy shirking. In the mills the twelve hour day was not evaded. The men were paid the going wages and there was very little complaint at that.

Strikes and lockouts seldom occurred and it may be doubted if the present generation is any happier than their fathers under the twelve hour rule.

As a youth of sixteen I was expected to arise a half past four in the morning, see that the hired girls were up and had breakfast ready for the mill crew in time for the men to be at their work at 6 sharp.

I recall that my duties at the mill required my presence in the basement, where I labored until noon in autumn without sight of the sun. At noon I came forth for the midday dinner, and was at my task at 1 o'clock, so that I saw the shine of the sun only about an hour out of the twenty-four.

Content? Sure, as happy as a lark. Didn't know any better. However, I realized the value of time when one of the three millowners established a twelve hour working day, no time off for eating. Twelve hours steady peg at work—breakfast at 5:30 and supper at 6:30.

As for the storekeepers, they put in at least fifteen hours. The mill hands did their trading after work was done at night. As for wages they got not over one-fourth the present wage. There was no kickin' or even growling over the long hours. Such were taken as a matter of course.

In the logging woods during the winter months, when the days were short, such hours were in a measure curtailed.

One might imagine the woods were a hard proposition for the laboring man. This did not seem so, however, since the farmers out around were even harder on their help than the loggers and millowners.

I call to mind a young friend of mine who had tired of the severe labor of the woods and decided to try his luck on a farm. He was gone about a fortnight. He came back to the woods bearing the look of an injured panther.

"Didn't like the farm, eh?" said I. "I like it," he almost shouted. "I wouldn't work for a blasted mossback again if he'd give me his old farm."

I learned from the young man that mill and woods were akin to paradise in comparison with the work of sod-busting. Instead of twelve hours, the man of rural habits always had work for his help during every waking hour. He had worked by lantern light mowing away hay until after 9. In the morning the farmer was up at 3 and routed out his help. There was absolutely no rest from early dawn until late at night. Two weeks were sufficient for this man, who came back to the woods satisfied.

Another thing sometimes puzzles me and that is so much talk about lumberjacks. During the time I was a resident of the lumber woods, and that was from the early fifties until the late seventies, I never once heard a pinewoods man called by that title. It is a term of modern invention made to fit into those new stories of the pine woods never heard of until doled to the public from one with a sublime disregard for facts.

The early-to-bed and early-to-rise theory for long life was well drummed into the skulls of the boys and girls of an early day, and when one comes to look over the lives of those times it does seem as though there might be

a small bit of truth in the quotation.

Too much meat food is discounted in modern days, and yet how was it with the hardy redman who lived almost exclusively on foods supplied by the chase? Many of them rounded out a good old age, despite the fact that red meat was the chief of their diet.

Distance lends enchantment, it is said, and doubtless this is true. The wild animals of the woods were of a very ferocious nature, we are told, and yet, although I roamed the woods as a small boy, seeking cows to round them into the barnyard, I never was assailed by either wolf, bear or wildcat.

I was lost in the deep pine woods for the greater part of a night when a small lad, and yet, although I heard owls screech and various noises of a somewhat disturbing nature, never came an assault from a wild beast.

As a schoolboy I read many stories of narrow escapes from wolves, also from bears and panthers. Even though these animals abounded in the Michigan pine forests they were not given to raiding humans, contenting themselves with robbing a settler now and then of a pig or a chicken.

Backwoods merchants were as determined to win by putting in all the time not given to sleep behind their counters at the store. From 9 until 11 o'clock was the usual closing time at night.

Besides keeping such hours they usually kept open store from two to four hours every Sunday. Nobody seemed to object to those methods and the store men believed them necessary if they would succeed.

What short days we now have in comparison, and yet there are those who advocate five days work per week and less than eight hours per day. It may be noted that all the troubles with strikes and lockouts have come with these shorter hours for labor. If it is such a boon why so much discontent and labor union wars?

The lumber woods were not such bad places to live after all and many a man looks back to those days with a good deal of solemn satisfaction. Old Timer.

When On Your Way, See Onaway.

Onaway, Jan. 10—George B. Peterson has leased the Frank Wilson building for his meat market and has thrown his hat in the ring with the remainder of the merchants in the downtown district. For a number of years "Bernie" has conducted his business in connection with Lobdell-Emery store, but has decided upon a more central location.

Once more the roads are nearly bare; warmer weather has replaced the cold snap of last week and autoists are wheeling to their heart's content, enjoying the mild atmosphere and prophesying an open winter. That's all right, so far as it goes, but we may be borrowing on the future.

The fire alarm which called out the fire department to the big Lobdell-Emery sawmill and gave us another scare proved to be an escape of big quantities of steam instead of smoke. That's the kind of a fire to have; it rids the fire room of surplus energy without doing any damage.

A few years ago practically all streams in this vicinity which were capable of floating a log, tie or post, were dammed to make them navigable. These structures have about become extinct, only the remnants being in evidence to remind us of lumbering days. Now the beavers are "carrying on" and the same streams, together with many smaller ones, are built up with beaver dams. The world's greatest engineers are constructing, seemingly over night, dams which one would imagine would take months to accomplish. It is worth one's while to watch their progress and study their methods. Squire Signal.

FOR the wholesaler and the retailer, a nationally advertised package of food is a sound investment every time. It is like so much money in the till. It always has a buyer.

To the consumer, a nationally advertised food is a tried and proven friend, for the public knows that inferiority cannot endure under the powerful spotlight of publicity.

Because of the national advertising back of Postum Products, we can guarantee the sale of every package.

POSTUM COMPANY, INC.
250 Park Ave. Postum Building New York



Post Toasties, Postum Cereal, Grape-Nuts, Instant Postum, Post's Bran Flakes, Baker's Coconut, Baker's Chocolate

Baker's Cocoa, Post's Bran Chocolate, Log Cabin Syrup, Minute Tapioca, Jell-O, Swans Down Cake Flour

RENEWING OLD HEIDELBERG.

In taking it upon himself to raise a fund for the reconstruction of Heidelberg University the American Ambassador to Berlin has not only given remarkable evidence of his own fidelity to his German alma mater, but has forged a new link in the friendship between Germany and America. Heidelberg has always held a place in American affection. It has been the school of hundreds of our young men who have taken up graduate work in Europe. But beyond that it has always symbolized the Germany we have honored and liked, the Germany which even during the war we distinguished from the Imperial Germany of the bloodthirsty brute who planned the war he started in 1914 for more than twenty years. Heidelberg has meant "The Student Prince," the Germany of youth and music and beer.

The money which Ambassador Schurman is raising—he is reported to have received already half of the \$400,000 considered necessary—will be used to reconstruct the old main building at Heidelberg and to provide new lecture rooms. Since 1912 the Baden Ministry of Education has been endeavoring to obtain the money for these renovations and only last summer petitioned the Diet for 1,200,000 marks, asserting that if something were not done immediately Heidelberg would lose its position as one of the leading German universities. The Diet, however, was unable to grant the necessary credits, although it promised to endeavor to provide them within the next two years.

It is no wonder that the college authorities, the city administration and the entire population of Heidelberg have received the news of Ambassador Schurman's action with enormous enthusiasm. It will be sympathetically received in the United States and appreciated as a graceful gesture of friendship toward Germany in which the country Dr. Schurman represents may claim some share.

NEAR THE RECORD.

Failures during the year just past came within 2 per cent. of the all-time record, according to the compilation of R. G. Dun & Co. The total was 23,146 and 6 per cent. above the number in 1926. Liabilities reached the sum of \$520,104,268, or 27 per cent. higher than in the preceding year. While it is pointed out that the larger number of firms in business does not make the increase very adverse, the figures cannot be regarded as altogether satisfactory. Since 1924 the failures each year have topped the 20,000 mark, but apparently with little reflection on the claims of abundant prosperity.

A chart showing the rise and fall of failures by groups indicates that since the middle of 1925 there has been a small but steady gain in the number of defaulting manufacturers. The increase in failures among traders was slight from that time until toward the end of 1926. The mortality among general stores last year showed a rather marked rise. Cloth and clothing manufacturers have apparently been able to cope with conditions to better

advantage because a falling line is shown.

It is probably true that the higher wages now being paid and the great amount of "success" material that is broadcast have induced many to enter activities for which they are not fitted. On the other hand, competition is taking toll of even the most experienced, especially of those who count years in business ahead of keeping abreast of changing conditions.

VERY LITTLE LET-UP.

Retailers continue to make fair progress with their clearance sales. The variation in results, however, is still a feature of reports received, and no doubt those sections where merchants find it difficult to match the figures of a year ago are suffering from the backlash of the fall reaction in industry.

Considering the extent of the recession in recent months, which is being disclosed as the statistics are issued, it is not surprising that purchasing power has dwindled somewhat. The surprising thing would be to see retail volume in all sections continue to make the increases which were a feature for so long a time.

It grows evident that the average consumer, despite the extra burdens he has assumed in the past few years, has let up very little in his day-to-day purchases. These expenses beyond his former budget might be cited as his mortgage where he has bought a home, the cost and upkeep of his car, the instalments he is paying and the insurance premiums he must meet.

As long as employment conditions are good these additional charges imposed no great check on the ordinary purchases of large numbers of people, but once there was slackening economy became necessary and the stores felt the effect.

START OF PRICE WAR.

In the automobile field there is seen the start of a price war among the largest producers before which former competition pales. The contest is apt to make the going even more difficult for the smaller manufacturers and even hurt some of the big fellows before it is over. Similarly, it is predicted that competing chain-store systems are about ready to turn their guns off the independents and start shooting at each other.

The enterprising manufacturer or merchant can usually be depended upon to take good care of himself. This has been demonstrated in the automobile business in the past when, despite the gains of the largest producers, some of the smaller makers have done quite nicely.

Similarly, in the retail field the competent small concern in many instances successfully fought off mail-order competition, until finally the farmer got his automobile and the tide turned against the catalogue houses. To offset chain competition it is likely that the small merchant will find his best defense in "trading up" because quantity business is so often done along price and not quality lines. That this defense is causing a definite trend may be noted in the growth of the specialty shop business.

PROBLEM OF PROFITS.

The predicted revival in industry, some evidence of which is seen, should act to keep distribution volume up to a satisfactory level. Although some time may be necessary to restore the kind of purchasing that will bring trade up to its former pace. Signs of improvement are noted in the steel industry, railroad and automobile specifications are sent in. Makers of agricultural implements also appear to find a better demand due to the gain in farm income last year.

Throughout the annual reviews and forecasts dealing with industries the theme has been qualified optimism. In many cases the statements dealt with the problems connected with the business and particularly the matter of dwindling profit margins. A year ago this point was neglected, but in the last twelve months most manufacturers have received a demonstration of how a slackening in operations at the prevailing price levels can sheer off profits very quickly.

In short, when small profits are made on a large volume, these profits all but disappear when there is any interruption to volume. It is self-evident that prices cannot very well be advanced when demand falls off, unless a different system of selling comes into vogue.

PAID IN FULL.

Sir Walter Scott and Mark Twain have had a considerable number of less famous associates in the noble art of paying debts which were not legally and perhaps not even morally such, except in the eyes of the debtors. The latest addition to this company is Reuben H. Donnelley, 63 years old and critically ill in a Chicago hospital, who gave himself a happy new year by giving one to three hundred persons who received 27 cents on the dollar when the brokerage firm in which Mr. Donnelley was a partner failed. That was twenty-two years ago. The firm obtained releases in full from its customers and everybody supposed that the incident was closed—everybody, that is, except Mr. Donnelley. During the intervening period he has been very successful in printing and publishing and now crowns his satisfaction by an act which enables him to feel that he owes no man. Some persons will call his action quixotic, but more will see in it a romantic idea of justice which does distinct credit to human nature.

A FITTING MEMORIAL.

There is graceful symbolism in the project to erect as a memorial to Christopher Columbus a giant lighthouse in the harbor of Santo Domingo which may serve as a beacon not only to ships but to the airplanes which are making our twentieth century voyages of discovery. Pioneers of the new air route which Lindbergh is opening between North and South America will think of the great explorer with new sympathy when they sight his beacon. The risks they run are in some way comparable to his risks, but they know much more about their destination and have lighthouses to guide them along their route. It is also fitting that the memorial should be the joint project

of the countries of the two Americas. We have a common debt to Columbus. While he was not the real discoverer of America and has long received credit which did not belong to him, yet he first made the New World known to Europe and pointed out the path to the Western Hemisphere.

SHAKESPEARE'S THEATER.

We all like to see the girls win. Miss Elizabeth Scott, a young London architect, has been chosen to build the new Shakespeare memorial theater at Stratford-on-Avon—a theater of "dignified simplicity," to cost only three-quarters of a million. "Shakespeare," says Miss Scott, "has always been my favorite poet." We wonder if Miss Scott would have been Shakespeare's favorite architect. Perhaps the photograph of her model does not do it justice. But if Shakespeare were to revisit us we can imagine him mistaking Miss Scott's theater for a very, very beautiful filling station and driving up to its portals and asking for ten gallons of gasoline and a quart of oil. If you take this to mean that we don't consider Miss Scott's effort to be especially inspired you will not be far wrong.

DRY GOODS STAPLES.

Few features of interest outside of the pricing of certain underwear, hosiery and blanket lines were to be found during the week in the textile markets. Silk hosiery was reduced, although the leading factor held to former quotations. Cotton goods lines were quiet, the reaction in the staple offsetting the curtailment in output recently made effective. Despite a poor year from a profits standpoint, it was shown that new records in silk imports and consumption had been established last year. The woolen market was quiet and waiting upon the results of retail clothing clearances.

People who go about with their cars open will agree that "reaction" is the commonest word in the American language—always excepting the eternal and unconquerable favorite "I". And yet "reaction" is quite useless when it isn't simply meaningless. Everywhere, at all hours of the day, Americans are saying to each other, "What was your reaction to it?" "His reaction was favorable," "She reacted to it like I did," when all they mean is, "How did it strike you?" "He thought well of it" and "She felt as I did." There must be some quality in the word beyond its brute meaning which has escaped us. Merely to ask a friend what he thought of something isn't enough; it is politer and more interesting to use a word which will ennoble the trivialities of daily enquiry and give them a pseudo-scientific smack. But perhaps we are alone in our condemnation; perhaps we are behind the irresistible sweep of the times; perhaps, in our reaction against "reaction," we are reactionary.

The most profitable investment a young man can make is to give his very best and exclusive services to his employer and let outside interests alone.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last week was a season of sadness in the Tradesman office, owing to the death of five life-time friends and patrons of the Tradesman. I cannot now recall a period when we have been called upon to mourn the loss of so many friendly spirits as was the case last week.

The first death was that of Frank L. Cornell, clothing merchant at Sunfield. When I started the Tradesman he was a clerk in the general store of T. J. Norton, at Oakfield Center. He was so anxious to perfect his knowledge of merchandising that he wrote me many letters pertaining to mercantile matters, on which I gave him the best information I could command. In 1885 he engaged in general trade at Griswold, subsequently removing his stock to Sebawa, where he was successful for many years. During this time he specialized in handling eggs, making three sortings before shipping them away. The largest and best eggs went out in clean unstenciled cases to Boston, where the receivers stenciled the cases "Hingham, Mass.," which enabled them to obtain the top market price for eggs classified as "nearby." His seconds were shipped to Buffalo and his cracks and dirties went to Detroit bakers. This arrangement enabled Mr. Cornell to pay more for eggs than his neighbors in trade who marketed their purchases in the usual manner and contributed much to his success in the mercantile field.

The second death was that of John J. Dooley, whose long career as a traveling salesman entitled him to commendation and respect. He was generous to a fault and had many warm friends in the trade, in hotel circles and among business men generally who sincerely mourn his death. A noted characteristic of the deceased was the length of time he stayed with his employer. He was with one house—the Bucklen concern in Chicago—for about a quarter of a century. This long connection spoke well for the employer as well as the employee.

The third death was that of Harry J. Aarons, who had to yield ultimately to the ravages of a malignant cancer of the throat. Since his affliction eight years ago, Mr. Aarons made twenty-seven trips to the Mayo sanitarium at Rochester, Minn., in the hope of effecting a cure. Several times during the interval his death seemed inevitable, but his intense vitality sustained him through these crises. The death of his mother, five years ago, left him and his sister, Beckie, the only members of the family to occupy the fine family home at 113 Maple street. His sister's devotion to him enabled him to remain at home until last September, when his removal to the hospital became necessary. And there, after long suffering, his life ebbed away peacefully.

My last call on Mr. Aarons was at his home on labor day. He was unable to talk above a whisper and his sister—who has better ears than I have—translated his conversation to me. Always a town boomer and an

ardent advocate of civic righteousness, Mr. Aarons' sole thought was concerning the city of his adoption, which he loved with all the ardor of his unblemished manhood. I have never known a higher type of citizenship than that exemplified by Harry Aarons, who never considered himself or any selfish or personal interest when the good of the community was at stake. Born into the beautiful belief of the Jewish church, he was so broad in his ideals and so liberal in his viewpoint he could see good in all religions and his support of all moral and religious organizations of Manistee was constant and generous. The esteem in which he was held in the community was unfailingly shown by the ringing of the chimes in a Roman Catholic church while the funeral was in progress at the Masonic Temple under the joint auspices of the Masonic and Knights of Pythian bodies, in both of which organizations deceased was an enthusiastic member.

I have never known of such a circumstance before and I voluntarily doff my hat to the big hearted and broad minded priest who consigned the traditions of his time-honored organization to the dust heap of the centuries in order to do justice to the devotee of another—and older—religion whose life was an outstanding example of all that is good in all religions.

I think I would disappoint my friend Aarons if I did not improve this opportunity to testify to the remarkable fidelity of his sister during the long and painful illness of the deceased. Miss Aarons not only assisted her brother in the store, but was his constant companion until the critical period of his illness forced his removal to the hospital, three months before he died. I have never witnessed an instance of greater faithfulness and sisterly devotion than was involved in the relation of these two congenial spirits. If Miss Aarons decides to continue the business established by her father and continued so successfully by her brother, the people of Manistee will have an excellent opportunity to show their appreciation of her long-continued fidelity and untiring fealty to her brother by giving the store their undivided support.

The fourth death was that of J. L. Norris, of Casnovia. I first met the father, A. Norris, the week the Tradesman was started back in 1883. I called at his store to solicit his subscription and was told he was at work on his farm, just outside of town. I walked out to the farm, presented my plan of conducting a trade journal in the interest of retail merchants and secured his order. He was my good friend as long as he lived and his son inherited that trait from his father. The inheritance also included a high sense of honor, faithful attention to business, fidelity to home, church, lodge and the community in which he lived. No matter what Mr. Norris was called upon to do, he did it well. He leaves a vacancy in the social, religious and mercantile life of Casnovia which will be hard to fill.

The fifth friend to be called to her reward was Mrs. Charles S. Hazeltine, who passed away at Butterworth hos-

pital, Grand Rapids, on Friday. Mrs. Hazeltine was respected and beloved by all who knew her for her frank, open honesty, her sound judgment and her sympathetic understanding. Perhaps her most striking quality was her mental vigor and flexibility. She maintained, to the very end, an open-minded hospitality to new ideas and fresh points of view, and was fond of saying that she felt she had grown in her knowledge of the truth. It was this quality which kept her mentally young, and from it flowed the lively interest which had not abated even after several severe attacks of sickness had sapped her strength. She will always remain in the treasury of memory as an outstanding example of the type of woman whose rare qualities of mind and heart established the confidence in which others rest. Hers was the faith that made faithful. In all her relations she was firm and unflinching if a principle were involved, but ready to yield points of minor importance because of her great love of justice and her desire to be fair to all sides. She walked among us holding herself as one of the least, but in reality a revered leader, a woman of signal integrity and deep spirituality.

I think the editor of a trade paper comes to regard his patrons in a different light than is the case with any other kind of publication. The ordinary publisher does not know any considerable number of his patrons, even by name, but the editor of a trade paper meets nearly all of his readers personally, sooner or later, and becomes pretty well acquainted with all of them by correspondence on trade topics. This personal touch results in a nearness which often develops into close personal friendship, based on an appreciation of the character of each other. Much as I enjoy the patronage of my patrons, because they think I am giving them value received in a business way, still more I cherish the thought that these associations must eventually result in personal friendships, based on mutual regard, which time can never sever and even death cannot obliterate.

Because of this beautiful relationship between patrons and publisher—a relation which has been assiduously cultivated and encouraged ever since I started the Tradesman—I have come to regard every patron as a personal friend and the death of any customer affects me greatly; the more so as the years go on and the list of long-time friends gradually becomes reduced.

E. A. Stowe.

Record Year in Auto Products.

The automotive industry's production in 1927 has been substantially below the level of 1926.

This does not reflect any change of attitude on the part of the consumer toward the automobile as an agent of transportation, but simply reflects the fact that one of the large producers was out of production for a large part of the year. Except in the price field occupied by that producer, buying has been well sustained. The business of the truck section of the industry has been good.

I see nothing except soundness in

the general economic situation. This, together with the improved position of the agricultural sections of the country, leads me to believe that 1928 will be a good year for general business. Credit is abundant and rates are low; inventories are low and, taking it all in all, I am well satisfied as to the outlook.

With a year of good general business in prospect, I feel that the automotive industry may confidently look forward to a year of large volume. As a matter of fact, I feel quite certain it will be greater than 1927 and will be greater than any previous year. We should bear in mind that as the total number of cars in use grows larger each year, more cars reach the end of their useful life and have to be replaced so that the industry's business from this source is constantly on the increase. Then, we should remember that there is a large number of additional families each year who find that a second or third or even a fourth car is required to meet transportation needs.

I feel that the overseas markets offer wonderful opportunities for increasing our sales for many years to come. General Motors is keenly interested in the development of its overseas business, both from the standpoint of its own operations as well as the beneficial influence the development of a large export business has on American prosperity.

Alfred P. Sloan, Jr.,

President of General Motors.

Whither Are We Drifting?

Recently I watched a Wyoming farmer plowing with nine horses. That is a circus stunt, but it was all in the day's work to him, for he could not possibly afford to hire help at prevailing wages. Few farmers can; they are ground between the upper millstone of the quota law and the nether of a tariff on nearly all that they buy. They sell in the world's markets in competition with virgin soil in Argentina and Canada, and they cannot bid for labor against protected industries.

