

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 25, 1928

Number 2314

HERE and there as you
pass along the highway of life
you will find opportunities
to be of service to folks
who may not be as fortunate
as yourself—opportunities
that do not always call for
financial aid, but which
sometimes are best met by as
small an effort as a smile, a
handclasp or a word of cheer.
From what you say and
what you do when these
opportunities arise come some
of the golden memories
of life for the one you help,
as well as for yourself,
who also benefit.

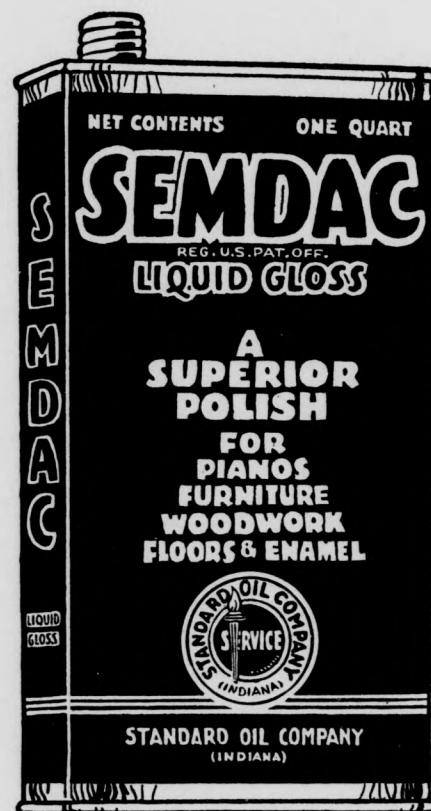
SEMDAC LIQUID GLOSS *and* DEALER PROFITS

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.

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MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

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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.

Official Interference With Peace and Quiet.

Boyne City, Jan. 24—We are told that Sam Arbuckle and Sam Neymark are putting up a new brick store building on the site of the Bellamy building on Water street that was burned a few years ago. That is not their official designations. In ultra polite and business circles they are S. G. Arbuckle, Manager for the A. & P. Tea Co. and S. B. Neymark, dry goods dealer. The new building will be devoted to the use of the A. & P. Co. and will be a distinct addition to our business district.

H. O. Wiles, whose business is barbering, but who devotes himself to the entertainment of summer visitors in their season by furnishing supplies and guides for fishing enthusiasts, will build a store building on Water street, next to the Masonic Temple building, this spring. Mr. Wiles has, during the past ten years, gathered a large clientele of Isaac Waltons who make Boyne City their headquarters during the fishing season. Mr. Wiles controls several small lakes in this vicinity where he raises minnows of a very superior breed. It is rumored that all he has to do is to stand on the bank and whistle to get a good net full. We have heard that he knows all the aristocratic bass, pickerel and Mackinaw trout in Lake Charlevoix by their first names and is intimately acquainted with their summer and winter homes. Anyway, he has built up a fishing business which demands more commodious and accessible quarters. When you come North this summer you would better call on him, for Boyne City is still the center of the best fishing district in Michigan.

Time was, not so very many years ago, when the snow began to fall in December, everybody prepared to hole up for the winter and that meant five months of rest, quiet and seclusion. If a farmer was five miles from town, he might get in once a week; if ten miles, once a month, and if more than fifteen, he prepared for a winter siege. This condition is all changed and there is no rest for the weary when it begins to snow. The county road commissioners start their snow plows. In the old days, after the storm was over and the roads piled full of snow, they got out their A plow, hitched a couple of teams to it and with the help of anywhere from six to a dozen shovelers, would make a passable (for ox teams and bob sleds) road after possibly five miles in a day of hard work. Or they got out an enormous roller and rolled the snow down hard. Now, the snow plows have the roads clean and smooth

within twelve hours after the storm is over all over the county. The burden on the tax payers is something awful. They used to jack their cars up in November and forget them until May. Now they have to buy licenses, gasoline and repairs. The women folks won't stay at home all winter and tend the house and the fires. They have to get to town. It costs the people not less than \$500 a day for gasoline alone in the county. The automobile salesman used to close up and go to Detroit or Florida—or the poor house—in the winter. Now they stick around and bamboozle some one to buy a new car. The clearing of the roads does not amount to much. Two men with a truck plow will clean up from twenty-five to fifty miles a day, but this burden of expense, to which the actual work of clearing the roads is a mere bagatelle, is enormous. These men, the county commissioners, who are supposed to be the servants of the people, are not satisfied with what they have done. They are working to extend their pernicious activities to all the little side roads, so that the poor farmer will have no reason whatever for staying at home all winter. Will this official interference with our peace and quiet never end?

Charles T. McCutcheon.

The White Pine Blister Rust Situation in Michigan.

Nov. 22, 1927, a hearing was held at the office of the Commissioner of Agriculture, in Lansing, on the question of whether or not the European black currant growing within this State is a nuisance.

Dec. 5, 1927, the Commissioner of Agriculture adjudged and determined that in the counties of Cass, Kent, Oceana, Osceola, Clare, Mecosta, Isabella, Midland, Saginaw, Genesee, Oakland, Macomb, St. Clair, Lapeer, Sanilac and Huron, the black currant is, to a considerable extent, infected with white pine blister rust. It is further adjudged that the European black currant is an alternate host of the white pine blister rust, a serious and dangerous disease which threatens the white pine of the country. It is further found that white pine in the counties enumerated is essential to the welfare of the people of the State and that the European black currant growing in these counties is not essential to the welfare of the people of the State, therefore it is herewith adjudged and determined that in the aforesaid counties the European black currant be eradicated.

Dec. 5 that order was signed, to become effective Dec. 12, 1927.

The hearing was the culmination of the scouting or search for the disease carried on after July 1, 1927, by employees of the State and United States Department of Agriculture, covering thirty-eight counties. Scouting has been carried on during various years since 1916, but no scouting was done in 1926.

This order of Dec. 5, 1927, is in full

recognition of the dangerous nature of the blister rust and the foremost part naturally taken by the European black currant in furtherance of the spread of the disease by reason of the easy condition for development of the spores on the black currant foliage. It is evident that, once the blister rust is found in any area, the surest way to reduce the danger is to destroy the black currant. From that we can naturally conclude that the destruction of the black currants everywhere will be of first importance in limiting further the spread of that disease. That list of counties subject to this order shows that the blister rust has a foothold in Michigan and we urge that persons having black currants anywhere in our State promptly notify E. C. Mandenburg, Office of Orchard and Nursery Inspection, Lansing, as an aid to the checking up of all sources of easy infection. In town or country, one bush or more, all the black currant bushes need to be closely watched.

Frederick Wheeler,
President Mich. Forestry Assn.

The High and Low of Meat Prices.

It has been the habit of man ever since he began to take part in private or public debates or ordinary discussions to give prominence to things that would help him to make his point and to ignore things that either proved injurious to his side of the debate or discussion, or added nothing of value to it. When people try to prove that meat is high they are almost always sure to point to the higher priced quality and the highest priced cuts from carcasses possessing this quality. In doing this they may fail to give full credit to other cuts and other quality that is selling reasonably low. If beef is discussed, for instance, porterhouse and sirloin steaks are almost sure to be cuts mentioned to show how high beef is, though rib roasts from the most desirable section of the set may come in for honorable mention. When meat is higher than usual those protesting the prices publicly, either by direct statement or intimation, have the interests of people in just ordinary circumstances at heart and particularly defend the poorer class. Fortunately for those who have no abundance of this world's goods they can find meat very high in flavor, tenderness and health preserving properties that is not necessarily from the higher priced sections. As a matter of fact only a relatively small part of each carcass is suitable for first cuts of rib roasts and select sirloins and porterhouse steaks, and so most of the carcass is sold considerably below the peak prices so freely quoted. When the Nation's supply of beef contains a percentage of extremely high quality carcasses that is below normal, as is the case this

year, it automatically throws more beef into what is officially known as the Good grade as well as in the higher range of the Medium grade. The light supply of these extremely high quality cattle brings prices considerably above the average of quality highly satisfactory for most homes, but with most of the supply at the minimum price advance, the situation is far better for those who have to count their dollars than it otherwise would be. Then again we have the bulk of the meat from these high Medium and Good carcasses selling considerably lower than the selected cuts from them, and this fact still further tends to protect the interests of consumers who find it necessary to economize.