Plumbers in Chicago are getting \$14 a day and will not work without a "helper," who does little and knows less. The same grade of artisan in Germany gets an average of \$7.50 a week, and hours are longer and cost of living higher. How long will these discrepancies endure?

War's inflation caused the transfer of a huge body of capital from the conservative creditor class to the inexperienced and less provident debtor and wage-earning classes. Since the war the number of persons in receipt of an annual income of \$2,000 or more has quadrupled in this country. Upon this foundation the nation's prosperity has been largely bottomed. But is that foundation secure? When the largesses of inflation have percolated down to their normal level and when wealth has again gravitated to its appointed place in the hands of the prudent and thrifty, what will happen to the orgy of spending?

W. B. Sheppard.

After all is said and done the careful man is the best safety device ever invented.

GONE TO HIS REWARD.

Death of the Leading Citizen of Casnovia.

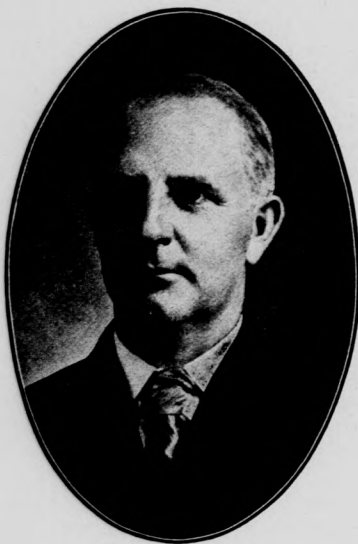
Casnovia, Jan. 7.—J. L. Norris, for more than ten years president of the Farmers' and Merchants' State Bank of Casnovia, and otherwise prominent in business and social affairs, died Jan. 4 after an illness of several months. He was 66 years old.

During the forty-four years he was active in business he held various offices of trust, among them trustee of the Casnovia schools for twenty years, township clerk for three years, and village president for a number of terms. He was president of the Farmers' and Merchants' bank until his death.

Surviving besides the widow are two sons, Leon and Harry, three grandchildren, two sisters, one of Casnovia, the other of Colorado Springs, Colo., and other relatives. Funeral services were held to-day.

Biographical.

James L. Norris was born at Climax, Kalamazoo county, Feb. 16, 1861. When he was 9 years old the family removed to Eaton Rapids, where they remained three years. In 1873 they



James L. Norris.

removed to Casnovia, where the family has resided ever since and where they have been identified with the mercantile business and the grain trade continuously for the past fifty years. Mr. Norris was educated in the public schools of Casnovia, Newaygo and Big Rapids, after which he spent several months in Swensburg's Commercial College, in Grand Rapids, in 1881, when he returned to Casnovia and entered into co-partnership with his father under the style of A. Norris & Son. The business consisted of a general store, an elevator and a drug store, the latter of which was managed by the junior member of the firm. This co-partnership relation continued until 1898, when James purchased his father's interest. Four years later he disposed of the mercantile business, retaining the elevator and grain trade. Twenty-one years ago he admitted his son, Leon C., to partnership in the business, which has since been conducted under the style of J. L. Norris & Son.

Mr. Norris was married June 3, 1884, to Miss Effie Squier, of Casnovia. They have two children, Leon C., 41, who has been identified with his father in

the grain trade and Harry aged 35, who has been a partner with his father in the farming business under the style of J. L. & E. H. Norris. The firm has 400 acres of land under the plow adjacent to Casnovia. They specialize in short horn cattle and Duroc-Jersey hogs, being regarded as leaders in both lines.

Mr. Norris was a member of the Masonic lodge of Casnovia and DeWitt Clinton Consistory of Grand Rapids. All he needed to be a 33d degree was the 33d degree.

Mr. Norris was President of the Farmers and Merchants' State Bank of Casnovia. He was first and foremost in every movement having for its object the betterment of the community.

Mr. Norris attributed his success to patience and hard work, but those who knew him best will probably agree with the Tradesman that careful training, long experience and native shrewdness were also dominating factors in his career. Mr. Norris was characterized by his friends as having an even temperament. He was the same pleasant gentleman to all who came in contact with him. He was easy to approach and ready to accommodate, even in the midst of exacting burdens devolving upon him in connection with his numerous duties. In no trying situation did he lose his balance, but calmly and efficiently he met any and every emergency. So uniformly just was his treatment of his customers that all had a kindly regard for him; and although his decisions and actions were always in accord with strict business policies, he offended none so seriously as to make an enemy of anyone. Equability of temper and a systematic way of doing business were his strong points. He was absolutely reliable and truthful in his dealings and knew when to talk and when to remain silent—rare qualities indeed—and proved himself to be an able and safe administrator of affairs.

New Powder Compact.

A new powder and rouge compact is made after the fashion of a small memorandum book. It is covered entirely with leather and a gold scroll design worked out in border effect with a center motif. A small concealed clasp is released when pressed, showing the cover equipped with a mirror and two pouches, the larger one carrying the powder and the small one the rouge. Refills may be purchased separately at any time. The colors include, red, green, purple, black, tan and beige. For evening the same model is shown in both silver and gold finished leather.

Evening Girdles Selling Well.

In the corset sections it is noted at present that the lightweight afternoon and evening garments are far outselling the heavier daytime models. Steppins and girdles are wanted in the small sizes and mostly by the young folks for holiday wear. Some of the best sellers are made with the French "pantie" attached. With most of these garments brassieres are sold bringing up volume in the corset departments.

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REASONS



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The first Trust Company in Michigan

Fish and Game Must Be Protected.

Grandville, Jan. 3—Conservation of various natural advantages has begun none too soon in Michigan. Down in Indiana they are resuming the pumping of oil where once large wells sent the fluid to the surface in thousand barrel lots.

When these wells began to fail they were plugged, abandoned and new fields farther West entered upon. However, coal oil is not, as was once supposed, inexhaustible. Like the timbered areas of the State, the great fish supply and other wild life it is going the way of all things earthly and mayhap the time may come when the crude kerosene will become a thing of the past.

What will take the place of this oil? Nobody can answer. The sudden gush of oil near Muskegon is simply the tapping of a supply which was long ago suspected and once an attempt to tap was made. That was a generation ago. To-day success seems certain. When old fields give out, new ones are discovered, so that up to date the country has not suffered from lack of oil. Undoubtedly, however, there will come an end to all this oil and America will stand dazed, wondering what to do next.

Then there are the fisheries and wild land life which have decreased with dangerous rapidity within late years. The waters bordering Michigan have been depleted of many well known fish, so that people are even eating dogfish, a sort once considered scarcely fit for anything but land fertilizer.

Sturgeon are said to be almost annihilated, while once they were so plentiful as to be a nuisance. The sturgeon is now a valuable fish, not only for food, but for other purposes. I can well remember when no white person would think of using this fish for food, while now it has become a delicacy.

These fish were not considered worth the spearing, even the lowly sucker being preferred. However, we shall not be bothered with an over supply, since time has erased that one time big fish from our streams and rivers.

With the fish on the down grade, many kinds completely destroyed, how long will it be before the last one has been removed from Michigan's waters?

Despite all efforts at conservation, the fish are fast going, while it is the same with the wild life of the hills and woods; even the woods themselves fast dropping out of existence by means of axe and fire.

Despite not the day of small things, even the birds whose very existence has not been as fully valued as it should have been. Bird life, as well as all other small things which run as well as fly, has been nearly obliterated in Michigan.

It was, indeed, a misfortune when James Oliver Curwood passed on. He had a living understanding of animals, including birds, and knew well what was necessary to be done to save the State from complete wild life depopulation. Perhaps there is another to take his place, but he has failed to show up to date.

It would seem that people ought to learn from experience. It is said the burned child dreads the fire, but our pioneer people acted under the simple idea that our timber would last forever and that wild life was fit subject for the sportsman's rifle and rod, with no expectation to see the end.

That an end to fish and birds in Michigan is not far distant is as plain as a pikestaff, and it would seem that we as a people should get at a remedy ere it becomes too late.

Right now the State's war on our birds is having its effect. There is not one sparrow left alive where there were twenty one year ago. Why will our lawmakers turn a deaf ear to facts and continue on their destructive way?

Speaking of fish. Every grocery store in the State a score and more

years ago sold whitefish and lake trout to customers, as well as the whole codfish from the Eastern markets. Why are there none to be had to-day? Simply because of the fact that these fish are no longer to be had in such quantities as in days gone by.

Lakes and rivers are being depleted with a reckless disregard of future necessities and the day is not far distant when the waters of Michigan will lap its shores as barren of life as is the desert of Sahara. Is not this already known of all men? Then why not awaken and fly the flag of distress until some public spirited citizens come to the rescue before the hour for salvation has passed?

Our only hope is for an awakening ere it be too late. To be sure, we have destroyed for all time many species of bird and animal, yet it may not be too late to put a stop to present unholy animal destruction and see that a renewal of life, liberty and the pursuit of happiness comes to those of the wild animal kingdom that still remain to us.

Such a thing as an open season for birds and wild animals should not again be known in Michigan, and a breaking of such a law should meet with swift and severe punishment. All this of course in order that our State may return to its old altitude in its preservation of wild life.

There are too many hunters to-day, too many fishermen, too many humans who seek to annihilate our wild population regardless. When once that population is exterminated, what has Michigan to offer for new settlers? What save a barren waste, made so by the billions of destructive insects which will swoon down upon it in merciless array.

"Whenever you hear a man prating about the Constitution, spot him, he's a traitor," was once said by an American statesman. Likewise when you hear any person defending the slaughter of wild life you may count him an enemy to our State and Nation.

Old Timer.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Fairfield Machine Co., Carland. Jewett Radio and Phonograph Co., Detroit.

National Manufacturers Protective Association, Grand Rapids. Miller Company, Vassar. Spring Lake Fuel Co., Dowagiac. Glencraft Land Co., Ruth. Star Tent and Awning Co., Detroit. Marvel Carburetor Sales Co., Flint. Central Michigan Exposition, Lansing. Public Service Production Co., Lansing.

Michigan Summerfield & Hecht Co., Detroit. Markesan Family Laundry, Detroit. Hoehle Construction Co., Jackson. Union Furniture Co., Detroit. Central Realty Co., Grand Rapids. Summerfield & Hecht Delray Co., Detroit.

B. & B. Lumber Co., Iron Mountain. Longyear Michigan Exploring, Marquette.

Crary Products Corporation, Detroit. Michigan Water Power Co., Grand Rapids.

Lower Peninsula Power Co., Plainwell. Airport Building Co., Detroit. Good Service Laundry Co., Detroit. C. G. Spring & Bumper Co., of Michigan, Kalamazoo.

Rex Robinson Furniture Co., Grand Rapids.

Detroit Davenport Mfg. Co., Detroit. Simpson Construction Co., Port Huron. Big Rapids Building Corporation, Big Rapids.

Preston Lunch Room Co., Detroit. Zeeland Furniture Manufacturing Co., Zeeland.

Sager Lumber Co., Lansing.

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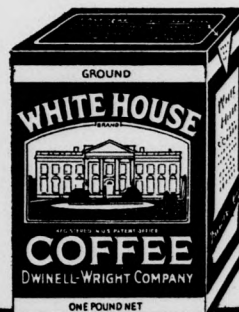
American Sugar Refining Company

WHITE HOUSE COFFEE

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FINANCIAL

Business Expansion Brings Profits To True Investor.

The true investor should not attempt to forecast what the range of stock prices will be in the immediate future. He is not concerned with market fluctuations and leaves the forecasting of these fluctuations to the speculator, who is willing and able to assume the hazards of his mistakes along with the profits of his judgment.

The investor in stocks is a partner in the enterprises in which he has placed his money and is interested only in their true value and in their possibilities of normal growth. In partnerships it is not good practice for partners alternately to retire from and rejoin the firm as changes in the immediate outlook occur.

A study of past records shows a growth in wealth and prosperity each decade, and until we have reached the limits of our population and industrial expansion we have no reason to assume that the future will be materially different from the past. The opportunities of business to-day are greater than ever before, and industrial research, still in its infancy, is opening heretofore undreamed-of vistas.

To be sure, the last five years have been years of great and possibly abnormal prosperity and the immediate future may show a distinct reversal. In order to protect himself against all possible hazards, therefore, the investor should confine himself to the highest grade corporations, owning his partnership outright, not on borrowed money. He also should retain a substantial proportion of his funds in cash items such as high-grade short-term bonds as a "hedge" and to place himself in position to take advantage of this decline should it occur.

Under no conditions should a true investor give up his partnership in a cross-section of the great industries of the country. To do so would be to relinquish his opportunity for growth with the country on the chance that he might be able to reacquire his partnership later at a lower cost. This he will leave to the speculator who is entitled to his profits if his prognostications are correct but who must suffer severely if he is wrong.

Broadly speaking, the influences which affect stock prices may be divided into two major classifications. In the first class, we can put such causes as supply of money, interest rates, public psychology, technical position and other intangible and highly controversial considerations. The second class includes the more tangible and direct considerations, such as management, earning power and growth of an individual corporation or industry.

It is with this latter classification that the true investor is concerned. The companies in which he has become a partner should all be high-grade, and he must realize that the securities of such companies will command relatively higher prices. It is futile, simply because a given stock is seemingly high, to dispose of it in order to invest either in a relatively lower class of security or in another

high-grade security equally high in price.

Discrimination, however, must be used. Securities which have relatively over discounted a potential future growth should be sold. The wise investor will also analyze the prospects facing the industries in which he is interested and will endeavor to acquire first-hand knowledge of the management of the important companies in those industries. Diversification should be practiced, both as regards industry and individual corporations within each industry.

If the investor, after a careful study of his position, has assured himself that his partnership includes only healthy companies in successful industries, and if at the same time he has provided himself with a reasonable "hedge" of ready cash or of short-term bonds, he can with equanimity "forget the market." T. T. Scudder.

Branch Banking Here To Stay.

Branch banking is not a new thing nor is it an experiment. Banks with branches have, in one form or another, existed in the United States ever since we have had banks. In most other important countries branch banks are universal and the effectiveness of their operation is well known and understood.

One great advantage possessed by a bank having branches—and an advantage which has proved a great benefit to the places where such branches are located—is the ability of the bank to meet the fluctuating and seasonal requirements for loans. When money is needed in one district at a certain time, the bank prepares for this demand and transfers money from branches where it is not at that time desired and, by virtue of its adequate capital, meets the requirements of its customers.

Branch banking results in larger banking units with their business spread out into many communities giving better service in the form of borrowing facilities, lower interest rates and greater protection to deposits.

Banking, like all public or quasi-public service, should be competitive only to the extent that the public convenience or advantage is promoted, and this theory is expressed in some manner in all up-to-date banking laws. This means that banking is not a business which can be established by a person at any time or place he may desire. Banks must be organized and conducted so that the public will receive the best service and the best protection.

With the passing of recent years we have progressed rapidly in meeting and solving banking problems, and there is to-day a closer and more friendly relationship between State and National legislation. The supporters of each system have come to see more of merit and of purpose in the other, and, if one may read the signs aright, efforts of either to enact retaliatory legislation will be looked upon with suspicion by all those genuinely interested in promoting the best service which may be rendered by banks.

The development of the Federal Reserve system, with its twelve branches

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covering the United States, is founded upon the same principles that govern the operation of any branch banking organization. The success of the Federal Reserve lies in its ability to meet the quickly shifting demands of business and to mobilize its resources at any point where conditions may suggest the need.

Branch banking is particularly suited to the temper of the times, in this country, where we all are after the most for our money in quality, economy and service. People want the best as cheaply and as easily as possible. It is the day of quantity production, of rapid turnovers, of concentration and economy in overhead. It is the hour of specialization and of big capitalization.

This spells but two things in business—mergers and branches. If this is true in practically all lines of industry and commerce, then banks cannot escape the necessity of keeping pace with the instrumentalities which must be financed by them. I share the belief that the day of Nation-wide branch banking is not far off; and I am not at all apprehensive of the results. Let us have fewer, but stronger and more helpful banks, and the Nation will fare better than has been its experience in many of its sections, particularly during the past few years.

A. P. Giannini,
President Bancitaly Corporation.

Money Rate Expected To Be Vital Factor.

With the beginning of a new year, speculators in securities are accustomed to review events of the past twelve months and attempt to peer into future sufficiently far to forecast expectations for the coming year.

Investors accustomed to using discrimination in selection of securities need not be greatly concerned over forecasts, although they may be able to gain a better background for study of financial situations by taking the viewpoint of the speculator at this time. For instance, the investor should not ignore economic developments that may affect his holdings, especially at this time, when security prices clearly have failed to reflect trade recessions.

Conditions that may affect money rates should be watched by the investor as well as the speculator. In looking over the forecasts for 1928, therefore, the investor should not be misled by optimistic business forecasts into believing prospective recovery will necessarily be translated into higher security prices.

Stock market observers, though willing to admit signs are more plentiful of business recovery, are frank to confess doubts over the continued advance in security prices. They see too many possibilities of unfavorable influences.

"With respect to the future trend of security prices," says John Muir & Co. in their annual forecast, "the most important factor during the next year will undoubtedly continue to be the quantity and price of money.

"Recently a new feature in the money situation has developed. We refer to the gold exports. According to the New York Federal Reserve

Monthly Review, December 1, 1927, total net loss of gold for eleven months including that held under 'ear mark,' was \$97,000,000. This figure is not regarded as of serious proportions as yet, and recent Federal Reserve policy has invited exports. Mr. Mitchell, president of the National City Bank, recently said that a billion dollars of gold might be exported without endangering the credit situation. He referred, of course, to the needs for legitimate commercial credit.

"It is agreed by authoritative commentators that present stock prices represent a speculative rather than an investment basis. It must not be supposed that stocks would indefinitely maintain present levels if interest rates rise materially. The yield on a group of common stocks is approaching that prior to the break in March, 1926.

"The situation requires a cautious attitude. The recent bidding up of normally inactive special issues is not a favorable sign, since it is usually associated with markets nearing culmination of a price movement.

"In the event a substantial reaction develops, beginning perhaps in late January or February, we can well visualize many stocks reaching still higher prices on an ensuing advancing movement and their purchase attended with greater safety."

William Russell White.

Too Many Stores in Our Cities.

American business men have reached the conclusion that there are entirely too many stores in our cities and the matter is now a problem with which the zoning authorities of the cities are engaged.

Too many stores have resulted disastrously to many of their owners, and have had a bad influence financially by multiplying the number of business failures. Many persons who are not in business have an idea that all merchants are growing rich and they, too, will enjoy wealth if they can but get into a business.

Often a man who has succeeded in farming gives up the life and industry with which he is acquainted and launches a business. Often we have seen these same men reduced to paupers, whereas had they continued on the farms they would have continued to accumulate wealth and would have been relieved of the worry incident to seeing the saving of a lifetime swept from under them.

There are too many persons attempting to operate a business who know nothing of business principles and methods, thereby not only conducting losing games for themselves, but making it hard on their competitors.

Financially Considered.

First Girl: I like a man with a past, he is always interesting.

Second Girl: I like a man with a future; he is more interesting.

Third Girl: I like a man with a present, and the more expensive the present, the more interest I take in it.

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MUTUAL FIRE INSURANCE

Reducing Fire Danger.

The fire hazard should be considered in the location and construction of all new farm buildings. Many groups of farm buildings are so located and constructed that any fire which might break out in one building would be almost sure to destroy the whole group. When a new building is to be erected it is worth while at least to consider placing it where it will be reasonably safe from the fire starting in any other building and where it will not be a menace to other buildings.

Concrete construction is being used on many farms, and it is especially desirable for smokehouses, incubator rooms, and any other small buildings which are exceptionally subject to loss by fire. The first cost of a well-constructed concrete building generally will be greater than that of a wood building of the same size, but the concrete will last practically forever, and will seldom need paint or repairs.

A fire in such a building can do but slight damage to the building itself, and there is very little likelihood of its spreading to any of the adjoining buildings.

Small Town Fire Protection.

The small town with inadequate fire protection is inviting a fire disaster from a source which receives little of its attention. The man who desires to have a fraudulent fire finds the small town with inadequate protection an ideal spot. While the municipal department in a large city frequently gets its machinery in operation soon enough to prevent spread of the set fire and sometimes even gets the evidence of arson before it is destroyed by the fire itself, the small town department arrives too late with inadequate equipment and the purpose of the criminal is accomplished without any effective barriers. Then the volunteer fire department is usually inexperienced in seeking evidence for fraudulent fires and this too is an advantage to the criminal. This offers an additional reason for getting sufficient equipment and protection for the village.

Residence Fire Loss.

The increase in the residence fire loss is becoming alarming. The United States Bureau of Standards estimates the residence fire loss at \$175,000,000.

Concentrated fire prevention work before women's clubs, schools and civic bodies, where the message of fire prevention may be carried into the home, will do much toward the reduction of the home fire loss.

Many fire officials have ordered smaller lines to be used on resident fires together with the use of salvage covers. By concentrated work on both the prevention and extinguishment, the residence fire loss will be reduced.

Voice Extinguishes Flame.

Radio reproduction of a highpitched voice extinguished sensitive flame about twelve miles away from the broadcasting station during a test from KGO recently. The experiment

was witnessed by a number of scientists and students. A shrill voice was sounded by a man whose voice resembled a bird and as the vibrations were reproduced at the receiving end they caused the flame to flicker and go out. This effect of a strong high-pitched voice on fire has been known for a number of years but it had never been demonstrated by radio.

Air in Store Aids Selling.

Did you ever think of ventilation in connection with sales? Well, it is mighty important, especially in cold weather. A close, stuffy store is as bad as a drafty one, and either affects your cash register. If a customer has to wait for a clerk in such a store she is sure to be as brief as possible, and that is going to mean you get a brief order. Regulate your heating as carefully as possible and watch your transoms.

Air in a store should be changed frequently. Heated air that is not fresh is not healthy as it slowly is deprived of its oxygen. It not only affects your customers, but you will find your clerks and yourself getting drowsy.

Fire Tank Truck.

The usefulness of a fire truck in a California city extends far beyond the area provided with hydrants and city mains for it carries a large tank full of water in addition to pumping equipment. The idea was conceived by the fire chief as a means of protecting the country districts from grass and grain fires. On one occasion the engine extinguished a blaze along the six-mile front with 250 gallons of water.

Fire Prevention Seals.