Hearty Invitation From the Head of the House.

Lansing, Jan. 24—Unless all signs fail—and I have never known such a thing to happen—the Lansing convention of the Michigan Retail Grocers and Meat Dealers' Association will be the most important gathering the organization has ever held. We have secured more good speakers on mercantile topics than we have ever had the pleasure of listening to at any previous convention. We have more live subjects sequestered for discussion and action than ever before. The grouping of the members together on two floors of the Olds Hotel will conduce to greater familiarity, closer association and more active understanding and accomplishment. Lansing grocers and meat dealers are all enthusiastic over the convention and promise to attend the sessions in full force. During adjournments they will act as escorts to any outside dealers who wish to inspect any notable features of the Capital City. Local dealers know how to gain access to all show places and this knowledge will be accessible to our visitors at any time. Because of these exceptional conditions, I invite the grocers and meat dealers of Michigan to lay aside their store duties during the days the convention will be in session and come to Lansing prepared to take part in the deliberations of what promises to be the most important and profitable gathering of those trades ever held in the State.

O. H. Bailey, President.

U. C. T. Will Honor Eugene A. Welch

Kalamazoo, Jan. 24—Eugene A. Welch will be the guest of honor at a complimentary dinner and dance, which will be given Saturday evening, Jan. 28, at the Burdick Hotel by Kalamazoo Council, United Commercial Travelers. This promises to be an occasion of unusual interest and will bring to Kalamazoo grand council officers from all over Michigan, as well as many of his friends, residing in the State. Covers will be laid for fully 200 guests.

This tribute is paid Welch on account of his many years of loyal work in the interest of Kalamazoo Council and its members. Though no longer a traveler, he still retains this interest.

Kalamazoo Council boasts three past grand councillors in E. A. Welch, William Watkins and George B. Kelly. This group will soon number four, as Charles A. Blackwood is climbing through the official ranks.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Fountain, Jan. 20—I wish to thank you for your exposure in the Tradesman's Realm of Rascality. Some time in October, 1927, I received a bill for \$36.50 from the Ideal Pants Co., New York, for pants shipped by express and was notified by the agent that I had a package of pants at the office. I told him to keep it, as I had not ordered them. In about thirty days I received notice from the Ideal Pants Co. that I owed them \$36.50. In about ten days I received notice that if I would accept the shipment they would discount it 20 per cent. I wrote them that I disliked wasting a stamp on such a nest of skunks as they were, but I would return it if they would send me a dollar for my trouble. They sent the \$1.

F. A. Thatcher.

We hope every merchant who receives any shipment sent him without authority stands pat on the \$1 proposition and refuses to return any shipment until \$1 is first received. This is the only way this nefarious business can ever be broken up—by making it so expensive that the shippers are made to see the evil of their ways by the unprofitableness of the schemes they undertake to carry out.

Complaints come to the Realm regarding Lee & Kirby, of Long Island City, N. Y., who are exploiting a lending library proposition. The scheme consists in securing the signature of the merchant to an order in duplicate and then digging out without leaving the merchant a duplicate of the order; also in erasing the pencil marks which have been made over objectionable portions of the contract by the agent as soon as he decamps. The house then refuses to send the merchant a copy of his order and the books forwarded by express are not in conformity with either the contract or the representations of the agent. The latter states a list will be sent the merchant from which to make selections, but instead of doing this the house sends a selection of junk which bears no resemblance to the glowing promises of the agent. Any merchant who has anything to do with this house is pretty likely to have occasion to regret his action as long as he lives.

Continuing its campaign against misleading advertisers, the Federal Trade Commission during recent weeks effected settlement by stipulation of three cases wherein sales companies advertised products as coming from their own mills when in fact they owned no mills. The object of such advertising was to lead buyers to believe they were dealing directly with factories and eliminating middlemen's costs.

One rug firm heralded this: "Direct from our looms to your rooms at 40 per cent. savings," and "Order your rugs from --- Mills, the largest and oldest rug manufacturers in the world dealing direct with the home."

A company selling and distributing clothing used the word "mills" in its advertising and on its letterheads and bills. This company at no time owned, operated or controlled a factory.

Orders for men's clothing were taken by a concern which advertised that it

made the suits in its own mills. As a fact the company took measurements then had the clothes manufactured in various mills which it did not own, operate or control.

All three of these companies signed stipulation agreements to the effect they would discontinue representing themselves as manufacturers when in truth they had no factories.

Four men and a corporation in Chicago have been ordered by the Federal Trade Commission to discontinue misrepresentations that toilet articles and cosmetics sold by them are compounded in their own laboratories under supervision of a noted physician, designated as "Dr. S. J. Eagan," or that the so-called doctor is the originator of the formulae for these preparations.

"Dr. Eagan" and his special preparations for obtaining beauty and health of the skin and hair were widely advertised in prominent periodicals but the commission found that no doctor named Eagan or any other physician had been connected with the respondents in their enterprise.

Neither were the respondents' toilet preparations compounded in their own laboratories as they claimed, the commission found and also revealed that the company owned or maintained no laboratories or factories but purchased all toilet articles sold by them directly from manufacturers. The manufacturers, not the respondents, originated and supplied the formulae, it was established.

The respondents were charged with unfair competition in interstate commerce in violation of Section 5 of the Federal Trade Commission act and ordered to cease and desist from such practices.

Respondents are named as follows: Leroy A. Kling, John E. Weddell, William R. Durgin and Cecil Widdefield, of Chicago, designated as co-partners doing business under the trade names and styles of "Dr. Eagan Manufactory;" "Dr. S. J. Eagan;" "Dr. Eagan Laboratory;" and "Pharmaceutical Products, Ltd." The Kling-Gibson Company, a corporation, of Chicago, said to have handled the advertising and financial arrangements of and to have participated in earnings of the enterprise, is also a respondent.

The chimerical physician, "Dr. Eagan," was said to have originated private formulae for such lotions, cosmetics and toilet preparations as "Dr. Eagan's Magic Gloves;" "Remedicator;" "Dr. Eagan's Hand Tissue Builder;" "Dr. Eagan's Skin Whitener;" "Dr. Eagan's Medicated Soap;" and "Dr. Eagan's Lotion Depilatory."

It was claimed that the magic gloves if worn for one night, would beautify, whiten, soften and make smooth the hands, removing all freckles and discolorations and making the hands fresh and young-looking.

The "Remedicator" was advertised as a solution to be applied to the Dr. Eagan gloves to remediate them when necessary.

The "doctor's" hand tissue builder was represented as a deep tissue builder, rich in tissue nourishing properties

capable of building up the hands and rounding out the contours. It was also credited with the capacity to render the skin fine and firm so as to develop the hands to a youthful fullness.

Times change and so do the methods of swindling. The old-fashioned confidence man has been superseded by the up-to-date swindler. Traffic is no longer in gold bricks but in questionable "securities." As the theory of simply hoarding one's savings is being discarded by the thrifty, so are the swindlers ceasing to look wholly to the credulous with a wallet of cash and are soliciting the holders of good stocks and bonds.

It is well to remember:

First, if you keep your stock certificates or your bonds in a secure place, such as a safe deposit box, they are far less likely to be lost or stolen.

Second, before you sign your name on your stock certificate or on your bond, or execute any power-of-attorney in connection therewith, be sure that you know what you are doing and why. Once you affix your signature, or execute power-of-attorney, such act makes the instrument salable by whoever has it in his possession.

Obvious fraud is rarely dangerous. It is the plausibility of a swindle that enables it to succeed. To get your money, the swindler must first get your confidence.

Back of the dishonest salesman is usually found a crooked brokerage organization, sometimes known as a "bucketshop," featuring good address, impressive offices, trained salespeople, unlimited telephone and telegraph facilities and attractive "literature."

The swindler specializes in three major activities. Most frequently he offers the "securities" of an existing corporation the assets or prospects of which, however fantastic, form a tangible basis on which to erect promises of big profits such as: impoverished factories, sterile oil leases, barren mining claims, secret formulae or processes, questionable patents, or doubtful franchises.