Chief Ralph Smith of the Nyack, N. Y., fire department inaugurated a new practice in fire prevention. He enlisted the aid of the Campfire Girls to sell fire prevention seals to citizens in Nyack. These seals were for use on mail and packages and were sold in the same manner as the Red Cross seals during Red Cross week.

Rescue Bag.

To prevent injury to persons being taken from burning buildings, a combination bag and stretcher was designed to hold the victim securely while being lowered. The bands are fastened under the armpits and around the hips, whereupon the occupant is folded in the bag to give him further protection.

Defective Wiring.

Defective wiring was again the cause of a fire which resulted in the loss of \$38,000 at Sioux City, Iowa. As the fire originated near an electric meter which had several wires leading from it, it is likely that current was short circuited, as no material near the origin of the fire was inflammable.

Mistaken Identity.

It was their first target practice. The officer had worn his army patience thin over these guardsmen. They just would not fire volleys.

In disgust, he finally bellowed, "Fire at random."

A rookie yelled: "Which one is he?"

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THE NAKED TRUTH.

Florida Conditions Not So Bad As Pictured.

It is always interesting to compare the observations of different people upon anything which appeals to the senses or the intellect. The preacher last Sunday illustrated the varying accounts of the life and sayings of Jesus in the four gospels by striking differences in the stories of people of integrity in every day life in giving accounts of what they saw in viewing the same phenomena or heard in listening to the same speaker. I am impressed by the remarkable differences in the accounts given publicly about Florida and suppose the truth could be ascertained if some one were sufficiently equipped to separate the chaff from the kernels. I learned from men whom I felt were competent observers, before coming down here, that Florida was in the dumps and it would take many years to recover from the orgy of speculation which reached its crest two years ago. This was illustrated by the empty apartment houses, hotels and commercial structures erected when the gambling fever was at its height. The greatly reduced rentals of houses and apartments; the lowered rates at hotels and boarding houses and the general quietness in the towns were cited as indications that the reaction which set in after the crazy years is still at ebb tide. In other words, speaking plainly, the State is under a cloud of depression.

There is another side to this. The banking business is a fair exponent of general conditions. I have been examining recent published statements and comparing them with those made three and four years ago. They certainly indicate financial health. The assets are apparently quite liquid and while the deposits and volume figures have decreased, the borrowings have been greatly reduced and everything is in better balance, indicating wise management and a clear vision of responsibility. All along the line borrowers have been urged to gradually reduce their obligations at each renewal period, while no impossible demands have been made upon them. In spite of all vicissitudes, the banking situation in Florida is one of health and promise. In the record of bank failures during the reaction from the gambling epoch, Florida occupied an enviable position—less than thirty, as compared with any other state which has experienced a similar ordeal of speculation and has been followed by two and three and, in several instances, five times that number. In reviewing the statistics of other states I became quite proud of the sanity of the bankers of Florida under very trying conditions.

Florida, during the past week, has been invaded by the frost king and the injury to tender plants is disheartening, but in a few weeks new attractive growths will drive away the blues. Great fears have been expressed concerning citrus fruits that the losses will be enormous, but there are compensations and when the whole truth shall be known the causes for great apprehension will fade away. Prices

of oranges have been so good that early marketing has been stimulated and reliable figures are given that four-fifths of the oranges of Valencia county where we are located, have already been marketed, the net profits being far in advance of last year. Large growers who have complete arrangements for protection from freezing, have been in no hurry about harvesting their crop and so good oranges, the best that Florida can produce, will supply the market demands in late winter and spring.

This morning I took my market bag and sauntered to the Blue Goose Packing Grocers, where I have been wont to go for some years to get the very best fruit for a small price, from rejected oranges too ripe to ship. The employe who waited on me was a philosopher. In answer to my questions about the fruit losses he said: "Calamities come to every business connected with growing things out of the soil, but adversity is usually the accompaniment of a lack of foresight and thrift. Good locations for orange growers are rarely invaded by frost. Varieties have a good deal to do with frost injuries. People who think an orange is an orange, regardless of tenderness in varieties, are bound to suffer from their careless ignorance. The small grower who feels he cannot afford to invest in smudge pots as a protection, when a frost invasion comes, has to suffer. People without protective appliances who always think better prices are ahead and put off harvesting, often lose the entire crop by frost. If citrus growers use their heads and profit by the experience of others in selecting sites, choosing varieties and in management of their groves, they need have no apprehension about the outcome."

How true this is through the whole realm of agriculture: Providence favors the men who learn their business thoroughly and are always alert to take advantage of circumstances.

Realtors seem to be inactive here and are a discouraged lot. It isn't any wonder, because in the first place there are too many of them and in the second place very few of them have a comprehensive view of their proper functions. The dealers who improve property, making it attractive and serviceable, usually reap at least a moderate reward, but most of them rely upon boundary stakes and publicity for their stock in trade and rarely reap a permanent success. I have little patience with men in any business who expect success without rendering proportionate service. Charles W. Garfield. De Land, Florida.

"Balloon" Tie Offered.

A tie having a "balloon" lining designed to eliminate wrinkles has just been developed. The lining is a rubber sac, which takes the place of the usual fabric lining, and which is inflated by blowing into a small tube at its end. When the tie is taken off at night the sac is inflated and the overnight stretching of the tie fabric smooths out the creases and gives it a fresh-looking appearance. The lining is not bulky when deflated, the tie having a normal appearance. Use of the

lining will be licensed to tie manufacturers and will be featured in ties to retail at \$1.

Lace Favored as Trimming.

The outlook for increased use of laces during the spring continues to improve. Wholesalers describe the trend as a real revival of interest in the merchandise, which has met with only a limited demand for some seasons past. Many of the new dress lines, particularly of afternoon dresses, show considerable use of lace for trimming, either in the ecru shade or dyed to match the dress. In dinner and evening gowns many models are entirely made of lace. Alencon and chantilly types are particularly well regarded for the new season.



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CASHING IN ON THE BREAST OF LAMB.

Illuminating Pictures and Descriptions by D. W. Hartzell, Lamb Demonstration Specialist, National Wool Growers Association.

The average American prefers lamb to mutton. This preference has brought producers to realize that lamb is most valuable when it will dress out from thirty to forty pounds and has reached the age of perhaps six to eight months.

The lamb stands as an emblem of purity, nibbling only the choicest of herbage. It is relatively seldom that it is rejected by Federal meat inspectors as unfit for consumption.

Lamb is a "delicate" meat, in the opinion of meat connoisseurs. Its distinctive flavor is more delicate than that of mutton and quite different from that of beef or pork. Altogether, it is a delectable meat, sure to find increasing favor as its good qualities become more generally known.

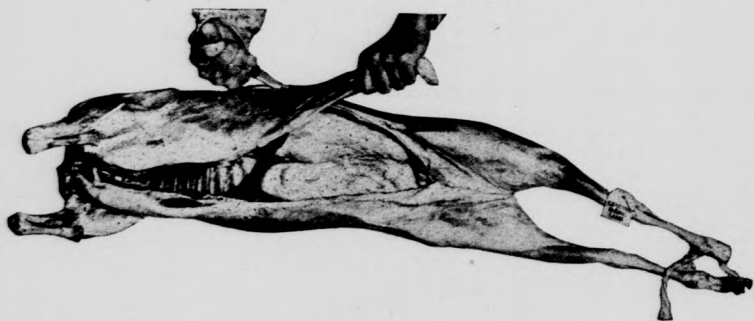
To increase your lamb sales, and incidentally your profits, we suggest that you adhere closely to quality in selecting lambs, place a fair price on the product, and create an outlet for all cuts.

The breast of lamb heads the list of hold-overs or slow sellers in the average market.

After many experiments and much study we have arrived at a method of preparing the breast of lamb which entirely meets with the housewife's requirements and adds materially to the attractiveness of this less demanded cut.

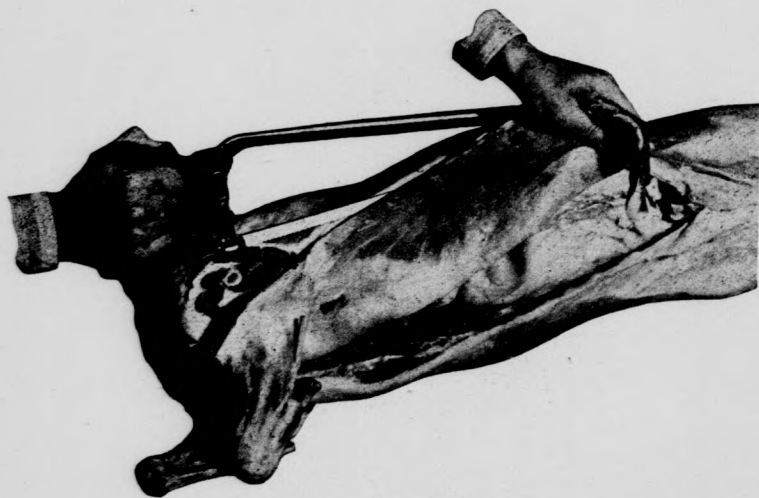
The following illustrations give a practical demonstration step by step, of how to bone and roll the breast of lamb without the bother of using skewers or string.

TEN STEPS IN ROLLING THE BREAST OF LAMB



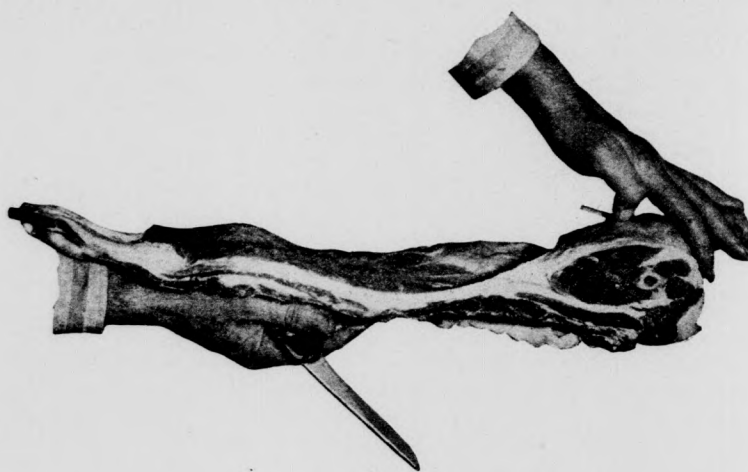
1.

The first cut begins at the cod and should run to a width of four to six inches when the rib is reached.



2.

The cut is then made over the ribs and across the arm of the shoulder an inch or two above the elbow joint. Ribs and shoulder bones are then sawed.



3.

Showing the outside of the breast.



4.

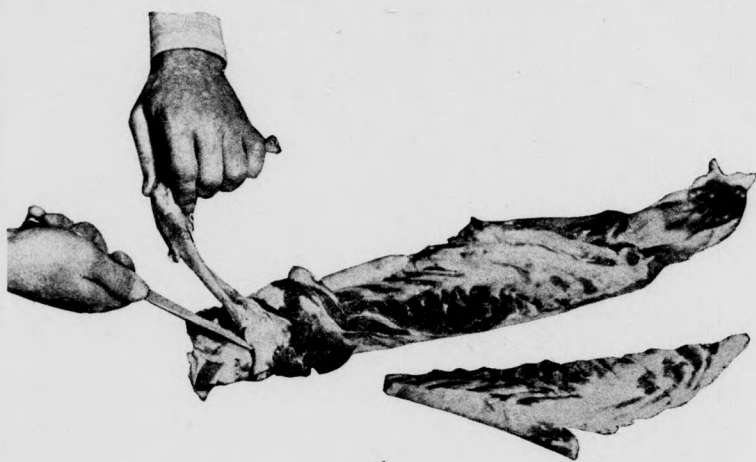
Showing the inside of the breast.

The skirt being cut back from the ribs. Be sure not to puncture skirt.



5.

The ribs removed by pulling knife closely against them and lifting them off.



6.

Removing the shank bone, leaving the shank and breast meat attached to flank.



9.

The breast of lamb is constructed so that when it is completely rolled, the flank end reaches the base of the skirt.



7.

Spread out shank meat on outside of brisket end and begin rolling, using one hand to keep face of roll even.



10.

The skirt is then rolled the opposite way and pressed tightly over the flank end to which it adheres.



8.

Continue rolling as tightly as possible keeping one hand across face of roll.



This simple method makes the roll complete, a neat, highly salable product which will give satisfaction to a discriminating trade.

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Manager—Jason E. Hammond, Lansing.

Attractive New Knitted Frocks.

Knitted sweater-frocks in two and three piece styles are being shown by designers for early spring wear under the new topcoats. These dresses are quite different from what is ordinarily expected of this type of frock and the newest fashion trends from Paris are incorporated in the styling. For instance, the new kerchief collar is used to add variety. It is made with a contrasting color in yoke form in the back, and the extra ends are brought around to tie in a bow knot in front. Another type of neck that promises to be very smart is made with five points, the back being square and extending over the shoulders while the front, instead of the crossing in a straight line, drops into a deep "V" which is most becoming. The Vionnet neck is again shown as well as the flat "crew," canoe and geometric necklines.

These dresses are made of a soft cashmere wool or one of the new rayon mixtures that have a firm hard thread that prevents the garment from stretching and at the same time assures minimum warmth. The new texture is used in different weaves to achieve the effect of tucks, pleats, fancy ribbing and so forth. Different designs are worked out in the weaving and at a distance look exactly like fine hand-blocked prints.

Costume slips made for wear with the new spring chiffon and crepe dresses show a wealth of detail in the finishing. The hems are no longer merely machine stitched, but are now made with hemstitched scallops, picot edges, petal effects and cut-out tabs following the trend of uneven hemlines. To wear with some of the very slinky fabrics, there are numerous models with tiny ruffles put in circular lines. The tops are made to fit snugly and serve as foundation for the dress. At the waist there is a decided bodice effect, fitting snugly to prevent any suggestion of bulk or extra fullness that might destroy the smart, smooth lines needed about the hips. Shoulder straps are made mostly of flesh colored net.

Offer Novel Packing Plan.

A novel plan for helping the under-wear jobber meet hand-to-mouth buying methods has been put into effect by the Van Dyke Knitting Co., of Milwaukee, through its selling agent, the Owen Coogan Corporation. Under this plan the company will ship direct to the jobber's accounts case lots made up of any three styles the retailer may want to buy. This will enable the jobber to sell the company's lines on a closer mark-up than is otherwise possible on any but cheap goods that are normally shipped direct in "solid" cases. The goods sold will be put up in special haberdashery packing, and the jobber will be billed for them on the date they are shipped to the retailer. As to date of shipment, the company

says that "any time during the season is acceptable."

New Plan To Aid Dress Buyers.

A new and intensive merchandising plan is now being undertaken by the Merchandise and Research Bureau. Seven committees have been appointed to study the dress market to afford buyers a larger amount of data to guide them in their spring purchases, according to Thomas Buckley, in charge of group buying of ready-to-wear for the organization. Three of these will watch fabric and color trends, local retail offerings and sports wear developments, while four will cover the wholesale market according to various price ranges. Each committee will report to a general meeting to be held on Monday and will also hold daily sessions. If the plan works out successfully, it will be applied to other lines of merchandise.

Novelty in Children's Wear.

A strong trend toward high novelty effects in babies' and children's accessories is developing. One of the leading manufacturers of this merchandise, for example, in place of the traditional plain pink or blue silk for trimming and lining such items as screens, cribs, baskets, book covers, and so forth, is now using printed silks in the marionette designs. The baby pink and blue tones are retained as ground shades, but the patterns depict a wide array of story book characters and scenes. Incidentally, to obtain these shades, which differed from those in the silk producer's regular lines, an order calling for a minimum of several thousand yards had to be placed.

Artificial Flowers Ordered.

The large business done during the holidays and the number of new spring models from Paris that are trimmed with various blooms have emphasized the style value of artificial flowers. As a result, quite a few orders have been placed during the past few days for new violets in red, orange shades, beige, green, gray, white and pink. Small clusters of field flowers and boutonnières in gold, to follow up the gold jewelry vogue, are also wanted. For evening wear this spring, buyers are placing advance orders for garlands and trailers of silk roses, carnations and all sorts of field flowers. For regular stock they are re-ordering orchids and gardenias in white and flesh.

Washable Suede in Handbags.

New Spring handbags in the better grades are featuring washable suede. Buyers are ordering them in all the shades shown, believing that they will enjoy the same popularity as the suede and antelope bags of last season. The leather, however, is used only in pastel shades of the popular Spring colors. Pouch styles are shown exclusively in this line, with variety achieved by the use of different frames. Narrow gold-plated mountings, self-covered frames and shell tops are used. Heavy silk moire is used for lining with fittings to match. The colors are green, rose, beige, gray, red, blue, orchid, maize and white. Prices range from \$72 a dozen and up.

Trends in Children's Dresses.

Spring lines of children's dresses are now quite complete and a fair amount of early business has already been placed by retailers. In the 2 to 6 size ranges panty effects are outstanding in printed silks, broadcloths and novelty materials. Prints strongly lead in the 7 to 14 sizes, although for immediate selling considerable attention is being given crepe de chine styles. These are developed in high shades and most of them have long sleeves.



New "Mechanical Brain" Adds and Subtracts— AUTOMATICALLY

Addac
Accurate Adder and Subtractor

A new invention that is revolutionizing the "headwork" of figuring in stores and offices everywhere. This new kind of adding machine rivals the speed and mechanical accuracy of big, cumbersome machines selling for \$300 and more. Yet ADDAC is so compact that it can actually be stood right on a ledger page, or carried from place to place in the palm of your hand!

PRICE \$24.50 COMPLETE

At this amazing price ADDAC gives you every essential advantage of the most expensive adding machine. Capacity \$999,999.99. Direct subtraction as well as addition. Fully guaranteed. Has a dozen uses in every store or office—balancing books, checking invoices, adding purchases, etc. Gives you absolute accuracy, saves time, and pays for itself in eliminating costly errors.

Write today for interesting folder, "Faster than Fingers". Dept. T.
ADDAC CO., GRAND RAPIDS, MICH.

Hodenpyl Hardy Securities Corporation

Getting the most out of your investments requires a broad knowledge of securities and how to use them best for your own purposes.

Our service, based on long experience, is yours for the asking. We handle only the best in investments.

231 So. La Salle Street
Chicago

New York Jackson
Grand Rapids

Duro Belle

Hair Net Prices Reduced!

Good News!

The world's best hair net—the most consistent seller—the net of dependable quality—will now further increase your profits! 1928 will be a big hair-net year. Start right by ordering a supply of Duro Belle at these substantially reduced prices.

New Prices!

	New Price	Old Price
Double cap regular and bob	\$9.60 gross	\$10.80 gross
Single cap regular and bob	No change	No change
Double Fringe	9.60 gross	10.80 gross
Single Fringe	No change	No change
Grey double cap, reg. and bob	12.00 gross	15.00 gross
White double cap, reg. and bob	15.00 gross	18.00 gross

Effective, January, 1928

Order From Your Jobber
Or Direct From

NATIONAL GARY CORPORATION

Successors to

NATIONAL TRADING CO. and
THEO. H. GARY CO.

24 E. 21st Street, New York, N. Y.
534 S. Franklin Street, Chicago, Ill.



Serving Business

Wise in counsel, efficient in its methods, human in its contacts—

Three reasons why the Old National is selected by Grand Rapids' best business brains.

The OLD NATIONAL BANK

MONROE at PEARL

A Bank for Everybody

SHOE MARKET

Predicts Vogue of White For Next Summer.

"Women no longer consider any article of dress from the standpoint of its wearing qualities and its endurance, but almost exclusively from the standpoint of its fashion," said Mrs. Pauline Desha, associate editor of Fashionable Dress, in addressing the Joint Styles Conference last week in New York.

"This attitude, which affects all articles of clothing, is especially remarkable when it touches the essentials like shoes.

"The ensemble idea, which really is not a matching of shoes and purse, hat and shoes or belt and gloves or all of them, is nothing more than harmonious unit of costume. It is true, as I frequently hear women lament, that they can only wear one pair of shoes, carry one purse, wear one hat and one pair of gloves, etc.

"Therefore, the line of endeavor of the smart woman—and we must regard her primarily because all women everywhere long to follow her and make an effort to do so, is to make each unit of costuming a completely harmonious and beautiful picture. Each appearance she considers and regards as if it were, indeed, the only opportunity for impression which she might ever make—so her dressing becomes orderly, scientific if you will, with the result that her costume is one perfect whole.

"Since the focal point—Fashionable Dress has been saying for years—is the shoes, the shoes are not for an instant left to chance. They are and must be not only a separate consideration in the matter of styling and cut, but they must be considered in relation with the costume.

"I must get a pair of shoes," therefore, is now but a half truth. 'I must get a pair of shoes which will properly set off, enhance and complement this beige or brown or black ensemble', is the actual truth which sometimes is not so completely stated.

"In the position of fashion editor, I sometimes attempt to chart, for those who rely upon such judgment, the correct footwear for certain costumes, and this charting becomes a more specific thing continually. Where formerly a certain generalization was possible—now each individual costume requires special or specialized footwear.

"It is hard for me to see how any woman making any pretense at all to correct dressing on even a moderate income can do with less than a pair of shoes for each outfit. The opportunity of using one pair of shoes for several costumes is growing less with each passing season, and it is my province to teach this doctrine as a part of the effort to instruct the woman in the art of making each appearance a complete picture.

"I am making a special point of all this because it is my belief that this is the way shoes should be sold. Fashionable Dress is utterly opposed to those extremes in styling which transcend good taste. Silhouette, struc-

ture and line are unalterable. Anything which opposes taste, in an effort to be different, defeats itself. The great designers, whose shoes stand out as works of art, seldom offend. Though frequently their shoes show tremendous novelty, they are handled with that fine restraint which marks the master.

"What is taste in shoes? It is that essential quality which makes for fittingness. Therefore, any shoe which departs from its purpose fails in taste. A golf shoe, we shall say for simple example which was so cut up and so designed that it attempted to ape a slipper, would fail in taste and this failure might be due to structure or to material or to trimming.

"If we are to instruct the woman in good taste in fashionable footwear, then it is necessary that she be able to find easily those shoes which will faultlessly fit her needs.

"The manufacturers have really responded magnificently to the call for exquisite footwear, and if there has appeared occasionally a shoe which did not seem to fulfill the idea of taste, they are perhaps more conspicuous because they are rare. Mr. McKeon asked me to say something about color. I hesitate, because, of course, I cannot truthfully predict color for spring and summer at his time. However, I can give you one opinion and you may take it for what it is worth."