The swindler, as a real estate operator, is an expert in booms in which some people have profited. He specializes in developments at fictitious prices. He accepts worthless "securities" (plus cash) for worse land and is equally alert to sell boom-blighted land for bad "securities" (plus cash).

Among the less tangible devices calculated to appeal both to thrift and the desire to get something for nothing are unsound investment trusts, irresponsibly managed and promising excessive interest; unsound mortgage loan organizations; schemes to reload the stockholders of projects that are failing, and the promotion of mergers of corporations that have failed.

The swindle salesman is an expert in generalities. He is an astute student of human nature. He is impartial in his choice of victims. The well-to-do individual, if unprotected by the facts, falls prey to the promoter as easily as does the wage-earner.

The swindle salesman varies his arguments to suit his prospect, but soon or late, the assurance of "big

profits" will emerge from the seeming confusion of words. This assurance, skillfully played upon, dazzles the individual, confuses his reason, weakens his resistance and leads him to eventual disaster.

According to the swindler, the opportunities he presents will not wait. The prospect must act now or never. Big names, like "big money," are the swindler's magic. He uses the names of prominent people with impudent daring. He vividly compares his own doubtful promotion with legitimate business successes. He cleverly tells of the neighbor who acted on his advice and made some "easy money." He dilates upon the "prestige" of the "bucketshop" he represents. He "sells" himself. To the doubtful prospect he presents alleged expert reports. He marshals impressive figures, unembarrassed by the fact that they do not apply to the scheme he is boosting. To bolster confidence he hints at an early listing on a recognized stock exchange and having gone thus far into fiction brazenly assures his victim of a forthcoming rise in price and a ready market.

The swindler knows that some individuals are influenced by prejudice. "Put something over Wall Street," he suggests; and while condemning the "big fellows" he tempts the victim to try the very methods he attacks. "Take a chance; you may win," he says. And the individual thus betrayed launches into blind and hopeless speculation, in which he takes the chance and the swindler takes the profit.

Many a hard-earned dollar is lost in a fraudulent enterprise just because the salesman cunningly holds forth the expectation of a good job for the investor. So diverse are the schemes of this sort and so subtle is their appeal that frequently the individual, prompted by a feeling that in secrecy lies his protection, does not ask for the facts until it is too late.—Better Business News.

Popular Priced Men's Robes Selling.

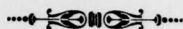
In men's robes the popular-priced lines are selling exceedingly well for this time of year. Flannels, terry cloths, pongee silks, printed silks, rayons and tub silks are wanted for immediate delivery. Beach coats in high colors and vivid floral patterns are replacing the conservative stripes and monotonous of last Fall. Imported fabrics in brocades, ratines and moire are more active in dark colors, while other materials are being sold in light shades. Cords and very narrow belts are replacing the wide sashes used formerly.

No Use Running.

He was calling on a party who had a little girl about four years old, who was soon tired of the conversation and curled up in the large chair with her kitten. Soon the cat was purring very low and it brought forth this remark: "You're parking now—why under the sun don't you switch off your engine?"

Buying a padlock for the stable where a horse has been stolen is good for the padlock business.

One of the Greatest Retail Programs Ever Assembled



The Second Better Merchandising Conference and Exposition

Book-Cadillac Hotel - Detroit

February 15 - 16 - 17

Six Nationally Famous Merchandising Authorities

WILLIAM NELSON TAFT, famous editor of the Retail Ledger, Philadelphia, and one of the most forceful and interesting speakers in the country "What 1928 Holds For the Retailer."

"JACK" WOODSIDE, general manager of The Western Company, Chicago, has a marvelous talk that every merchant should hear. The subject "Planned Selling."

PAUL T. CHERINGTON, director of research, the J. Walter Thompson Company, New York, former professor of advertising at Harvard University, and a splendid speaker will tell us, "What Research Reveals About The Retailers."

C. W. FARRAR, president of the Excelso Products Co., Buffalo, and nationally famous speaker, will ably discuss, "Selling Without Price Knowledge."

RUSSELL G. CREVISTON, of the National Trade Extension Bureau, Evansville, real student and speaker, will discuss, "How You Can Merchandise Your Business Better."