"Personally, I think we are coming into a white cycle.

"This opinion is based upon my contacts in Paris and upon the trend in the fabric situation here. The silk people generally are preparing for white—then too, it is due. Some time has elapsed since white was the outstanding costume for summer. Materials are the inspiration for all designing. A very great French couturier once told me that his inspiration was absolutely dependent on fabric and that, therefore, fabric must be continually new in order to keep fresh his inspiration."

Style Trend in Women's Shoes.

The styling of women's shoes, according to some of the leading manufacturers, is becoming more dependent on trimming and the use of cut-out design work than on lasts. Lasts no longer furnish a problem. Daytime models show odd trimmings and cut work on the quarters, while the vamps are mostly ornamented with applique work. No one leather is conspicuous at present. All the reptilians are included with trimmings of kid, patent leather and suede. Evening shoes show the same kind of detail work but on a more elaborate scale. Semi-precious stones are used in cut-out designs. The pastel shades of kid and imitation lizard are shown, as well as satin in black and colors. High heels prevail in both day and evening models with little variation in the heights.

Belt and Buckle Prospects.

Manufacturers of high grade belts and buckles are looking forward to excellent spring business. They base their view on the orders placed so far and also the willingness of the garment manufacturers to pay more for

new and better made merchandise. The buckles, for instance, are all hand cut, making them more expensive than those made from dies, but they are wanted because of the speedy delivery and the feeling that they will not be cheapened before they have lost their style value. The same holds true with the belts, which include glaze finishes, woven straws and kids in widths from three-quarters to an inch and a half. Gold and silver buckles in bright and dull finishes are wanted in modernistic designs only, but in a variety of sizes and clasp arrangements.

We used to have a rather large card framed and hanging in our sales room that read, "Time not spent in the presence of a prospective buyer is time lost." There's a lot of truth in that.

ARE YOU INTERESTED IN IMPROVING THE APPEARANCE OF YOUR STORE

We can help you. We can supply you with:

New Opera Chairs
Fitting Stools
Show Cases

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

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



TWO NEW ONES:

Style 949 — Men's autumn Blucher Oxford, Monarch's Calfskin, Dundee Last (Medium balloon), Nickel Eyelets, New pattern with popular short ramp, inside tap sole with fancy flange edge and heel seat trim. C and D widths in stock **\$3.45**

Style 950 — Same in Monarch's black calf -----**\$3.45**

"Over night Service"

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

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

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.

What We Find in Looking 1928 in the Face.

William G. Shepard writes mercantile stories for Collier's magazine which are always worth reading. This is not because his analysis rings true; not that he speaks mercantile language purely; not that any merchant can follow his reasoning profitably; but that the reader will find much food for reflection in what he writes. The tales are written for the general reader. So they are "popularized," and also—pardon me—sensationalized. Hence a merchant who reads must have his thinker oiled as he reads.

For example, Shepard shows that a certain chain sells or has a record of having sold all its groceries without profit, and has made its money on "meats, vegetables, fresh fruits and bacon." This has gone on to the tune of 30,000,000—goods purchased, handled and doled out at "cost."

Thirty years ago, in the city of Chicago, individual merchants commonly said they made all their profits out of meat and were satisfied if their groceries "played even." So if what Mr. Shepard says is true, the \$30,000,000 is only that same condition writ larger over the land and organized; but, with other changed factors of to-day, no harder to cope with than was similar competition in 1890.

And to what "cost" does Mr. Shepard refer? Does he mean first cost or laid-in cost or cost plus service expense? Does he, in short, mean a "cost" which results in actual loss, or "cost" which, as in 1890, "played even?"

Please understand that, in thus questioning some of Mr. Shepard's statements, I have in mind the limitations under which he labors. He can not spill technical figures all over a popular article; and I do not for a minute take issue with his good faith. But here is an emphasized statement which posted merchants will interpret somewhat differently from what Mr. Shepard has done:

"Consider this amazing fact," he writes:

"If a grocery store, one of the 17,000 which I have mentioned, closes its doors at night with a net profit of \$3 for the day, it has done its necessary share of its company's business."

"The average weekly net profits for each one of those 17,000 stores, is \$18! This is less than one-half the salary of the manager of the store."

I am not sure that I can find in Mr. Shepard's article any definite indication of what an "average" store—chain or individual—is supposed to sell in a year. Probably nobody knows precisely what the average is. Also, it would change constantly, to some extent. I think it is not far from \$15,000 a year. But let us consider a grocery store doing \$50,000 as representative. If that store carries all expenses, including proprietor's salary, and makes 1½

per cent. on sales, it makes a not discreditable showing.

Such a store earns, net, less than \$15 per week. Let it be a more successful store, and it may make 2 per cent. net and earn less than \$20 per week. And these are facts familiar to all students of merchandising during the last twenty years or more.

In fact, it is not that \$15 to \$20 per week net earnings in such a store is insufficient that worries us. It is that so many grocers who operate stores doing that amount of business are not sure they are getting \$15 per week net.

Those who are properly and actually getting \$15 per week net must necessarily get it in addition to a correct salary for the boss; and if that salary be correctly computed, it must necessarily be at least double, generally more than double, said \$15. Hence, there is no special difference here in familiar conditions.

And these figures and deductions are sound, because if we admit that the chain buys its merchandise somewhat cheaper than the individual, it labors under the handicap that it must work through employees, while the man who works for himself has no such handicap. So here the one fully offsets the other factor. Finally, we do not have to concede any purchasing advantage to the chain now, where grocers are wakeful, organized and work together even to a moderate extent.

Of course it is true that master grocers who sell \$50,000 a year earn more than 1½ per cent. net on sales. But mighty few earn anything like the figure mentioned by Mr. Shepard. He says: "The average old fashioned grocery man every time he sells you a dollar's worth of stock (measured in your dollar, not his) makes a profit of perhaps six cents."

But we know that never has any grocer, except an extremely exceptional one, made 6 per cent. profit on sales. The "average" has long been less than 2 per cent., sometimes less than 1½ per cent. On the other hand, he says the scientific grocer who sells a dollar's worth of goods makes three cents. That is probably near the truth as applied strictly to the scientific grocer.

Nevertheless, Mr. Shepard's article deserves a careful reading by grocers everywhere. It points to changes, to a process of evolution, going on around all of us now of which all but the keenly observing are unconscious. Evolution is the only constant we have; but its direction can only be sensed in the light of all we can see and read about it. So get Collier's Weekly for November 26. Read it in the library if you can not obtain the back number. Shepard's story will provide plenty of solid food for improving reflection.

No time could be more suitable for such study than the present; for certain conditions are present in this New Year of 1928 of which every merchant should be aware. For notice:

There is not a product of any kind in this land of ours which is not to-day fighting for its share of distribution; but this is especially true of foods. The American people are so

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

The World wants "PUTNAM CANDIES"

During 1927 we have made large shipments, some over 8000 lbs. each, and all unsolicited orders to:

SIDNEY, Australia
ALEXANDRIA, Egypt
HONOLULU, Hawaii

WELLINGTON, New Zealand
MANILA, Philippine Islands
AMSTERDAM, Holland

We also received enquiries for our products from, Stockholm, Sweden; Bombay, India; Shanghai, China; Hamburg, Germany; Osaka, Japan; London, England; St. Johns, Newfoundland; San German, Porto Rico; and many others.

Putnam Factory

Grand Rapids, Mich.

NEW CUSTOMERS EVERY DAY

Every day thousands of people are seeking improved health—and finding it—through eating Fleischmann's Yeast.

Most people buy their Fleischmann's Yeast at the grocery store and the Fleischmann transparency on your door will remind passers-by daily that *yours* is the store which sells it.

FLEISCHMANN'S YEAST
Service

Don't Say Bread

— Say

HOLSUM

MEAT DEALER

Beef Quality.

A tour through the wholesale meat markets, including coolers of local slaughter plants, would prove of great interest and benefit to consumers at this time of year. The survey could not be made in a few minutes, but might profitably extend over the better part of a day if all the points of interest were taken in. In the slang of the day the visitor would "get an eye full." Prime beef can be seen in several places and in good sized lots. Most of the prime beef comes from animals fed to be shown at the International Livestock Show at Chicago, which ended a short time ago. Included in the prime lots were some that won high prizes at the show, but there were also several loads either not entered as prize contestants or not winning prizes after being shown that possessed maximum quality in the meat. At some of the previous livestock shows steers won high prizes and after slaughter it was found that they did not possess quality as high as their live appearances indicated. In some cases, steers that did not rate as high alive rated higher in the meat. Among the loads studied last year at New York it was found that judgment of the live animals and dressed meat was in close accord. This seems to indicate improved feeding methods and closer cooperation between livestock and meat men, especially those who feed the cattle and those who judge the resultant products. There should be no serious trouble now to get that prime cut for the company dinner and be able to truthfully say that the meat is the best that can be produced anywhere. While these special lots of extremely high grade meat are being extolled it should be interesting to know that the most difficult kind of steer beef to buy today is common. The bulk of the supply coming to market has enough quality to make it eat tender and possess very acceptable flavor. This could not be said with so much assurance two or three weeks ago, but the result of dry feeding which comes after the grass season is over surely shows in the meat used on most American tables. There should be very little complaint about quality from now on for several months. Some carcasses will naturally be better than others, but very few in the steer category will fail to suit most consumers. Among the steer supply are many little more than heavy, fat calves, and hunting for tough meat among these would be paralleling the fruitless hunt of Diogenes.

Colder Weather Stimulates Fresh Pork Consumption.

There is no time during the year when fresh pork, broiled, fried or roasted appeals to the appetite so forcibly as when weather is cold. When temperatures were high for this time of year there was a noticeable decline in fresh pork buying. Unseasonable weather is one of the tragedies of the meat business and especially of the pork end of it. When a warm period comes during the winter months pork consumption is almost sure to decline

and this is when it is desirable that pork consumption should be maintained up to normal, for it is the season of heavy supplies. For years the winter season has been known as the fresh pork season and it has always been found that consumption is much greater at this period than during the warmer months. Years ago it was absolutely necessary to have the hog production business so arranged that the hogs would come into the market during the winter. These days were what might be termed refrigerationless days. Of course there was natural ice and this product was cut during the winter and stored in a limited way for summer use, but its use was too inconvenient or expensive for it to be used generally in the slaughter of hogs. Besides, properly equipped railroad cars suitable to transport fresh pork safely were unknown and later in an experimental stage and so the big packing centers as they are known to-day were just commencing to develop. When hogs were killed on farms there was either no ice or no proper way to use it for meat cooling. Changed conditions with respect to refrigeration so that meat may be transported for hundreds of miles and still maintained in a strictly fresh condition and then safely held at receiving point until used has tended to smooth out the bulk of hog slaughter from a winter job to an all-the-year-round one, but because demand is greater in winter than summer an even distribution throughout the year is hardly probable; at least not unless habits and tastes change materially from the present. We are well into the cold weather season of this year and demand for fresh pork cuts should be constant and broad. This looks like a very favorable winter for pork consumers. Prices are relatively low and quality is generally high. Low pork prices not only apply to fresh cuts but to smoked meats and sausage containing pork.

Cleans Eggs With Sand Spray Device.

The problem of cleaning eggs to a spotlessness acceptable to a particular public has been solved by Harry E. Kennedy, of Berkeley, Cal., who has invented a machine which, by means of compressed air, subjects the eggs to a sand blast. It has been found, paradoxically, that this method reduces the breakage in comparison with hand washing.

In the Kennedy egg cleaning machine a long horizontal conveyor, consisting of rubber-covered rolls, is so arranged that, by its forward motion, the rolls are caused to rotate. Eggs are placed on the rolls, which are so spaced as to prevent eggs from falling through and are of such diameter as to keep adjacent eggs from touching one another. The motion of the rolls causes the eggs to rotate as they move from one end of the conveyor to the other.

Sand blast nozzles are placed over one section of the conveyor, this section being about one-fifth the length of the conveyor.

Never undertake any job with the intention of giving it less than your best effort.

HEKMAN'S

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

Cookie-Cakes and Crackers

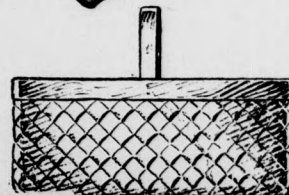
MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.



Let turnover polish your shelves

Here's a quick test of the business health of your store: Run your hand along the tops of the shelves. *SLIPPERY?* Good! That means the wood has been worn smooth by the rapid movement of goods, on and off. Especially off!

If there's a rough, dusty surface on one of your shelves polish it off quick with the Beech-Nut line. If you like a tin-polished shelf, stock it with Beech-Nut Prepared Spaghetti, or Pork and Beans. If you prefer a glass finish, keep Peanut Butter, Catsup and Chili Sauce sliding over the top.

Depend on this: No well-displayed Beech-Nut product lingers long on your shelves. To your regular and first-order customers "Beech-Nut" means pure food—and a flavor that tastes like *more*. Keep your shelves slippery with the fast moving Beech-Nut line.

BEECH-NUT PACKING COMPANY
Canajoharie, N. Y.

Beech-Nut

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.

Store Policies and Store Slogans.

Written for the Tradesman.

If you were to ask half the hardware dealers in the country what their store policy was, chances are they would be at first quite dumfounded; and ultimately would reply:

"Oh, I haven't thought of the matter at all. I don't know that I have any particular store policy."

Yet any hardware store which survives must have some striking feature to appeal to the buying public. The dealer himself may not realize what this feature is, the public itself may not clearly realize it, yet the appealing feature is there.

It may be merely a favorable location. It may, better still, be singularly courteous and obliging service. It may be close attention to prompt and efficient deliveries. It may be quality goods. It may be some striking feature about the store arrangements. It is, in any event, some quality which makes that one store stand out from all others. This one feature exists; and is largely the basis of continued public patronage.

"When one comes to think of it," said an experienced hardware dealer, "if a store has no particular policy, what right has it to be in business? When I first opened my store, I took plenty of time to size up the proposition. I examined the situation carefully. I satisfied myself that there was room for one more business. I determined beforehand the class of trade to which I must appeal, and the lines my appeal should follow. Any hardware dealer does as much. Even if he tells you he hasn't any particular store policy, his store has some definite reason for existence. And between definite reason for existence and store policy there is to my mind, no difference whatever."

There may be no hardware store in the locality. The dealer's investigations may convince him that there should be one. In that event his store policy would be, to give the people of his vicinity the convenience of a hardware store without having to make a trip to the nearest large town.

Or if there is already a dealer, and his store is dirty, his stock out of date and his clerks careless, a bright, new, well-stocked hardware store with obliging salespeople would make courtesy, efficiency and up-to-dateness its store policy.

Now, the best way to promote the store policy is to feature it. Many a dealer has a well-established store policy without being aware of the fact. This store policy is bringing him business. But it would bring him more business if he tactfully played it up, emphasized it in his advertising, and made it a distinct feature particularly applicable to his store.

Of course one has to be tactful in playing up the store policy. It would not be successfully promoting the store policy to include in your advertisement some such statement as this:

"I aim to keep my store cleaner and more attractive than Smith's, and to be more polite to my customers."

"Never knock a competitor," is a sound axiom. The same object can be more effectively achieved by simply advertising:

"My store is bright and clean and my obliging clerks are eager to serve you."

However, there is a more effective method of featuring the store policy and keeping it continuously before the public. One of the very best methods of featuring the store policy is by the adoption of a store slogan.

What is a store slogan? It is a brief, pithy, epigrammatic expression which crystallizes in a few words the salient feature of the store policy. It may refer to the size or location of the store itself, the class of goods carried, the sort of service given to customers, or something along this line. In order to be effective, it should bring out a feature which will be immediately recognized by readers of advertisements.

National advertisers have made good use of slogans. "Eventually—why not now?" may be open to criticism in some respects, yet it is familiar to millions of people. "Say it with flowers" is perhaps the most perfect slogan ever contrived. "His Master's Voice" is effective, not through its direct message, but by association of ideas. To a vast number of people it instantly recalls the dog and the talking machine. Yet, amid scores and hundreds of nationally-used slogans, only a few are really effective. The poor slogans are legion.

This is true of slogans used in the hardware trade. Many of the slogans in use by retail hardware stores, like Topsy, "just grewed." No great amount of intelligence was used in working them out. Some were purely accidental—a phrase used in advertising, and constantly repeated, grew to have an advertising value for the store. Some slogans are survivals of the old days when taverns and tradesmen hung out more or less ornate signs to attract attention. Thus, one Ontario dealer still features "Sign of the Golden Circular Saw." Another Ontario man, who ran a combination shoe store and jewelry shop, possessed a wonderful asset for many decades in a huge clock which overhung the sidewalk and was visible for many blocks up and down street. "The Big Clock" was a slogan that "just grewed up," from this circumstance.

It is only in recent years that dealers have largely undertaken to put real thought into their slogans. And in many cases they have overdone the thing. Many of the more recent slogans are palpably artificial without being appealing. Alliteration is often overdone. Many "sloganeers" consider that alliteration is absolutely essential. As a matter of fact, it is usually hurtful, simply because the tendency is strong to warp the basic idea for the sake of achieving alliteration.

Some of the best slogans are the simplest and most obvious. Thus, one small city hardware store is located at the convergence of five streets. Its

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

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware. Sporting
Goods and

Fishing Tackle

We can give you service on

Cel-O-Glass

We carry a complete stock

Foster, Stevens & Co.
Founded 1837

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

WHOLESALE HARDWARE

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

STORE FIXTURES — NEW AND USED

Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Call 67143 or write

slogan is, "The Five Points Hardware Store." Not very elaborate, that slogan; yet one doesn't forget it easily. And it gets across two related ideas—the location, and the type of store. And because this favorable location was probably in the beginning the dealer's reason for starting in business there, the store slogan aptly expresses one salient feature of store policy. Which is what every slogan should express.

Many years ago an aggressive haberdashery firm opened a new store. In place of conventional black or conventional white, the usual store front colors in those days, the heavy woodwork of the store front was checkered in white and black. "The Check Front" was the store slogan. A certain paint store is famous as "The Blue Front Store." A small-city hardware dealer features "The Yellow Front;" the idea is carried into the firm's stationery and even its advertising dodgers and circulars in which the same color is consistently used.

I recall one town in the supposedly unaggressive East where slogans fairly run riot among the hardware dealers. R. Chestnut & Sons use the slogan "The Hardware People." Jas. S. Neill & Sons, "Frederickton's Big Hardware Store." Tweeddale & Co., "The Up-to-Date Hardware Store." Brewer & Harrison's slogan, "The Corner Hardware," is of course based on location, while F. S. Collacott plays up "The Quality Hardware." None of these slogans is particularly apt. Yet they are typical of the earlier store slogans which often grew up without much contriving on the dealer's part.

One of the best retail store slogans I have met is that of a small city department store. The department store gradually developed from a small dry goods store as the result of a constant effort to give the public a more and more complete and comprehensive stock to select from. For many years Austin's has been featured as "The Store With the Stock." This slogan expresses the salient idea behind the store—that of comprehensive selection. It has educated the community into positive certitude that if you can't get an article at Austin's you can't get it anywhere; or, at least, that if you go first to Austin's, you are almost certain to be saved the trouble of going elsewhere. That idea, steadfastly inculcated into the public mind and emphasized by the slogan, has built a big business.

"The Store With the Stock" is one of the rare examples of successful alliteration. The alliteration is just sufficient to give the slogan a certain "swing." It is not overdone.

A Philadelphia drug concern a good many years ago evolved a catchy slogan, "Get It at Evans," which was widely paraphrased and which embodies somewhat the same basic idea.

A good slogan is an asset to a store. One of the great essentials is simplicity. The slogan should be so worded that it will express a distinct idea, be read and understood at a glance, and be easily remembered. Don't try to say too much, in your slogan.

The slogan can be made the corner stone of your advertising campaign. Systematic advertising is the only kind that really pays. The spasmodic kind may produce intermittent results; but systematic and persistent advertising produces cumulative results. In such advertising you are building a permanent business structure. So your advertising campaign should be mapped beforehand, not merely to serve the publicity needs of the immediate day, but to make a lasting impression on the public mind.

The store policy should determine the nature of the advertising campaign and guide the advertisement writer in the class of goods he is to feature and the general tone of his copy. In each advertisement the store slogan, pithily expressing the salient feature of that store policy, should be reiterated.

The advertisement writer in laying out his campaign should carefully analyze the business and its reasons for existence. Such analysis will furnish a pretty clear idea as to those features of the business which in the past have appealed, and still appeal, to the public. And from this analysis it is possible to work out a store slogan which will be both apt and effective.

The slogan may merely refer to such physical features as location, the size of the store, or the color of the store front. It may stress the handling of cheap lines; or may, in the alternative emphasize quality—"The Store that Saves You Money" or "The Home of Real Values." Service may be featured—"The Store of Obliging Salesmen" or "We Feature Prompt Deliveries" or "The Biggest Stock in Town."

Whatever the slogan, one fact must be borne in mind. The store must live up to its avowed policy, or the slogan defeats its own end. "The Store With the Stock" would become a jest if the customer attracted by the slogan found a sadly depleted stock to select from. "We Feature Prompt Deliveries," would be misleading where speed was attained at the cost of accuracy, or where the deliveries received just as much attention as most dealers give them—or perhaps less. A store which does not consistently live up to its slogan is like a "bargain house" that marks its goods up in order to mark them down again.

The slogan should be featured wherever possible. To begin with, in the store windows, and in the newspaper advertising. Then, on the store's envelopes and letterheads, and on all dodgers and circulars sent out. It should be stamped, with the firm name, on all advertising literature distributed for manufacturers. One firm I know of had "stickers" printed with the firm name, slogan and store address, and stuck one of these on every parcel and every piece of advertising literature sent out.

In devising a slogan there are two essentials: first, to aptly and tersely express some appealing feature of the store policy; and, second, to see that the store consistently lives up to its slogan. And a third essential is to so constantly reiterate the slogan that it cannot help but leave a lasting impression on the public mind.

Victor Lauriston.

Uncle Jake says-

"It's the man who can't swim who always takes chances with a leaky boat."

We could multiply words in pointing to a moral, but suffice it to say, when you use

K V P DELICATESSEN PAPER

for the protection of your food products from your store to your customers kitchen, you are taking no chances whatever.



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

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

G R A N D R A P I D S M I C H I G A N

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low . . . For Instance,

for \$2⁰⁰ or LESS

You can call the following points—an average distance of 1,000 miles—and talk for three minutes after 8:30 p. m., at the rates shown. Rates are proportionately low to all other points.

From Grand Rapids to:

PHILADELPHIA	\$1.30
BALTIMORE	1.20
KANSAS CITY	1.30
MINNEAPOLIS	1.00
NEW YORK	1.40
WASHINGTON, D. C.	1.20
BOSTON	1.65
RICHLAND, TEXAS	2.00

The rates quoted above are station-to-station night rates and are effective between 8:30 p. m. and 4:30 a. m.

A station-to-station call is one that is made to a certain telephone, rather than to a particular party.

Day rates, 4:30 a. m. to 7 p. m., and evening rates, 7 p. m. to 8:30 p. m., are higher than night rates for this class of call.

Additional rate information may be secured by calling the Long Distance operator



HOTEL DEPARTMENT

Graphic Description of the Death Valley District.

Stove Pipe Wells, Death Valley, Cal., Jan. 6—Away back in 1905 like a meteor, rushed into Chicago, a special train on the Santa Fe Railroad which had made the trip from Los Angeles in the record space of forty-two hours, a record never before attained and never since approached. It was equipped with a Pullman sleeper and dining car, but contained one solitary passenger, Walter Scott, unknown to the world, but soon after heralded as Death Valley Scotty; Man of Mystery.

Except locally no one had heard of Death Valley and until within recent years it was scarcely known to the world at large, though just at present it is being exploited as a health resort, particularly for the cure of pulmonary diseases. The mention of Death Valley, with the recollection of the famous ride of "Scotty," created an anxiety on my part to visit this famous resort, which is located 300 miles from Los Angeles, so when a good friend suggested a four day motor trip to visit it, I was keen for the proposition, and here I am with a noodle full of adventure and information, which must be released from my system.

Leaving Los Angeles we pass through Saugus, Mojave, and across the famous desert by that name. We get a view of Little Lake, a gem with a granite setting. It is very easy to spend two or three hours wandering through the gorges of this bed of eroded sand stone, but we hasten on to visit Owens river and lake, the source of Los Angeles' water supply, and, incidentally, her electrical power as well, rendezvousing at Lone Pine, situated at the foot of Mt. Whitney, the highest mountain peak in the United States. We find here a delightful little inn where we find excellent accommodations and meals at a reasonable cost.

We employ the next forenoon in negotiating the Argus range, an arm of the Sierra Nevada mountains, through Red Rock Canyon, ascend by a series of switch backs to an altitude of 5,200 feet above sea level, with a thrill or two at every turn, and approach Stove Pipe Wells, located at almost the geographical center of Death Valley, about luncheon time.

But the real thrill of the whole trip comes with the thought that within the short space of four or five hours you have witnessed the highest spot in the United States, Mount Whitney, 14,591 feet above sea level and have landed at Death Valley, 276 feet below sea level.

The story of Death Valley is a gruesome one of a rugged country. Scores of lives were lost in a day when the valley was christened, and its history for years thereafter was of hardship, peril and death, with really little to relieve its harshness.

Nature, if unkind in a way, has been lavish in its gifts to this desert pit. Well has the Valley been named, and yet for more than half of the year it is one of the healthiest spots on the Pacific coast. It is a place where rain storms are well nigh unknown, and yet one where the effects of cloud bursts are almost unparalleled. It is the hottest spot on earth and yet ice often forms here. It is a place where the atmosphere is so arid that men have died through lack of moisture when abundant water was at hand, and yet the stopping place of thousands of ducks, geese and other migratory water fowl. It is a place where beds of lakes are found in mountain peaks. It is a rut in the earth, the bottom of which, in spite of the washings of centuries, is deeper than any other spot in the known world.

Its discovery was contemporaneous with that of gold in California. A

small party of emigrants, an offshoot from a caravan destined farther North, led by an Indian tale to the effect that a silver ledge existed here, made it the Mecca of their pilgrimage. Upon arrival here they could find no water, although it was to be had plentifully within a short distance of their camping grounds, which they did not know. They actually expired rapidly for want of drink, only two escaping, it is told, by drinking the blood of oxen, to quench their thirst. Hence—Death Valley.

Years afterward their skeletons were found by subsequent explorers. The Indians shunned it. Later on others came well prepared, dug wells, secured water in sufficient quantities, and in the early 70's, Death Valley teemed with commercial activity.

Then borax was discovered, but transportation costs were too high and the project lagged. Then the "20-mule-team" method of transportation was devised. We used to see it illustrated on the cartons containing borax, a trade mark, as it were. The 20 mule team consisted of eighteen mules and a span of horses. They were harnessed up in pairs. The horses were attached to the tongue of the wagon and ahead of them stretched the mules, their doubletrees geared to a chain leading from the forward axle. The most experienced team of mules were leaders and they were guided by reins made from braided cotton lines manipulated by the driver. These ropes were 120 feet long and the teams stretched out approximately 100 feet.

The difficulties of transportation were, to the frontiersmen, but handicaps of ordinary occurrence, similar problems presenting themselves in irregular order, but overcome in some way. It must be admitted though, that Death Valley was a little bit worse than any other encountered by these miner pioneers.

The topographical features of Death Valley, as will be inferred, offer to the tourist, even if he is not scientifically inclined, an interesting resume of Nature's handiwork. A good map of California and Nevada combined will show the offshoots of the Sierras and the extensions which enclose the Valley on the East and West, which, however also enter Arizona over extensive areas. On the West side the mesquite grows quite vigorously along a river called the Amargosa. It has contained water temporarily on occasions, but is dry as a bone at this time. Maybe it will be replenished this winter—probably not.

Unique as is this little pit of desert in its depths and surroundings, many tourists are disappointed because the eye does not realize how high the mountains are, nor does it discover that its bottom is below the sea nearly 300 feet.

People from the East think they are familiar with dust, from their experience in negotiating dirt roads during dry periods in summer, but they know nothing about it. They only see it picked up by the wind and carried along by the wintry blast. But nowhere else can they see dust storms compared with those of Death Valley. One has to stare for a long time into the blinding storm before he can distinguish an object only a few feet away. We viewed one from a mountain height, and the vast space below was filled with smoky billows, ragged, torn and tossed about, and rising up until the foothills are engulfed. It reminded one of a Dakota blizzard without, however, its frigidness.

If you have any doubt about it, know that the desert begins with a shrub or tree known as the creosote. This growth is universally spread down into the Valley and up to the lower timber line of the mountains, odorous and medicinal as you might gather from the name, wand-like with its foliage. It is of vivid green and

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop



Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL FAIRBAIRN

Columbia at John R. Sts. Detroit
200 Rooms with Lavatory \$1.50, \$1.75, \$2.00
100 Rooms with Lavatory and Toilet \$2.25
100 Rooms with Private Bath \$2.50, \$3.00
Rates by the Week or Month
"A HOME AWAY FROM HOME"

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets
TERENCE M. CONNELL, Mgr.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

HOTEL GARY

GARY, IND.

Holden operated

400 Rooms from \$2. Everything modern. One of the best hotels in Indiana. Stop over night with us en route to Chicago. You will like it.
C. L. HOLDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular

Prices

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,
Pres. and Gen. Mgr.

exceedingly grateful to the eye, with its contrast. In the spring it exudes a resinous gum, and this is the creosote of commerce, derived from a shrub instead of chimneys and stove pipes, as I always supposed.

Inyo is some county, as we measure areas in the East. It contains the two topographical extremes in height and depth—Mount Whitney and Death Valley. It has a greater area than many of the Atlantic states, and Bishop, the county seat, is further from Death Valley, than the entire width of Connecticut, and there is plenty of room to outline a Delaware within other spaces. They tell me this territory had to be under some jurisdiction, so it was wished upon Inyo county.

Death Valley is rather a broad term taking in a large area of desolation. Death Valley proper is much smaller. The broader term is applied not only to the more noted central portion, but also to its arms and valleys. It extends fully 120 miles, North and South. Death Valley proper is the region of dread and is fifty to sixty miles long. The great alkali beds change their appearance according to the observer's viewpoint and the time of day. In the morning, seen from the East, and in the afternoon, viewed from the West, they are gleaming white. Reverse hours and positions and they become a shady gray. This is due to shadows of uneven surfaces.

On the West the Panamint range, on the East the Funeral Mountains are the valley walls. Telescope Peak, seen from the Valley, is majestic indeed, for it stands shoulder above the range to its left and right, and has an elevation of 10,938 feet above sea level, which viewed from a point 300 feet below sea level, offers a wonderful contrast in elevation.

Geologists claim that Death Valley is one of the best watered parts of the desert. Generally the rivers are dry beds, with water in few places only, but with a cloud burst it becomes a raging torrent in a few hours. Weather bureau records show a maximum temperature of 122 degrees, but old settlers claim from 132 to 137. During our stay it ranged from 84 to 103, but then you know this is the dead of winter, easily evidenced by the abundance of snow upon the adjacent mountains. The hotel has a refrigeration plant, but, generally speaking meat killed at night and cooked at 6 in the morning, is spoiled by 9. Meat, fresh killed, cut thin and dipped in brine is dried in one hour. Eggs can be roasted in the sand. Furniture splits, warps and falls to pieces. Water barrels lose their hoops within one hour after being emptied.

The most materialistic individual who visits Death Valley falls captive to its attractions, for in all this Southwestern world of scenic marvels there is no other region I ever visited or heard of where nature has been so eccentric in her program. When the Great Architect of the Universe fashioned California, the task was begun amid the noise of falling spheres, but to-day it is a wonderful place to rest, to hold communion with one's self and think. It is so quiet that heart beats sound like tom-toms; a ticking watch like an alarm clock. The heavy silence gives one a feeling of awe, of strangeness with nature. The air is so rarified and clear that all sense of distance is lost. On a moon-lit night the saw-tooth edge of mountain peaks thirty miles away may be clearly defined, and pale, fleecy clouds are flushed with delicate pink, visible to the naked eye. In daytime ambers and grays merge, then stand apart, lavender and rose soften the brilliance of the sheen of gold; at night a phosphorescent glow illuminates this vale of eternal twilight.

Gigantic shifting sand dunes assume grotesque shapes. Cliffs of blue marble, polished by sand and wind to

mirror-like smoothness, bear the evidences of prehistoric tribes. Towering for hundreds of feet, are gateways of stone, ribboned in reds, pink and gold.

Stove Pipe Wells is the center practically of all scenic and historical points in Death Valley. Emigrant Springs, Lost Wagons, The Buttes, Marble Canyon, Titus Canyon (the entrance from Nevada entering the Valley from the East, the rock formation reminding one very much of Royal Gorge, in Colorado,) Hell's Gate, Salt Creek, the Ubehebe Crater, the borax deposits, the famous Modoc, La Moine, the Bull Frog mines and the ghost city of Rhyolite were all encompassed in the second day of our stay in the Valley. Many sights were gruesome when measured with the historic facts with which were intimately concerned, but all exciting and interesting.

"The 'Scotty' Ranch is in Grape Vine Canyon, at the Northern end and West side of the Valley. The ranch is at an elevation of several hundred feet, while most of the Valley, as I have before stated, is below sea level. The unique individual whom I mentioned at the outset of this article, and of whom I shall write at length in a subsequent one, was away on one of his unaccountable absences, but a visit to his ranch was an easy acquirement. It is approached by twenty miles of dirt road, constructed by the owner. The first sign of habitation is an Indian camp on the higher side of the canyon, about one mile from Scotty's home. A few moments later we strike the vineyard which gave the canyon its name. There are enormous fig trees which seem particularly inviting in the midst of such an area of desolation. Poultry, particularly turkeys, are scurrying here and there, and live stock of quality is much in evidence. The spring that gurgles far up the canyon has blessed that particular spot with a constant flow of water.

Death Valley, nature's inferno, will eventually be made into a Nation's show place. Already the Valley is being used for the production of a pest-free date tree which may have an economic bearing on the future of California, if not the entire Southwest. The extreme heat and atmospheric dryness of the region seem to be exactly right for the growing of dates. Early experiments in this country proved that unless the two scale pests which attack the date palm could be eradicated, date culture could not be made a commercial success. In a large measure the work in this direction has been successful and young shoots are transplanted from this field to other zones for continued experimentation. Only about one square mile is being cultivated for this purpose, but the success of the culture already attained is but the beginning of a great industry, heretofore almost exclusively confined to Palestine.

But the third day of our vacation trip is nearly consumed, and we begin to think of home. Our conductor arranges an egress route through the South end of the Valley and the next thing we realize we are traveling the mysterious canyons of the San Jacinto mountain range, with its ups and downs, with San Jacinto as our prospective stop for the night.

San Jacinto and its environs are closely interwoven with the romantic life of Ramona and Alessandro, made famous by Helen Hunt Jackson, and there are still some of the 125 or more remaining Soboba Indians living on the reservation close by who can yet recall some of the incidents in the life of the Soboba Indian girl who contributed to Mrs. Jackson's composite character of Ramona. The Soboba Indians were always a peaceful race and to-day still pursue the even tenor of their ways much as they did generations ago.

Where now are fruitful orchards of apricots, peaches, pears, apples and

oranges and green fields of alfalfa and grain, there was formerly a great cattle country, and many old-timers recall the violent struggles between the cattle and sheep men. This territory was once known as the Bad Lands of California, many outlaws and other hard characters coming in on what is known as the Jack Rabbit trail from the desert country, to avoid the sheriffs as they made their way inland to the Mexican border, or San Diego, to depart for parts unknown and beyond the law.

This picturesque valley, once teeming with the glamour and romance of Southern California, now presents only an atmosphere of peace and prosperity. Here are also famous places where nature's own curative waters bubble forth as a boon for mankind and there are numerous individually unique abiding places where seekers after health find God-given healing waters which were formerly employed and held sacred by the Indians.

Leaving San Jacinto immediately after luncheon, on the fourth day of our pilgrimage, we reach Los Angeles, 104 miles away, in the evening, and uniformly agree that a good time was had by all.

The "wringing wets" at Washington are hilariously excited over the alleged discovery of first-aid devices, for making home brew, on the sale counters of a department store king who is offering to give a half-million to make the country "bone dry."

Why get all cluttered up over such a proposition? Volsteadism promotes home brewing, doesn't it? If folks must brew, they must have the paraphernalia for so doing, and as the aforesaid department store operator is a business man of great sagacity, he can easily divine that an investment of a half-million in promotion will bring him in satisfactory returns.

"Business is business!"

A certain "eminent" clergyman, at Detroit, haloed with much notoriety as a promoter of temperance, has been granted a permit by the police department of that town to carry a Gatling gun, as an assistance in his work of evangelization and reform. Imagine the Saviour of all mankind pursuing his work for the good of humanity, equipped with cutlass and spear, and possibly encased in a coat of mail? Also this "eminent" is said to be the individual who interceded recently for a merciful dispensation of the law in the case of a relative, convicted of bootlegging.

Up in Washington recently, a man of God, took a human life with a one-hand gun, the victim being unarmed. The Government interfered in the proceeding of righting a wrong, and the dominee went scot free, notwithstanding the fact that the victim was shot in the back and had shown no inclination to be unruly. The Government exonerated this man, but his neighbors did not, and he is now a subject of ostracism.

At a meeting of the Michigan Society of California, the other evening, in Los Angeles, a roll call developed the fact that more than one-half those present were directly from, or originally came from Grand Rapids. At a meeting of the Indiana society, in Chicago, George Ade, the humorist, once soliloquized over the fact that "some of the smartest people in Chicago came from Indiana, and the smarter they were the sooner they came." I am not claiming, however, that the two incidents are analogous.

Frank S. Verbeck.

Good Thing He Was Not There.

Kalamazoo, Jan. 10—Now that some of the holiday rush is over I am going to take time to write you about a subject which appeared in the De-

cember 7 issue of the Tradesman in the columns of Out Around.

In this column you mention that Bert Silvers, Mayor of Greenville, was your companion in misery at a recent meeting of the Shrine and I supposed this was the last fall meeting which I did not attend.

Being a Past Potentate of that organization and having the pleasure of assisting in the work for about eighteen years, I have seen many noted men take that most excellent degree, some of them, perhaps, with more "misery" than you encountered. Had I known you were to be one of the class, I certainly should have tried to make the meeting, and had I been there you might have referred to the subject in your Realm of Rascality, instead of in the columns of Out Around.

I am mighty glad that you had the good sense to join and be one of the splendid men who are doing so much for the crippled children of this country.

Frank H. Clay.

Sidewalk Conversation.

"Madame, could you give a little something to help a man whose occupation is completely gone?"

"What was your occupation, my good man?"

"I used to step on lighted cigars and smoulderin' cigarettes so they wouldn't set ladies' skirts on fire."

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.

ARCADE FOOD MARKET—Eighteen stalls under one roof. Run all yourself or sublet same. New, modern fixtures, including lunch room, equipment and electrical refrigeration. Central location, one-proof building. The Market distribution of food products beats chain store competition. Big money maker for those understanding the business. Deal with owner of building. No stock to buy. Quick action necessary. D. C. Kellogg, Jackson, Mich. 751

FIXTURES FOR SALE—Marvin-Burnett Co. complete store fixtures to be sold at once. Clothing cabinets, hat cabinets, show cases, window display fixtures, both shoe and clothing; shoe chairs, tables, office desks, cash registers, adding machine, and many other fixtures. Come to alley door. Marvin-Burnett Co., Jackson, Mich. 752

Wanted—To sell all or half interest in cash grocery and bakery, to experienced man, capable of taking full charge. Address No. 753, c/o Michigan Tradesman. 753

For Sale—Or will exchange for grocery and general stock, 240-acre farm, building, tools, etc., located Emmett county, near Petoskey. 754

FOR SALE—Drug store. On account of death, I am offering for sale an old established drug store, with or without building, in a good, live manufacturing and farming town. Address No. 755, c/o Michigan Tradesman. 755

FOR SALE CHEAP—Stock of shoes and rubbers. In business only one year. Reason for selling, loss of wife. J. R. Gaymer, Albion, Mich. 756

For Sale—A clean stock of groceries and fixtures invoicing about \$2,500. 25 miles from Grand Rapids. Address No. 748, c/o Michigan Tradesman. 748

FOR SALE—General merchandise stock on main highway between Kalamazoo and Battle Creek. Doing good business. Reason for selling. Will discount for quick sale. Schrodes, Galesburg. 749

FOR SALE—A prosperous hardware store in a live town. Five miles from Campau Square. No competition. \$3,500 will handle it. Address No. 750, c/o Michigan Tradesman. 750

FOR SALE—General store, glazed tile, 24 ft. x 32 ft., stock of goods and fixtures. For particulars, write us. Nelson Brothers, Chase, Michigan. 744

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, Michigan. 566

DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.

Michigan State Pharmaceutical Association.
President—J. Howard Hurd, Flint.
Vice-President—J. M. Ciechanowski, Detroit.
Secretary—R. A. Turrell, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Coming Sessions—Detroit, Jan. 17, 18 and 19; Grand Rapids, March 20, 21 and 22.

Service Niceties That Pay at the Fountain.

"Service! Service! We want service!" cries the public, and the retailer can do nothing but give what is demanded or take down his sign. His method of serving, however, is not prescribed for him. There are more ways than one of "delivering" goods to customers. But, unfortunately, not all of these ways pay equally well.

It is upon the initiative of the individual owner that fountain popularity depends.

One man who has a "busy corner" location may find after several years of business that his trade is almost entirely transient — customers come either because they have no knowledge of locations in the town, or because they chance to be in the neighborhood. His fountain pays for its upkeep and more, but he does not feel that he has made a place for himself as the "Quick Service Man" that every community desires. He has given orders to his employees to give rapid service, especially at the fountain where customers consistently wish immediate service, but regular customers smiling in anticipation of the service they are certain to receive have not chosen his fountain. He seeks an explanation.

—Plus.

He may find a competitor who has a side street, middle of the block location, giving capacity service to friendly customers who order at his fountain with an air of assurance and pleasure. What is the difference? In all probability, the fountains are the same in style, structure, equipment, and number of dispensers employed. Both aim for rapid service. But the second man, handicapped by a location out of the beaten path of traffic, has been forced to adopt the slogan, "Rapid Service, Plus" and the plus that spells good business is usually the result of initiative applied to the humdrum details of every day routine.

Many of the little niceties of trade that are scorned by the average fountain proprietor as "flubdub" and "poppycock" are the very trade-catchers that work the fountain cash registers of alert owners overtime, quickly wearing down the keys registering the more popular drinks, and demanding repairs gladly met by busy druggists.

Speed That Costs.

These niceties are not necessarily sacrificed by speedy service. The man who instructs his fountain staff to "make it snappy—at all costs!" often does not realize that he is giving instructions that, if carried out, will cost him heavily in trade, store friendships, and—as a result—in profits. If he

leaves his men with such instructions, unqualified, and not followed up by personal surveillance, he in all likelihood is condemning his customers to over-filled glasses, undried spoons, no water served with solid food orders, no napkins with sticky pastries, and similar lapses in simple courtesies that should accompany all fountain sales.

Simple Courtesies.

"You can't make a family dining room out of an ordinary fountain," is an objection often heard by men who are impatient with finishing touches added to fountain service. "All you do is waste time and keep away customers who refuse to wait for such foolishness."

"It need not keep anyone waiting—and it pays," is the assured reply of men who have given specialized service at their fountains.

Some of the little things that give fountains an air of individuality, of interest-piquing "differentness" so much desired are given here:

A courteous, personal greeting to each customer.

Service only as quick as is permitted by careful mixing of the drink. The care employed in mixing a drink should be done with a slight flourish, so that the waiting customer will both realize the effort that is being made and enjoy watching the process.

When drinks are placed before customers care should be taken to turn the handle of the container to the right, so that no awkward adjusting is necessary before they can be consumed.

When sundaes, sandwiches, salads, or any other solid food requiring spoons, knives, or forks is placed before a patron, it should not be necessary for him to ask the dispenser for these before he can eat. Such relays lessen the enthusiasm for fountain food, especially when it is taken at an irregular period of the day.

Napkins—plain white tissue, folded—should be placed convenient for use where food ordered requires them. During hours when there's no rush dispensers should place a napkin with the order, then the customer is more ready to forgive lapses during the busy hour. Then, too, many customers can find time to come just before or after the big rush if they know they will receive extra attention of service.

No Extra Expense.

Water, by all means, should be served with orders of ice cream, sandwiches, or cake. The memory of a choking feed while indifferent dispensers studiously look the other way will keep away many good customers.

The valuable feature of such service is that it takes no more time and expense than bad, sloppy service. If a proprietor secures the co-operation of his dispensers, they find it as little trouble to place orders on the counter in the correct position as in a back-hand manner. Supplies can be placed in the fountain so that smooth service is quicker and easier. Once the interest of the fountain staff is enlisted, they can work out little niceties of service that the proprietor has not suggested. They will be spurred on to better service by the smiles of satisfied

customers. Seeming trifles will thus build up trade, fill the cash register, and please patrons—tremendously.

Simple Method of Taking Inventory.

The inventory system here described is one found workable and satisfactory by one of the largest and most successful retail druggists in the country. The first step is to procure suitable forms, these being printed and ruled to show date of the inventory, names of clerks taking stock, entering and pricing clerks, sheet number, name of department, location of stocks, names of various items, quantities, units and unit prices, and totals. Blanks can be obtained from any stationer.

The next step is to procure suitable binders in which to keep the sheets, for they should be preserved with utmost care. It is apropos to mention here that the completed inventory should be kept in a safe place, preferably away from the store, either in a vault in the bank or in a safe at home.

The forms procured and the date fixed when the inventory is to be dated, the preliminary work can proceed. The first thing to do is detail the forces to do the work. The preliminary work is simply listing all the items in stock as to location. New items can be added to the sheets as they are put in stock. This work is best done by teams of two persons; one to call the item and the other to do the listing.

Of course more than two persons can work where a sufficient number of persons is available for such work; teams of two can take different sections of the store. It must be understood that in this preliminary work only the names and locations of the items are listed, and that no mention is made of either the quantity on hand or the extension of the prices.

With all items properly listed, the taking of the actual inventory is started at the stated time. For this work, teams of two persons are also employed and, quite naturally, any number of teams can take part.

One man of the team will be delegated to call off the quantities of the various items and the other will mark them down, the items already having been properly listed. In calling off the quantities the unit must be understood by both members of the team, and must correspond to the unit which will be used in pricing. In other words, where the unit price is figured by the dozen, all quantities must be in dozens or fractions thereof, while where the unit price is for single packages the number should be so given.

After the inventory is taken the next step is extending it into the money value of the stock. This work should be done with as little delay as is possible.

Knew His Animals.

Rastus had taken Mandy to the circus menagerie and was having a great time explaining all about the animals to his girl.

"Lawzee, Rastus, whut's 'at?" asked Mandy, when they came to the zebra. "Don't you know, gal? You sho' has neglected yo' animology. Dat's nuthin' but a spo't model jackass."

J. CLAUDE YODAN

ATTORNEY AND COUNSELOR

Special attention given creditors proceedings, compositions, receiverships, bankruptcy and corporate matters.
Business Address:
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Brussel Sprouts and French Beans
HARRY MEYER, Distributor
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Next Meeting of Board of Pharmacy.

Lansing, Jan. 10—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the College of the City of Detroit, Cor. Cass and Hancock, Detroit, Tuesday, Wednesday and Thursday, Jan. 17, 18 and 19, beginning at 9 o'clock on the 17th. All candidates must be present at that hour. Applications must be filed with the director at least ten days before the examination.

Applications for examination and two blank forms of affidavits for practical or college experience furnished on request.

Fee for registered pharmacist, \$15; fee for registered assistant pharmacist, \$10; fee for re-examination: Registered pharmacist, \$3; registered assistant pharmacist, \$2. There is also a certificate fee after passing: Registered pharmacist, \$15; registered assistant pharmacist, \$10.

The next examination will be held at the Knights of Columbus Auditorium, 50 Ransom avenue, Grand Rapids, March 20, 21 and 22.

H. H. Hoffman, Director.

The following is the list of successful candidates at the November examination:

Registered Pharmacists.
Babcock, Benj. B., Detroit.
Sister Mary Bercham, Grand Rapids.
John P. Crippa, St. Charles.
Lorenzo F. Curtis, Elsie.
James R. Garner, Grand Rapids.
Ellis R. Gibson, Muskegon Heights.
Emma J. Johnson, Newberry.
E. J. Lange, Lansing.
Forrest E. Larrabee, Jackson.
Elgin L. Lucas, Attica.
Warren G. Luck, Three Rivers.
Ralph McCarthy, Petoskey.
F. Ed Mendelson, Detroit.
Hugh A. Miller, Detroit.
Edward A. Nehlsen, Ann Arbor.
Freddie A. Probst, Lansing.
Scizak, Stanley J., Detroit.
Robert L. Serles, Detroit.
Samuel S. Stahl, Detroit.
L. Clarence Toutloff, Ishpeming.
Arthur S. Vallier, Detroit.
Creta M. Blakeley, Flint.
Francis C. Bleicher, Cheboygan.
Oliver C. Jenicke, Detroit.
James I. LaRoque, St. Ignace.

Sadie V. Mason, Detroit.
Irwin Mentz, Detroit.
Thomas J. Mulhall, Detroit.

Registered Assistant Pharmacists

Isadore B. Belinsky, Detroit.
Eldridge DeMott, Detroit.
Henry R. Dykstra, Grand Rapids.
Frank A. Jedezejewski, Buffalo, N. Y.
Harry W. Johnson, Jackson.
Leon W. Keller, Grand Rapids.
Chas. Kinzel, Detroit.
Lawrence A. LaPorte, Bay City.
Evert Osborn, Grant.
Roy Oliver Pilon, Flint.
David Deibert Rice, Saginaw.
Sherman D. Scott, Grand Rapids.
Stanley L. Slovick, Detroit.
Lavina Catherine Stoll, Reed City.
Alfred Percival Ward, Detroit.
Wilbur Walsh, Big Rapids.
Hubert Ray Will, Grand Rapids.
Michael Belenky, Detroit.
Harry Cohen, Detroit.
Robert H. Dodenhoff, Detroit.
Francis Kirchner, Detroit.
Norvel Kuhn, Detroit.
Georges LaBelle, Detroit.
Carl A. Peterson, Detroit.
Harold Probst, Lansing.
Edw. Pszczolkowski, Detroit.
Harvey D. Richardson, Flint.
Chas. S. Rider, Kingston, Ont.
Fred St. Amour, Detroit.
Philip Taormina, Detroit.
Stuart W. Tooddle, Detroit.

Glass Trade Is Optimistic.

While the present year was a poor one in the flat glass industry, most manufacturers and distributors are reasonably optimistic regarding 1928. It is expected that the new year will see the solution of present difficulties through the medium of group conferences between manufacturers' and distributors' representatives. A report by the Tariff Commission on the results of its plate glass production enquiry is expected in the not distant future, while a statement on the commission's action in the window glass investigation, now under way, also is looked for during the first half of the year.

"Monogram Brand" Package Line of PURE DRUGS

We put up the following in Sealed, Sanitary, Dust Proof Cartons of convenient sizes for your trade:

Boric Acid, Oxalic Acid, Salicylic Acid, Allspice, Alum, Borax, Blue Vitriol, Cassia Buds, Cinnamon, Cloves, Copperas, Cream Tartar, Curry Powder, Fuller's Earth, Insect Powder, Jamaica Ginger, Henna Leaves, Senna Leaves, Comp. Licorice Powder, Mace, Moth Balls, Nutmegs, Black Pepper, White Pepper, Red Pepper, Plaster Paris, Potassium Permanganate, Pumice Stone, Orris Root, Rosin, Saltpetre, Saccharine, Epsom Salts, Glauber Salts, Liberty Salts, Rochelle Salts, Bird Seed, Dill Seed, Flaxseed, Yellow Mustard, Black Mustard Seed, White Mustard Seed, Soda Bicarbonate, Sodium Fluoride, Mixed Spices, Sugar Lead, Solution Silicate of Soda, Sulphur, Tumeric, Whiting, Etc.

It will pay you to have our Price List of this line for the prices, considering the quality, are the best of all package lines.

Hazeltine & Perkins Drug Company
MANISTEE Michigan GRAND RAPIDS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50 @ 6 75	Benzoin	2 28
Boric (Xtal)	15 @ 25	Eigerson	7 50 @ 7 75	Benzoin Comp'd	2 40
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	2 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharadial	2 52
Muriatic	3 1/2 @ 7	Juniper Berries	4 50 @ 4 75	Capsicum	2 23
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	2 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	2 80
Tartaric	50 @ 60	Lavender Flow	6 00 @ 6 25	Cubebs	2 76
Ammonia		Lavender Gar'n	85 @ 1 20	Digitalis	2 04
Water, 26 deg.	06 @ 16	Lemon	4 00 @ 4 25	Gentian	2 15
Water, 18 deg.	05 1/4 @ 13	Linseed, raw, bbl.	@ 78	Gualac	2 23
Water, 14 deg.	04 1/4 @ 11	Linseed, boiled, bbl.	@ 81	Gualac, Ammon.	2 04
Carbonate	20 @ 25	Linseed, bld. less	88 @ 1 01	Iodine	2 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	85 @ 98	Iodine, Colorless	2 50
Balsams		Mustard, artifil. oz.	@ 35	Iron, Clo.	2 56
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	2 44
Fir (Canada)	2 75 @ 3 00	Oliva, pure	4 00 @ 5 00	Myrrh	2 52
Fir (Oregon)	65 @ 1 00	Oliva, Malaga,		Nux Vomica	2 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	2 50
Tolu	2 00 @ 2 25	Oliva, Malaga,		Opium, Camp.	2 44
Barks		green	2 85 @ 3 25	Opium, Deodor'd	2 50
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	2 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 25	Paints	
Sassafras (pw. 50c)	@ 50	Origanum, com'l	1 00 @ 1 20	Lead, red dry	13 1/4 @ 13 3/4
Soap Cut (powd.)		Pennyroyal	3 25 @ 3 50	Lead, white dry	13 1/4 @ 13 3/4
35c	20 @ 30	Peppermint	5 50 @ 5 70	Lead, white oil	13 1/4 @ 13 3/4
Berries		Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	I.	10 50 @ 10 75	Red Venet'n Eng.	@ 8
Prickly Ash	@ 75	Sassafras, true	1 75 @ 2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75 @ 1 00	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 75	Spearment	8 00 @ 8 25	Whiting, 5 lb.	5 1/2 @ 1
Licorice, powd.	60 @ 75	Sperm	1 50 @ 1 75	L. H. P. Prep.	2 90 @ 3 c
Flowers		Tany	7 00 @ 7 25	Rogers Prep.	2 90 @ 3 c
Arnica	1 75 @ 1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 60	Turpentine, bbl.	@ 63	Acetanallid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	70 @ 83	Alum	58 @ 12
Gums		Wintergreen,		Alum, powd. and	
Acacia, 1st	50 @ 55	leaf	6 00 @ 6 25	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Sorts	20 @ 25	birch	3 00 @ 3 25	trate	2 83 @ 3 08
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Aloe (Barb Pow)	25 @ 35	Worm Seed	6 00 @ 6 25	powdered	6 1/2 @ 15
Aloe (Cape Pow)	25 @ 35	Wormwood	15 00 @ 15 25	Cantharades, po.	1 50 @ 2 00
Aloe (Soc. Pow.)	65 @ 70	Potassium		Calomel	2 72 @ 2 82
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Capsicum, pow'd	35 @ 40
Pow.	75 @ 1 00	Bichromate	15 @ 25	Carmine	7 00 @ 7 50
Camphor	85 @ 90	Bromide	69 @ 85	Cassia Buds	25 @ 40
Gualac	@ 80	Bromide	54 @ 71	Cloves	50 @ 55
Gualac, pow'd	@ 90	Chlorate, gran'd	23 @ 30	Chalk Prepared	14 @ 16
Kino	@ 1 25	Chlorate, powd.		Chloroform	53 @ 60
Kino, powdered	@ 1 20	or Xtal	16 @ 25	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 75	Cyanide	30 @ 30	Cocaine	12 85 @ 13 50
Myrrh, powdered	@ 80	Iodide	4 30 @ 4 55	Cocoa Butter	70 @ 90
Opium, powd.	19 65 @ 19 92	Permanganate	20 @ 30	Corks, list, less	40 @ 10
Opium, gran.	19 65 @ 19 92	Prussiate, yellow	40 @ 50	Copperas	2 1/2 @ 10
Shellac	65 @ 80	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Shellac	75 @ 90	Sulphate	35 @ 40	Corrosive Sublim	2 25 @ 2 30
Tragacanth, pow.	@ 1 75	Roots		Cream Tartar	35 @ 45
Tragacanth	1 75 @ 2 25	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Turpentine	@ 30	Blood, powdered	35 @ 40	Dextrine	6 @ 15
Insecticides		Calamus	35 @ 75	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	Elecampane, powd.	25 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 08	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Blue Vitriol, less	10 @ 17	Ginger, African,		Epsom Salts, bbls.	@ 3 1/2
Bordea. Mix Dry	13 @ 22	powdered	30 @ 35	Epsom Salts, less	3 1/2 @ 10
Hellebore, White		Ginger, Jamaica.	60 @ 65	Ergot, powdered	@ 2 50
powdered	18 @ 30	Ginger, Jamaica,		Flake, White	15 @ 20
Insect Powder	35 @ 45	powdered	45 @ 50	Formaldehyde, lb.	12 1/2 @ 30
Lead Arsenate Po.	14 1/2 @ 26	Goldenseal, pow.	@ 8 00	Gelatine	80 @ 90
Lime and Sulphur		Ipecac, powd.	@ 6 00	Glassware, less 55%	
Dry	@ 23	Licorice	35 @ 40	Glassware, full case 60%	
Paris Green	22 @ 32	Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 2 1/2
Leaves		Orris, powdered	30 @ 40	Glauber Salts less	04 @ 10
Buchu	@ 1 00	Poke, powdered	35 @ 40	Glue, Brown	21 @ 30
Buchu, powdered	@ 1 10	Rhubarb, powd.	@ 1 00	Glue, Brown Grd	15 @ 20
Sage, Bulk	25 @ 30	Rosinwood, powd.	@ 40	Glue, White	27 1/2 @ 35
Sage, 1/4 loose	@ 40	Sarsaparilla, Hond.		Glue, white grd.	25 @ 35
Sage, powdered	@ 25	ground	@ 1 10	Glycerine	26 @ 46
Senna, Alex.	50 @ 75	Sarsaparilla Mexican.		Hops	75 @ 95
Senna, Tinn. pow.	30 @ 35	Glycerine	32 @ 52	Iodine	6 45 @ 7 00
Uva Ursi	20 @ 25	Squills	35 @ 40	Iodoform	8 00 @ 8 30
Oil		Squills, powdered	70 @ 80	Lead Acetate	20 @ 30
Almonds, Bitter,		Tumeric, powd.	20 @ 25	Mace	@ 1 50
true	7 50 @ 7 75	Valerian, powd.	@ 1 00	Mace, powdered	@ 1 60
Almonds, Bitter,		Seeds		Menthol	7 50 @ 8 00
artificial	3 00 @ 3 25	Anise	@ 35	Morphine	12 83 @ 13 98
Almonds, Sweet,		Anise, powdered	35 @ 40	Nux Vomica	@ 30
true	1 50 @ 1 80	Bird, ls	13 @ 17	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Canary	10 @ 16	Pepper, black, pow	50 @ 60
imitation	1 00 @ 1 25	Caraway, Po.	30 @ 35	Pepper, White, pw.	65 @ 75
Amber, crude	1 25 @ 1 50	Cardamon	3 25 @ 3 50	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Coriander pow.	30 @ 35	Quassia	12 @ 15
Anise	1 40 @ 1 60	Dill	15 @ 20	Quinine, 5 oz. cans	@ 59
Bergamont	9 00 @ 9 25	Fennell	25 @ 50	Rochelle Salts	21 @ 40
Cajeput	1 50 @ 1 75	Flax	7 @ 15	Sacharine	2 60 @ 2 75
Cassia	3 50 @ 3 75	Flax, ground	7 @ 15	Salt Peter	11 @ 22
Castor	1 50 @ 1 75	Foenugreek, pwd.	15 @ 25	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Hemp	8 @ 15	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Lobelia, powd.	@ 1 60	Soap mott cast.	@ 25
Cloves	2 50 @ 2 75	Mustard, yellow	17 @ 25	Soap, white castile	@ 15 00
Cocunut	25 @ 35	Mustard, black	20 @ 25	less, per bar	@ 1 60
Cod Liver	2 00 @ 2 50	Poppy	15 @ 30	Soda Ash	3 @ 10
Croton	2 00 @ 2 25	Quince	1 25 @ 1 50	Soda Bicarbonate	3 1/4 @ 10
Tinctures		Rape	15 @ 20	Soda, Sal	02 1/4 @ 08
Aconite	@ 1 80	Sabadilla	60 @ 70	Spirits Camphor	@ 1 20
Aloe	@ 1 54	Sunflower	11 1/2 @ 15	Sulphur, roll	3 1/4 @ 10
Arnica	@ 1 50	Worm, American	30 @ 40	Sulphur, Subl.	4 1/4 @ 10
Asafoetida	@ 2 23	Worm, Levant	5 25 @ 5 40	Tamarinds	20 @ 25

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

Pork
Liver

DECLINED

Sausages
Olives
Rice

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, 24, 12 oz. case 2 50



AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19.15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., do. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31.20
Rocket, 16 oz., doz. ----- 1 25

K. C. Brand

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

BEECH-NUT BRANDS.



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. 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

Shaker

1 80
2 00
2 60

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 5 15@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 2 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 ----- 12 50
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
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2, sl. ----- 3 00
Papple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 3 15
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 2 40@2 60
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2 blk 3 25
Raspb's, Red, No. 10 13 50
Raspb's Black, No. 10 ----- 12 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 1 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet ----- 2 25
Sardines, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, K'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/4s 2 30
Salmon, Red Alaska 3 75
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, 1/4s, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sl. 1 35
Beef, 3 1/2 oz. Qua. sl. 2 00
Beef, 4 oz., Qua. sl. 2 25
Beef, No. 1, B'nut, sl. 4 50
Beefsteak & Onions, 3 45
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/4
Potted Meat, 1/2 Libby 92 1/4
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbells, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 90
Fremont, No. 2 ----- 1 10
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 45@1 75
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 45@2 25
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 35
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 45
Dehydrated Veg. Soup ----- 90
Mushrooms, Hotels ----- 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Pumpkin, No. 3 1 35@1 60
Pumpkin, No. 10 4 00@4 75
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 50@2 60
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 ----- 8 00

CATSUP.

B-nut, small ----- 1 90
Lily of Valley, 14 oz. ----- 2 60
Lily of Valley, 1/2 pint 1 75
Paramount, 24, 8s ----- 1 40
Paramount, 24, 16s ----- 2 25
Paramount, Cal. ----- 13 50
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 oz. ----- 1 25
Quaker, 10 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 12 50
Quaker, Gallon Tin ----- 8 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 ----- 55
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
Wisconsin Daisies ----- 31
Longhorn ----- 32
Michigan Daisy ----- 30
Sap Sago ----- 38
Brick ----- 28

CHEWING GUM.

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

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

COCOA.

Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
Bons ----- 13 20
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package
Melrose ----- 35
Liberty ----- 27
Quaker ----- 41
Nedrow ----- 39
Morton House ----- 47
Reno ----- 36
Royal Club ----- 40

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 ----- 48
3 lb. tins ----- 1 42

Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz. ----- 7 00
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 80
Quaker, Baby, 8 doz. ----- 4 70
Quaker, Gallon, 1/2 doz. 4 70
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
Master Piece, 50 Tin. 35 00
Masterp'ce, 10, Perf. 70 00
Masterp'ce, 10, Spec. 70 00
Mas'p., 2 for 25, Apollo 95 00
In Betweens, 5 for 25 37 50
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac ----- 75 00
Webster Knickerbocker 95 00
Webster Belmont ----- 110 00
Webster St. Reges 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica 115 00
Bering Delicose ----- 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't'd 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 80
Nibble Sticks ----- 1 85
No. 12, Choc., Light ----- 1 65
Chocolate Nut Rolls ----- 1 85
Magnolia Choc ----- 1 25

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

Putnam's ----- 1 35
Smith Bros. ----- 1 50

Package Goods

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

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 22
Italian Bon Bons ----- 27
Banquet Cream Mints ----- 17
Silver King M. Mallovs 1 35

Bar Goods

Walnut Sundae, 24, 5c 75
Neapolitan, 24, 5c ----- 75
Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c ----- 75
Malty Milkies, 24, 5c ----- 75
Lemon Rolls ----- 75

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

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

Apricots

Evaporated, Choice ----- 20
Evaporated, Fancy ----- 23
Evaporated, Slabs ----- 17

Citron

10 lb. box ----- 40

Currants

Packages, 14 oz. ----- 19
Greek, Bulk, lb ----- 19

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 15
Evap. Ex. Fancy, P. P. 25

Peel

Lemon, American ----- 30
Orange, American ----- 30

Raisins

Seeded, bulk ----- 9
Thompson's s'dles blk 8
Thompson's seedless, 15 oz. ----- 10 1/2
Seeded, 15 oz. ----- 10 1/2

California Prunes

90@100, 25 lb. boxes ----- 06
60@70, 25 lb. boxes ----- 08
30@60, 25 lb. boxes ----- 08 1/2
40@50, 25 lb. boxes ----- 10
30@40, 25 lb. boxes ----- 10 1/2
20@30, 25 lb. boxes ----- 16
18@24, 25 lb. boxes ----- 20

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 07
Cal. Limas ----- 09
Brown, Swedish ----- 07 1/2
Red Kidney ----- 09

Farina

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

Hominy

Pearl, 100 lb. sacks ----- 3 50

Macaroni

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

Bulk Goods

Elbow, 20 lb. ----- 08
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

Chester ----- 4 50
0000 ----- 7 90
Barley Grits ----- 5 00

Peas

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

Sage

East India ----- 10

Tapoca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 05
Drom

GELATINE



26 oz., 1 doz. case -- 6 00
 3 1/2 oz., 4 doz. case -- 3 20
 One doz. free with 5 cases.
 Jell-O, 3 doz. ----- 2 85
 Minute, 3 doz. ----- 4 05
 Plymouth, White ----- 1 55
 Quaker, 3 doz. ----- 2 55

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 30
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz. Asst., doz. 95
 Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributor



Nucca, 1 lb. ----- 21
 Nucca, 2 and 5 lb. ----- 20 1/2

Wilson & Co.'s Brands

Certified ----- 24
 Nut ----- 18
 Special Roll ----- 19

MATCHES

Swan, 144 ----- 4 50
 Diamond, 144 box ----- 5 75
 Searchlight, 144 box ----- 5 75
 Ohio Red Label, 144 bx ----- 4 20
 Ohio Blue Tip, 144 box ----- 5 70
 Ohio Blue Tip, 720-1c ----- 4 25
 Blue Seal, 144 ----- 5 20
 Reliable, 144 ----- 4 15
 Federal, 144 ----- 5 50

Safety Matches

Quaker, 5 gro. case ----- 4 50

MOLASSES

Molasses in Cans

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

NUTS—Whole

Almonds, Tarragona ----- 26
 Brazil, New ----- 27
 Fancy Mixed ----- 25
 Filberts, Sicily ----- 22
 Peanuts, Vir. Roasted ----- 12 1/2
 Peanuts, Jumbo, std. ----- 15 1/2
 Pecans, 3 star ----- 20
 Pecans, Jumbo ----- 40
 Pecans, Mammoth ----- 50
 Walnuts, California ----- 26

Salted Peanuts

Fancy, No. 1 ----- 14 1/2

Shelled

Almonds ----- 68
 Peanuts, Spanish, ----- 12 1/2
 Filberts ----- 32
 Pecans Salted ----- 89
 Walnuts ----- 60

MINCE MEAT

None Such, 4 doz. ----- 6 47
 Quaker, 3 doz. case ----- 3 50
 Libby, Kegs, wet, lb. ----- 22

OLIVES

Bulk, 5 gal. keg ----- 9 00
 Quart Jars, dozen ----- 5 50
 Bulk, 2 gal. keg ----- 3 75
 Pint Jars, dozen ----- 3 00
 4 oz. Jar, plain, doz. 1 35
 5 1/2 oz. Jar, pl., doz. 1 60
 8 1/2 oz. Jar, plain, doz. 2 35
 20 oz. Jar, Pl. do. ----- 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, doz. 2 25
 9 oz. Jar, stuffed, doz. 3 50
 12 oz. Jar, Stuffed, ----- 4 50 @ 4 75
 20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. Tins ----- 14
 8 oz., 2 do. in case ----- 14
 15 lb. pails ----- 14
 25 lb. pails ----- 14

PETROLEUM PRODUCTS.

From Tank Wagon.
 Red Crown Gasoline ----- 11
 Red Crown Ethyl ----- 14
 Solite Gasoline ----- 14
 In Iron Barrels
 Perfection Kerosine ----- 13.6
 Gas Machine Gasoline 37.1
 V. M. & P. Naphtha 19.6

ISO-VIS MOTOR OILS

In Iron Barrels
 Light ----- 77.1
 Medium ----- 77.1
 Heavy ----- 77.1
 Ex. Heavy ----- 77.1



Iron Barrels

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



Semdac, 12 pt. cans 2.75
 Semdac, 12 qt. cans 4.65

PICKLES

Medium Sour
 5 gallon, 400 count ----- 4 75

Sweet Small

16 Gallon, 3300 ----- 28 75
 5 Gallon, 750 ----- 9 00

Dill Pickles

Gal. 40 to Tin, doz. ----- 9 00

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. ----- 22
 Good St's & H's 15 1/2 @ 19
 Med. Steers & Heif. 18
 Com. Steers & Heif. 15 @ 16
 Veal
 Top ----- 19
 Good ----- 18
 Medium ----- 17
 Lamb
 Spring Lamb ----- 24
 Good ----- 23
 Medium ----- 22
 Poor ----- 20
 Mutton
 Good ----- 18
 Medium ----- 16
 Poor ----- 13

Pork

Light hogs ----- 12
 Medium hogs ----- 11
 Heavy hogs ----- 11
 Loin, Med. ----- 18
 Butts ----- 17
 Shoulders ----- 13
 Spareribs ----- 16
 Neck bones ----- 06
 Trimmings ----- 11

PROVISIONS

Barreled Pork
 Clear Back ----- 25 00 @ 28 00
 Short Cut Clear ----- 26 00 @ 29 00
 Dry Salt Meats
 D S Bellies ----- 18-20 @ 18-19

Lard

Pure in tierces ----- 13 1/2
 60 lb. tubs ----- advance 1/4
 50 lb. tubs ----- advance 1/4
 20 lb. pails ----- advance 1/4
 10 lb. pails ----- advance 1/4
 5 lb. pails ----- advance 1
 3 lb. pails ----- advance 1
 Compound tierces ----- 13 1/2
 Compound, tubs ----- 14 1/2

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @ 23
 Hams, Cert., Skinned @ 22
 16-18 lb. -----
 Ham, dried beef -----
 Knuckles ----- 47
 California Hams ----- 17 1/2
 Picnic Boiled -----
 Hams ----- 20 @ 22
 Boiled Hams ----- 34
 Minced Hams ----- 17
 Bacon 4/6 Cert. ----- 24 @ 34

Beef

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

Liver

Beef ----- 13
 Calf ----- 50
 Pork ----- 8

RICE

Fancy Blue Rose ----- 06
 Fancy Head ----- 07 1/2
 Broken ----- 03 1/2

ROLLED OATS

Silver Flake, 12 New ----- 2 35
 Process -----
 Quaker, 18 Regular ----- 1 80
 Quaker, 12s Family ----- 2 70
 Mothers, 12s, M'num ----- 3 25
 Nedrow, 12s, China ----- 3 25
 Sacks, 90 lb. Jute ----- 3 75

RUSKS

Michigan Tea Rusk Co.
 Brand.
 40 rolls, per case ----- 4 70
 18 rolls, per case ----- 2 25
 18 cartons, per case ----- 2 25
 36 cartons, per case ----- 4 50

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

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

COD FISH

Middles ----- 16 1/2
 Tablets, 1/2 lb. Pure ----- 19 1/2
 doz. ----- 1 40
 Wood boxes, Pure ----- 29 1/2
 Whole Cod ----- 11 1/2

HERRING

Holland Herring
 Mixed, Keys ----- 1 00
 Mixed, half bbls. ----- 9 00
 Mixed, bbls. ----- 16 00
 Milksters, Kegs ----- 1 10
 Milksters, half bbls. ----- 10 00
 Milksters, bbls. ----- 18 00
 K K K K, Norway ----- 19 50
 8 lb. pails ----- 1 40
 Cut Lunch ----- 1 65
 Bone, 10 lb. boxes ----- 15

Lake Herring

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

Mackerel

Tubs, 100 lb. fncy fat 24 50
 Tubs, 50 count ----- 8 00
 Pails, 10 lb. Fancy fat 2 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

2 in 1, Paste, doz. ----- 1 35
 E. Z. Combination, dz. 1 85
 Dri-Foot, doz. ----- 2 00
 Bixbys, Doz. ----- 1 35
 Shinola, doz. ----- 90

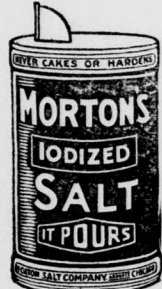
STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb. ----- 95
 Colonial, 36-1 1/2 ----- 1 25
 Colonial, Iodized, 24-2 00
 Med. No. 1 Bbls. ----- 2 60
 Med. No. 1, 100 lb. bg. 85
 Farmer Spec., 70 lb. 95
 Packers Meat, 50 lb. 57
 Crushed Rock for Ice
 cream, 100 lb., each 75
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. ----- 40
 Baker Salt, 280 lb. bbl. 4 10
 24, 10 lb., per bale ----- 2 45
 35, 4 lb., per bale ----- 2 60
 50, 3 lb., per bale ----- 2 85
 28 lb. bags, Table ----- 42
 Old Hickory, Smoked, ----- 4 20



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
 Crystal White, 100 ----- 4 05
 Export, 100 box ----- 4 00
 Big Jack, 60s ----- 4 50
 Fels Naptha, 100 box 5 50
 Flake White, 10 box 4 05
 Grdma White Na. 10s 4 00
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box ----- 6 50
 Jap Rose, 100 box ----- 7 85
 Fairy, 100 box ----- 4 00
 Palm Olive, 144 box 11 00
 Lava, 100 bo ----- 4 80
 Octagon, 120 ----- 5 00
 Pummo, 100 box ----- 4 85
 Sweetheart, 100 box ----- 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater
 Cocoa, 72s, box ----- 2 85
 Fairbank Tar, 100 bx 4 00
 Trilby Soap, 100, 10c 7 30
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
 Bon Ami Cake, 3 dz. 3 25
 Brillo ----- 85
 Climoline, 4 doz. ----- 4 20
 Grandma, 100, 5c ----- 4 00
 Grandma, 24 Large ----- 3 80
 Gold Dust, 100s ----- 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 ----- 4 25
 Jinx, 3 doz. ----- 4 50
 La France Laun., 4 dz. 3 60
 Luster Box, 54 ----- 3 75
 Old Dutch Clean, 4 dz 3 40
 Octagon, 96s ----- 3 90
 Rinso, 40s ----- 3 20
 Rinso, 24s ----- 5 25
 Rub No More, 100, 10 oz. ----- 3 85
 Rub No More, 20 Lg. 4 00
 Spotless Cleanser, 48, 20 oz. ----- 3 85
 Sani Flush, 1 doz. ----- 2 25
 Sapoline, 3 doz. ----- 3 15
 Sapoline, 100, 12 oz. 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large ----- 4 80
 Speedee, 3 doz. ----- 7 20
 Sunbrite, 72 doz. ----- 4 00
 Wyandotte, 48 ----- 4 75

SPICES

Whole Spices

Allspice, Jamaica ----- @ 25
 Cloves, Zanzibar ----- @ 33
 Cassia, Canton ----- @ 22
 Cassia, 5c pkg., doz. @ 40
 Ginger, African ----- @ 19
 Ginger, Cochon ----- @ 25
 Mace, Penang ----- 1 39
 Mixed, No. 1 ----- @ 32
 Mixed, 5c pkgs., doz. @ 45
 Nutmegs, 70 @ 90 ----- @ 59
 Nutmegs, 105-1 10 ----- @ 59
 Pepper, Black ----- @ 46

Pure Ground in Bulk

Allspice, Jamaica ----- @ 29
 Cloves, Zanzibar ----- @ 46
 Cassia, Canton ----- @ 28
 Ginger, Corkin ----- @ 38
 Mustard ----- @ 32
 Mace, Penang ----- 1 39
 Pepper, Black ----- @ 55
 Nutmegs ----- @ 61
 Pepper, White ----- @ 72
 Pepper, Cayenne ----- @ 36
 Paprika, Spanish ----- @ 52

Seasoning

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

STARCH

Corn
 Kingsford, 40 lbs. ----- 11 1/4
 Powdered, bags ----- 4 50
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 ----- 4 80
 Quaker, 40-1 ----- 07 1/2
 Gloss
 Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. ----- 3 35
 Silver Gloss, 48, 1s ----- 11 1/4
 Elastic, 64 pkgs. ----- 5 35
 Tiger, 48-1 ----- 3 50
 Tiger, 50 lbs. ----- 06

CORN SYRUP

Corn
 Blue Karo, No. 1 1/2 ----- 2 42
 Blue Karo, No. 5, 1 dz. 3 33
 Blue Karo, No. 10 ----- 3 13
 Red Karo, No. 1 1/2 ----- 2 70
 Red Karo, No. 5, 1 dz. 3 71
 Red Karo, No. 10 ----- 3 51

Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 15
 Orange, No. 5, 1 do. 4 41
 Orange, No. 10 ----- 4 23

Maple

Green Label Karo ----- 5 19

Maple and Cane

Kanuck, per gal. ----- 1 50

Maple

Michigan, per gal. ----- 2 50
 Welch's, per gal. ----- 3 10

TABLE SAUCES

Lea & Perrin, large ----- 6 00
 Lea & Perrin, small ----- 3 35
 Pepper ----- 1 60
 Royal Mint ----- 2 40
 Tobasco, 2 oz. ----- 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large ----- 5 20
 A-1, small ----- 3 15
 Capar, 2 oz. ----- 3 30

Zion Fig Bars

Unequalled for
 Stimulating and
 Speeding Up
 Cooky Sales

Obtainable from Your
 Wholesale Grocer

Zion Institutions & Industries
 Baking Industry
 Zion, Illinois

TEA

Japan

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

Gunpowder

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

Ceylon

Pekoe, medium ----- 57

English Breakfast

Congou, Medium ----- 28
 Congou, Choice ----- 35 @ 36
 Congou, Fancy ----- 42 @ 43

Oolong

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

TWINE

Cotton, 3 ply cone ----- 40
 Cotton, 3 ply pails ----- 42
 Wool, 6 ply ----- 18

VINEGAR

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

WICKING

No. 0, per gross ----- 75
 No. 1, per gross ----- 1 25
 No. 2, per gross ----- 1 50
 No. 3, per gross ----- 2 00
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 2 00
 Rayo, per doz. ----- 75

WOODENWARE

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

Churns

Barrel, 5 gal., each ----- 2 40
 Barrel, 10 gal., each ----- 2 55
 3 to 6 gal., per gal. ----- 16

Pails

10 qt. Galvanized ----- 2 50
 12 qt. Galvanized ----- 2 75
 14 qt. Galvanized ----- 3 25
 12 qt. Flaring Gal. Ir. 5 00
 10 qt. Tin Dairy ----- 4 00

Traps

Mouse, Wood, 4 holes ----- 60
 Mouse, wood, 6 holes ----- 70
 Mouse, tin, 5 holes ----- 65
 Rat, wood ----- 1 00
 Rat, spring ----- 1 00
 Mouse, spring ----- 30

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 23—We have to-day received the schedules, reference and adjudication in the matter of Carl M. Barnhart, Bankrupt No. 3318. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$15,100 with liabilities of \$4,430.66. The court has written for funds and upon receipt of same, the first meeting will be called, after which note of same will be made herein. The list of creditors of said bankrupt are as follows: Internal Revenue Department \$ 6.97 Ackerman Elec. Supply Co.,

Grand Rapids ----- 4,111.84
G. C. Totten, Lamont ----- 311.85
Dec. 24. We have to-day received the schedules, reference and adjudication in the matter of Albert Beam, Bankrupt No. 3319. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Lake Odessa, and his occupation is that of a farmer. The schedules show assets of \$37,000 with liabilities of \$32,175. The court has written for funds and upon receipt of same the first meeting will be called, after which note of same will be made herein. The list of creditors of said bankrupt is as follows:

Henry B. Darnell and Ella
Darnell, Ionia ----- \$29,000.00
Village of Lake Odessa ----- 90.00
Farmers Union Mutual Fire
Ins. Co., Woodland ----- 25.00
National Bank, Ionia ----- 1,930.00
Mrs. Charles Garret, Hanover,
Pa. ----- 300.00
Henry B. Darnell, Ionia ----- 2,000.00
Dec. 24. We have to-day received the schedules, reference and adjudication in the matter of Fibre Grand Co., Bankrupt No. 3320. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedules show assets of \$521.55 with liabilities of \$6,730.13. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids ----- \$262.58
William G. Watts, Grand Rapids ----- 35.00
G. R. Fibre Cord Co., Grand Rap. 1,718.94
Ed. W. Bond, Chicago ----- 9.40
Chase Furn. Co., Grand Rapids ----- 13.15
Colonial Flower Shop, Mishawaka, Ind. ----- 24.45
J. R. Hadley, Sullivan, Ill. ----- 26.76
Holland Chair Co., Holland ----- 32.00
Harry W. Hill, Coloma ----- 17.10
C. J. Kirkland, Otsego ----- 12.90
A. C. Marquardt, Flushing, N. Y. 14.45
D. J. Miller, Brooklyn, N. Y. ----- 52.88
Northern Floral Co., Pontiac ----- 21.45
A. Skarick & Co., New York ----- 27.09
McCormick & Conlee, Clio ----- 4.55
Mat J. Green and Bros., Chicago ----- 18.20
American Decorative Flower Co.,
Baltimore ----- 6.87
Biltrite Furn. Co., New York ----- 39.60
Crane & Swan, Batavia, Ill. ----- 32.15
Denardo Art Fruit Co., New York ----- 5.64
Faucett Umphrey Chair Co.,
Morgantown, Ind. ----- 120.06
Fellipelli General Flower and Dec.
Co., New York ----- 41.63
Nat J. Green & Bros., Chicago ----- 57.48
L. Greenspan Co., New York ----- 32.82
Grimm Lambach Co., St. Louis, Mo. 58.92
Ideal Chair Co., Brooklyn, N. Y. 15.74
A. H. Little, Tignall, Georgia ----- 10.29
J. D. Miller, Brooklyn, N. Y. ----- 31.22
North American Bent Chair Co.,
Owen Sound, Ont. ----- 4.34
Albert Pick & Co., Chicago ----- 2.35
Rossig Bros., New Jersey ----- 3.25
Samuel Shuff, Brooklyn ----- 59.41
E. H. Stafford Co., Chicago ----- 5.94
Standard Fibre Reed Co., Minne-
apolis ----- 57.61
John Timmers, Grand Rapids ----- 67.00
Universal Reed & Willow Co.,
Chicago ----- 31.88
Old National Bank, Grand Rapids 1,000.00
Frank D. Meade, Grand Rapids ----- 1,362.76
D. J. Wall, Grand Rapids ----- 459.90
Wicks, Fuller & Starr, Grand R. 1,346.85
A. C. Marquardt, Flushing, N. Y. 76.67
Blue Book Publishing Co.,
Grand Rapids ----- 37.50
Breen & Halliday Fuel Co., G. R. 23.27
Consumers Power Co., Grand Rap. 24.42
G. R. Gas Light Co., Grand Rapids 1.09
G. R. Lumber Co., Grand Rapids ----- .50
Van Rossum Plumbing Co., Grand
Rapids ----- 76.52
Jones Dabney Co., Grand Rapids ----- 71.50
W. H. Kessler Co., Grand Rapids ----- 3.00
L. C. Smith & Corona Type Co.,
Grand Rapids ----- 2.50
Leitelt Iron Works, Grand Rapids 6.00
Michigan Bell Tel. Co., Grand Rap. 8.70
Stonehouse Carting Co., Grand Rap. 82.10
United States Glue Co., Milwaukee 15.00
Van Keulen Lumber Co., Grand R. 89.75
West Dempster Co., Grand Rapids 6.35
Western Union Tel. and Cable Co.,
Grand Rapids ----- 2.84
Dec. 27. On this day was held the final meeting of creditors in the matter of Allen G. Thurman Co., Bankrupt No. 1955. The bankrupt was not present or represented. The trustee was considered and approved and allowed. An order was made for the payment of expenses, as far as the funds on hand would permit, there being no funds on hand for the declaration of dividends to creditors.

In the matter of the Lacey Co., Bank-

rupt No. 3001, the trustee has filed a report and account, and an order for the payment of current expenses and a supplemental first dividend of 10 per cent. to creditors has been ordered paid.

Dec. 27. On this day was held the sale of the bankrupt's interest in certain real estate in the matter of Jacob D. Kirkhuff, Bankrupt No. 3152. There were no appearances. The first offer of B. M. Corwin, of \$10 for the nominal interest of the bankrupt in such property was accepted and confirmed. The meeting then adjourned without date.

Dec. 28. We have to-day received the schedules, reference and adjudication in the matter of Ben P. Smith, Bankrupt No. 3321. 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 \$2,585 of which \$250 is claimed as exempt, with liabilities of \$1,504.95. The court has written for funds and upon receipt of same, the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

U. S. Rubber Co., Grand Rapids ----- \$275.00
Denman & Myers Tire Co., War-
ren, Ohio ----- 500.00
Paul Steketee & Sons, Grand Rap. 400.00
Friedman-Springs Co., Grand Rap. 30.00
Battjels Bldg. & Supply Co.,
Grand Rapids ----- 45.00
G. R. Gas Co., Grand Rapids ----- 23.00
New Era Life Ins. Co., Grand Rap. 22.00
United States Rubber Co. ----- 209.60
Sol H. Kahn, Grand Rapids ----- unknown
Herspolzheimer Co., Grand Rap. ----- unknown
Com. Credit Co., Grand Rapids ----- unknown

Dec. 29. We have to-day received the schedules, reference and adjudication in the matter of Joseph Edward Utey, Bankrupt No. 3322. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a contractor. The schedules show assets of \$2,650.86 of which \$500 is claimed as exempt, with liabilities of \$3,822.98. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Bert Voss, Hamilton ----- \$ 31.00
Bernard Smit, Hamilton ----- 130.00
John Bolthouse, Muskegon ----- 15.00
Oscar Romick, Marcellus ----- 60.00
Peck Milling & Coal Co., Cassopolis 246.12
Hamilton Farm Bureau, Hamilton ----- 19.00
Lansing Co., Lansing ----- 60.00
Ray Baker, Muskegon ----- 19.00
Andrew Minzey, Muskegon ----- 21.90
Schutmaat Bros., Hamilton ----- 17.75
Hamilton Lumber & Supply Co.,
Hamilton ----- 152.67
Wolters Garage, Hamilton ----- 204.26
P. K. Zalsman, Hamilton ----- 27.00
H. J. Lampen, Hamilton ----- 62.00
Brower & Co., Hamilton ----- 350.00
John Kolvoord, Hamilton ----- 537.40
Bandemer Garage, Bridgman ----- 25.00
East Shore Garage, Saugatuck ----- 2.50
Markle Cement & Coal Co., Mus-
kegon ----- 51.64
Cardinal Petroleum Co., Muskegon
Heights ----- 96.41
L. C. Monroe Co., Muskegon ----- 20.44
E. J. Souls, Kent City ----- 40.00
Haveman Jolman & Co., Muskegon 30.00
Lake Shore Mach. Co., Muskegon ----- 25.00
Emil Heyn, Bridgman ----- 50.00
S. Stern & Co., Marcellus ----- 33.00
C. D. McKinley, Wolcottville, Ind. 539.00
I. M. Smith & Co., Marcellus ----- 250.00
R. L. Wells, Pokagon ----- 33.00
Moline Cement Tile Co., Moline ----- 11.48
M. Judd & Son, Dowagiac ----- 159.00
James Coffman, Dowagiac ----- 42.00
U. S. Bridge & Culvert Co., Bay
City ----- 105.16
Elkhart Bridge & Iron Co., Elkhart 177.17
Charles Seigel, Marcellus ----- 53.38
George Thorpe, Marcellus ----- 14.00
Dr. Schelto, Marcellus ----- 5.00
Walton's Garage, Hastings ----- 6.00
Scottville Bank, Scottville ----- \$100.00

Dec. 29. We have to-day received the schedules, reference and adjudication in the matter of Frank J. Lee and H. LeRoy Lee, individually and as copartners, doing business as Lee Bros., Bankrupt No. 3323. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concerns is located at Rockford. Their occupation is that of contractors. The schedules show assets of \$30.00 with liabilities of \$6,455.11. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Freeport State Bank, Freeport ----- \$3,850.00
Budnick Mfg. Co., Grand Rapids ----- 400.00
George Monroe, Cedar Springs ----- 400.00
Rockford Co-operative Co., Rock-
ford ----- 25.40
Rockford Oil Co., Rockford ----- 806.90
Chris Anderson, Gowen ----- 100.00
Chittick Oil Co., Greenville ----- 570.00
C. Van Dellen, Belmont ----- 117.00
Brown & Sehler, Grand Rapids ----- 9.80
Frank G. Weed, Rockford ----- unknown
Ford Sales & Service ----- 25.10
Ver Wys Co., Grand Rapids ----- 23.71
Henry Burch, Rockford ----- 2.85
Ideal Foundry, Grand Rapids ----- 4.08
Hunting Co., Rockford ----- 36.91
Budnick Mfg. Co., Grand Rapids ----- 67.02
Hunter Machinery Co., Grand Rap. 15.34
William Black & Co., Cedar Springs 79.81
Dick Kimm, Rockford ----- 25.40
Dockery Bros., Rockford ----- 28.16
C. Glen McBride, Rockford ----- 75.57
Elmer Streeter, Long Lake ----- 215.72

E. G. Hubble, Belmont ----- 25.00
McKeough-Nash Co., Grand Rapids 117.94
Coon & Co., Cedar Springs ----- 19.01
John Beucus, Cedar Springs ----- 47.29
Rockford Dairy, Rockford ----- 6.00
D. C. Allechin, Rockford ----- 11.73
Standard Oil Co., Rockford ----- 66.24
Rahl & Streeter, Hale ----- 35.64
Upton, Belding ----- 35.00
National Cooperative Oil Co.,
Grand Rapids ----- 30.00
Blkaes Motor Sales, Middleville ----- 35.00
Acme Motor Co., Grand Rapids ----- 309.50
Rahl & Streeter, Hale ----- 7.48
Dr. A. J. Bower, Greenville ----- 14.00
Shorty Thompson, Sand Lake ----- 8.10
Williams & Otterbacher, Sand Lake 37.00
Blanchard, Sand Lake ----- 177.00
Drs. Owen & Weny, Grand Rapids 104.00
Dr. E. E. Dell, Sand Lake ----- 30.00
St. Mary's Hospital, Grand Rapids 23.25
Dec. 30. We have to-day received the schedules, reference and adjudication in the matter of Harvey Bogues, Bankrupt No. 3324. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Sturgis, and his occupation is that of a

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure 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.

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 CO. Grand Rapids, Mich.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Now Offering: Cranberries, Bagas, Sweet Potatoes,
"VinkeBrand" Mich. Onions, Oranges, Bananas, etc.

Satisfaction for your
customers and profit
for you on all the
products of the

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



In a Sauce of Luscious
Ingredients



laborer. The schedules show assets of \$25 of which the full interest is claimed as exempt, with liabilities of \$4,336.96. The court has written for funds and upon receipt of same first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Sturgis National Bank, Sturgis	\$700.00
Continental Furn. Co., High Point, N. C.	100.00
Citizen's Lumber Co., Sturgis	59.12
D'Arcy Spring Co., Kalamazoo	23.33
Edward & Chamberlain, Kalamazoo	26.54
Fay-McKinnon, Detroit	412.43
Frankford Rug Mills, Frankford, Penn.	272.65
Lusky, White & Coolidge, Chicago	471.85
Omara Parlo, Frame Co., Chicago	15.50
Penna. Oil Distributors Co., Cleveland	18.90
William J. Oddy, Detroit	12.66
Stinson Holtger Co., Detroit	766.74
Sturgis Lumber Sup. Co., Sturgis	18.50
Sturgis Grain Co., Sturgis	28.75
Cozy Home Furn. Shop., Sturgis	700.00
Cozy Home Co., Sturgis	584.39
Imperial Carving Co., Allegan	117.00
Chester H. Wooden, Kalamazoo	44.30

Dec. 30. We have to-day received the schedules, reference and adjudication in the matter of John Miller Hodges, Bankrupt No. 3325. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,571.73. The court has written for funds and upon receipt of same, first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

C. R. Rathbun, Otsego	\$ 60.00
State of Michigan	800.00
Dr. J. F. Berry, Kalamazoo	170.00
Dr. A. S. Youngs, Kalamazoo	116.73
Old Borgess Hospital, Kalamazoo	175.00
Dr. P. D. Crum, Kalamazoo	50.00
Ideal Dairy Co., Kalamazoo	25.00
Jos. Gumm, Kalamazoo	10.00
Herschfield Bros., Kalamazoo	45.00
Crane & Jackson, Kalamazoo	35.00
Kalamazoo Coal & Sprinkler Co., Kalamazoo	25.00
W. R. Sellick, Kalamazoo	60.00

In the matter of David L. Cable and James H. Cable, a partnership, doing business as the Cable Sales Co., Bankrupt No. 3288, the first meeting of creditors has been called for Jan. 16.

In the matter of the Kent Motor Sales Co., Bankrupt No. 3313, the first meeting of creditors has been called for Jan. 17.

In the matter of Edith E. Chase, Bankrupt No. 3308, the first meeting of creditors has been called for Jan. 16.

In the matter of American Cafe, etc., Bankrupt No. 3312, the first meeting of creditors has been called for Jan. 16.

In the matter of Clyde C. Hawkins, Bankrupt No. 3301, the funds for the first meeting have been received and the first meeting has been called for Jan. 16.

In the matter of Harry L. Shuter, Bankrupt No. 3314, the first meeting of creditors has been called for Jan. 17.

In the matter of Totten Electrical Construction Co., Bankrupt No. 3317, the first meeting of creditors has been called for Jan. 17.

In the matter of Earl F. Beckwith, Bankrupt No. 3328, a sale of the assets of the estate at auction has been noticed out. The sale will be held at the premises of the bankrupt's business in the city of Muskegon Heights, Jan. 24. The property for sale consists of shoes, rubbers, and kindred lines of merchandise used in a retail shoe store. The fixtures of the business will also be for sale. The property is scheduled to be of the value of \$8,750. An inventory will be made and on file at the premises at the date and time of sale. The property may be seen prior to sale by application to Bernard E. Cook, custodian, care Wm. Balgooyan, attorney, Muskegon Heights, or to Abe Dembinsky, auctioneer, 114 Cherry street, Saginaw.

In the matter of Harry L. Shuter, Bankrupt No. 3314, a sale of the entire stock in trade and fixtures of the retail shoe store will be held Jan. 23 at the premises of the bankrupt in Lowell. The property is appraised at \$1,817.50. An inventory will be on file at the date and time of sale. The property may be seen by application to Abe Dembinsky, auctioneer, 114 Cherry street, Saginaw, or to C. C. Woolridge, custodian, 1225 G. R. National Bank building.

In the matter of Totten Electrical Construction Co., Bankrupt No. 3317, a sale of the entire assets of such electrical shop and appliance store will be held at the premises of the bankrupt, in Grand Rapids, Jan. 19. The property is scheduled at \$4,299. An inventory will be made and on hand at the date and time of sale. The property may be seen prior to date of sale by application to Abe Dembinsky, auctioneer, 114 Cherry street, Saginaw, or to C. C. Woolridge, custodian, 1225 G. R. National Bank building.

In the matter of American Cafe, Bankrupt No. 3312, a sale of the entire stock, fixtures, furniture, etc., of this restaurant will be held at the premises of the bankrupt, in Grand Rapids, Jan. 19. The property is appraised at \$878.50. An inventory will be on hand at the date and time of sale. The property may be seen by application to A. Dembinsky, auctioneer, 114 Cherry street, Saginaw, or to

C. C. Woolridge, custodian, 1225 G. R. National Bank building.

In the matter of the Kent Motor Sales Co., Bankrupt No. 3313, the entire stock, fixtures, furniture, tools, equipment, used cars, etc., of this estate will be sold at the Elston Storage Co., Grand Rapids, Jan. 19. The property is appraised at \$1,008.75. An inventory will be on hand at the date of sale. The property may be seen by application to A. Dembinsky, auctioneer, 114 Cherry street, Saginaw, or to C. C. Woolridge, custodian, 1225 G. R. National Bank building.

In the matter of Miracle Milk, Inc., Bankrupt No. 3304, the entire assets of this estate, consisting of office furniture and equipment will be sold at auction at the premises of the bankrupt in the Federal Square building, Grand Rapids, Jan. 19. The property is appraised at \$528.50. An inventory will be on hand at the date of sale. The property may be seen prior to date of sale by application to A. Dembinsky, auctioneer, 114 Cherry street, Saginaw, or to C. C. Woolridge, custodian, 1225 G. R. National Bank building.

Dec. 30. (Delayed). On this day was held the first meeting of creditors in the matter of James A. Snyder, Bankrupt No. 3298. The bankrupt was present in person and represented by attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Harris S. Withey, of Benton Harbor, was named trustee, and his bond placed at \$500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Paramount Boot Shop, etc., Bankrupt No. 3278. The bankrupts were present in person and represented by attorneys Mason & Sharpe. Creditors were present by Fred G. Stanley and Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. M. N. Kennedy was named trustee, and his bond placed at \$1,500. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Knauf Bros., Bankrupt No. 3299. The bankrupts were present in person and represented by attorney. One creditor was present in person. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. John Huff, of Niles, was appointed 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 Anway-Pearless Furniture Co., Bankrupt No. 3290. The bankrupt was present by its officers and represented by Dorris Kuzma, attorney. Creditors were present by St. Stephen Wattles, Fred G. Stanley and Mason & Sharpe. The custodian of the estate was present in person. Claims were proved and allowed. The bankrupt's officers were sworn and examined, without a reporter. M. N. Kennedy was named trustee, and his bond placed at \$3,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Miracle Milk, Inc., Bankrupt No. 3304. The bankrupt corporation was present by its officers and represented by Travis, Merrick, Warner & Johnson, attorneys. Creditors were represented by R. J. Cleland, attorney. Claims were filed, but not considered. The president of the corporation was sworn and examined without a reporter. Geo. F. Le Bour, of Grand Rapids, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Dec. 27. (Delayed). On this day was held the first meeting of creditors in the matter of Paul R. Wing, Bankrupt No. 3100. The bankrupt was not present or represented. The trustee was not present. No creditors were present. Claims were allowed. The trustee's final report and account was considered and approved and allowed. Expenses of administration were ordered paid and a final dividend of 45.9 per cent. to general creditors ordered paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

In the matter of E. O. Jerue, Bankrupt No. 3305, the funds for the first meeting have been received and the meeting has been called for Jan. 24.

In the matter of Richard Chester, Bankrupt No. 3297, the funds for the first meeting have been received and the first meeting has been called for Jan. 24.

In the matter of Albert Beam, Bankrupt No. 3319, the funds for the first meeting have been received and the meeting has been called for Jan. 24.

In the matter of John Mick, Bankrupt No. 3306, the funds for the first meeting have been received, and the meeting has been called for Jan. 24.

In the matter of George Schroeder, Bankrupt No. 3310, the funds for the first meeting have been received and the first meeting has been called for Jan. 24.

In the matter of Fibre Grand Co., Bankrupt No. 3320, the first meeting of creditors has been called for Jan. 23.

In the matter of Madison Square Electric Co., etc., Bankrupt No. 3309, the funds for the first meeting have been received and the meeting has been called for Jan. 23.

In the matter of Floyd Alger, Bankrupt No. 3303, the funds for the first meeting have been received and the meeting has been called for Jan. 23.

In the matter of Stanley M. White, Bankrupt No. 330, the funds for the first meeting have been received and the first meeting has been called for Jan. 23.

In the matter of William Hopkins, Bankrupt No. 3296, the funds for the first meeting have been received and the first meeting has been called for Jan. 23.

In the matter of Michigan Street Pharmacy, etc., Bankrupt No. 3302, the funds for the first meeting have been received and the meeting called for Jan. 23.

What We Find in Looking 1928 in the Face.

(Continued from page 20)

completely fed, on the most varied dietary in history, that no food product can to-day be sold in increased volume without displacing some other food product.

What does this mean to grocers? It means that we now have a buyer's market. Grocers can sit back and have sellers come to them with urgent offerings now; and they can pick and choose the best values in the smallest quantities. It is the finest time in the world for grocers to do the thing which always spells progress—to trade up.

With customers who have greater incomes than any people ever had before, customers so well fed that now they are picking and selecting the best of everything, the American grocer is in preferred position to build a better, more profitable business.

This has been sensed fully by chains; for everywhere the price appeal is being backed up by salesmanship, fine displays, the pushing of better character merchandise. Perhaps it is not exactly accurate to say chains are subordinating price-appeal; but it is accurate to say they are not laying all stress thereon, but are studying other angles of skillful merchandising and applying them. Paul Findlay.

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor

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Truck Service
Central Western Michigan

Nucoa



"BEST FOODS" SALAD DRESSING
"FANNING'S" Bread and Butter PICKLES

ALPHA BUTTER

Saralee Horse Radish

OTHER SPECIALTIES

VITAMINE FOODS MAKE VIGOROUS DOGS

Imperial Cod Liver Oil Foods for Dogs & Foxes are a balanced ration supplying the necessary Vitamins so essential to healthy growth and freedom from disease. Imperial Dog & Fox Biscuits are not hard. It is not necessary to soak them in liquids as they are readily broken up by small Dogs and Puppies. All Dogs and Foxes relish and thrive on these crisp tasty Biscuits. A trial will convince you.

You can Buy them at

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QUALITY
RUSKS and COOKIES

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Fresh Eggs Whole Milk



The Toast Supreme

HIGH in food value
Rich in flavor. Delicious any time of the day.

Michigan Tea Rusk Company,
Holland, Mich.

DUTCH
TEA
RUSK

A HEKMAN MASTERPIECE

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 10—The regular weekly meeting of the Salesmen's Club was held Saturday noon, Jan. 7, at their new location in the English room at the Rowe Hotel. There were about forty members and guests present and a very interesting talk was given by Col. John G. Emery, which was thoroughly enjoyed by all present. Everybody seemed pleased with the change of location of these weekly meetings and the manager of the Rowe Hotel, Ernest Nier, personally supervised this first meeting and heartily welcomed the members and friends and told them he would do everything in his power to make the meetings pleasant and profitable to all concerned.

Ronald J. Scott, formerly with the Pinkerton Tobacco Co., covering Northern Michigan, traveling out of Bay City, has located permanently in Grand Rapids with the American Radiator Co.

Philip F. Crowley, with the Preferred Automobile Insurance Co., of Grand Rapids, recently returned from a ten weeks' pleasure trip to France, England, Scotland and Canada.

J. M. Cameron, representing the James S. Kirk Co. in Southwestern Michigan, paid his usual triennial visit to No. 131, U. C. T., Saturday evening. Mr. Cameron has been a member of No. 131 for a good many years and we hope as time goes on he will try to visit us at least once a year.

The regular monthly meetings of Grand Rapids Council, No. 131, U. C. T., are getting more popular all the time, due, presumably, to the fact that each meeting night is Ladies' Night. The ladies play bridge while the men are attending Council meeting and afterwards lunch is served and an hour of dancing is enjoyed. At the last meeting, held Saturday evening, Jan. 7, about seventy-five couples attended and all expressed themselves as having a good time.

Grand Rapids Council, No. 131, U. C. T., will give a dance and card party in the English room of the Rowe Hotel Saturday evening, Feb. 11. As this is an extra party given in between regular monthly meetings, it is expected a large crowd will attend.

A general committee has been appointed, with Clarence J. Farley, of the C. J. Farley Dry Goods Co., as general chairman. The banquet will be held the first Saturday night in March, and under the management of Mr. Farley it is expected that this banquet will be the best one the Council has ever had.

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

Brother John Dooley passed away this month and on our first meeting night, Jan. 7, a new member was initiated in our order with the same name, John Dooley. No relation whatever to the John Dooley, former member. Roy H. Randall.

Proposes To Solve Neglected Feature of Retail Business.

Escanaba, Jan. 10—I am in receipt of your enquiry as to what I expect to do now that I am out of business. Well, for thirty-one years I have been in the grocery business in this city and now that I am out, aside from my age, which is sixty-seven years, and will, on that account, handicap my activities in the future, I feel like a bird which has achieved its freedom out of its cage.

I have no desire to enter business again. Temporarily, I am helping my son in Iron Mountain, who has been in business there the past three years. Iron Mountain and its merchants have certainly been hard hit during the

change of ford's models, but are hoping for a revival there soon.

So far as my future is concerned, it is my ambition to do something for the merchants (grocers and butchers) in the matter of their credits. Certainly that is the most vital thing. We well know it is the most neglected feature of all their business activities.

John A. Stromberg.

Night Dusting of Orchards Saves Michigan Fruit Crop.

East Lansing, Jan. 10—As a result of advantageous dusting, Michigan orchardists gathered fruit this year virtually free from scab, codling moth and other insect injury. Much of the work was directed by horticultural specialists at Michigan State College. In dusting trees on more than 400 acres, the specialists found that best results were obtained when the work was conducted before primary infestation and on evenings when there was no wind to shake the dust from the leaves.

Note Inside Tel's Price Goose Brought on Farm.

Soperton, Wis., Jan. 6—A goose prepared for Christmas dinner here performed the unusual service of swal-

lowing a note offered by the woman who raised it and delivering it to the woman who dressed it for the table. The note was found in the bird by Mrs. Fred Stemler. It was enclosed in a small glass vial, which the goose evidently swallowed at its last supper. The note read: "I got 22c lb. for this goose. What did you pay?" It bore a woman's signature and a Bear Creek Wis., address. As it happened, the goose was a Christmas gift from the lumber company where Mr. Stemler is employed.

High Priced Hen Proves Excellent Investment.

Vancouver, Dec. 30—At the University of British Columbia they produce hens that bring fancy prices. An evidence of this is given in a story of the purchase by a Connecticut poultry fancier of a biddy at the rate of \$125 per pound. This hen weighed exactly four pounds, and the purchase price was \$500. That looks like a tremendous price to pay for a hen, but this particular bird was cheap at that price, if we may take the word of a professor of the British Columbia University. The hen laid 335 eggs in a 365 day test supervised by the Dominion Department of Agriculture.

Hides, Pelts and Furs.

Green, No. 1	16
Green, No. 2	15
Cured, No. 1	17
Cured, No. 2	16
Calfskin, Green, No. 1	20
Calfskin, Green, No. 2	18½
Calfskin, Cured, No. 1	21
Calfskin, Cured, No. 2	19½
Horse, No. 1	5.00
Horse, No. 2	3.00
Pelts.	
Lambs	50@1.25
Shearlings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@33
Unwashed, rejects	@25
Unwashed, fine	@30
Fox.	
No. 1 Large	\$15.00
No. 1 Medium	12.00
No. 1 Small	10.00
Skunk.	
No. 1	\$2.00
No. 2	1.50
No. 3	1.00
No. 4	.50

Detroit—The Georgia Federal-Mogul Corporation, 11031 Shoemaker avenue, has been incorporated to manufacture and deal in metal novelties, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

NEW ISSUE

\$5,000,000

National Electric Power Company

6% Cumulative Preferred Stock

(Fully Paid and Non-Assessable)

Preferred both as to Assets and Dividends

Par Value \$100 per Share

DIVIDENDS EXEMPT FROM PRESENT NORMAL FEDERAL INCOME TAX

The following information is summarized by Mr. Harry Reid, President, from his letter to us:

BUSINESS: National Electric Power Company owns practically all of the common stocks of a diversified group of companies operating public utility properties located in the states of Pennsylvania, Ohio, Indiana, Maine and Michigan, and will own a large majority of the Common Stock of New England Public Service Company. The Company has also acquired a substantial interest in the Class B Common Stock of National Public Service Corporation and in the Common Stock of The Commonwealth Light and Power Company.

The territories served with electric light and power include about 726 communities with a total population estimated to exceed 1,250,000.

ASSETS: As determined by public utility engineers and appraisers, the reproduction cost new, less accrued depreciation, of the properties of the said subsidiary companies, plus additions to date at cost, after deduction of all prior obligations and liabilities, is largely in excess of the \$10,060,000 par value of the Preferred Stock to be presently outstanding. The Preferred Stock is followed by 312,130 shares of Class A Stock and 620,065 shares of Class B Stock.

CONSOLIDATED EARNINGS: For the twelve months ended November 30, 1927, the consolidated earnings of National Electric Power Company and said subsidiaries, including those of New England Public Service Company, were as follows:

Gross Earnings (including Other Income)	\$25,746,808
Operating Expenses, Maintenance, Depreciation, Taxes, including Federal Taxes	15,550,811
Net Earnings	\$10,195,997
Balance of Net Earnings, applicable to securities of subsidiary companies to be owned by National Electric Power Company, after deduction of interest charges and dividends paid or accrued during the period on funded debt and preferred stocks of subsidiary companies, amortization and net earnings applicable to common stocks of subsidiary companies held by the public	\$ 2,659,938
Annual Interest Charges on Secured Gold Debentures	500,000
Balance	\$ 2,159,938
Annual Dividend Requirements on Cumulative Preferred Stock to be presently outstanding, including this issue	\$ 654,200
The balance of net earnings, as shown above, was thus more than 3.30 times such annual dividend requirements.	

Definitive stock certificates will be ready for delivery on or about January 20, 1928.

Price: \$94.50 per Share and Accrued Dividend, to Yield 6.35%

HOWE, SNOW & CO.

INCORPORATED

GRAND RAPIDS

Chicago

New York

Detroit

San Francisco

Minneapolis

Philadelphia

The statements made above are not guaranteed, but we believe them to be entirely reliable.