T. K. KELLY, Editor of Kelly's Magazine, Minneapolis, known to every retailer as a forceful and interesting speaker, will again address the Conference.

More Than Twenty-five Well-known Merchants.

FRED ANDERSEN, the "Miracle Merchant" of Cozad, Nebraska—a real star in the general merchandising field, will speak on, "How To Build a \$30,000 Annual Volume in a Town of 1300."

W. E. SCHMALEFUS, Store Manager for Zion City Institutions and Industries, Zion City, Illinois, has a very interesting story about a unique business in a unique city. His subject "How to Increase Your Sales."

CHARLES CHRISTENSEN, of Saginaw, a hardware man, a grocery man and also sells notions, former President of the state merchants association will speak on, "How the Home Owned Store Can Increase Its Business." This is a subject we are all interested in.

BRUCE WIGLE, famous plumbing and heating contractor of Detroit. Mr. Wigle has built a most successful plumbing business and we are sure he will have a most interesting subject.

In addition to all of these we will also have Mr. A. K. Frandsen, of Hastings; Sidney M. Netzorg, of Battle Creek; C. L. Glasgow, of Nashville; R. A. Chandler, of Sylvania, Ohio; Dan Houser, retail druggist of Detroit, and many others whom you should hear.

Nearly One Hundred Interesting Exhibits

The Exhibits will be more interesting than ever and will also be educational. Among these will be a model retail grocery store planned by Lee & Cady. The following are the Exhibitors:

Annis Fur Post	Harvey Sons Co., A.
Buhl Sons Company	Industrial Cap Mfg. Co.
Burnham, C. J. & Son	Kiddie Kover Mfg. Co.
Camill Neckwear Company	Krolit & Co., A.
Carey Company	Lee & Cady
Davidson Bros.	Minto, Geo. F. & Co.
Detroit Suspender & Belt Co.	Michigan Drug Company
Detroit Show Case Co.	Michigan Mutual Liability Co.
Detroit Wholesale Furniture Co.	Michigan Bell Telephone Co.
Edson, Moore & Co.	National Sugar Refining Co.
Elliott Addressing Machine Co.	Polk, R. L. & Co.
Farrand, Williams & Clark	Sales, Murray W. Co.
Finsterwald, C. A. Co.	Shetzer, I.
Gallagher, E. B. Co.	Standart Bros. Hdwe. Corp.
Glick-Freeman Company	Small Ferrer Co.
Griswold-First State Bank	Starr, M. & Co.
	Wetsman & Shatzen

Eight Trade Meetings

Druggists

Dry Good Stores

Hardware Stores

Grocers

Clothiers

Bakeries

Plumbers

Furniture Merchants



WILLIAM NELSON TAFT

ENTERTAINMENT TOO! For You and Your Wife

A Frolic—Wednesday evening, February 15th, for all of those who register for the Better Merchandising Conference. If you bring your wife, of course there will be no extra charge.

Thursday evening, February 16th, Banquet and Entertainment. An outstanding speaker will be with us. There will be many prominent guests, including Eddie Rickenbacker, famous flying ace. Dancing after the Banquet. Tickets for the Banquet will be \$3.00 per person.

There will also be a special program of entertainment for the Wives at no extra cost.

DON'T MISS THIS MEETING!

Registration Fee For Entire Event is Two Dollars
(not including banquet)

Send in your reservation Today to
Better Merchandising Conference

Book-Cadillac Hotel
Detroit



"JACK" WOODSIDE

MOVEMENTS OF MERCHANTS.

Manistee—R. Lorenz succeeds Ernest Miller in the grocery business at 86 Division street.

Detroit—Ben Gould, shoe dealer at 15902 Livernois avenue, has filed a petition in bankruptcy.

Detroit—Joseph Sax, 5418 Russell street, boots, shoes and findings, has filed a petition in bankruptcy.

Entrican—Doone B. Simock succeeds Mrs. G. A. Smith in the grocery and general mercantile business.

Battle Creek—P. H. Mykins succeeds Wilbur R. Fink in the grocery business at 420 West Main street.

Caumet—Peter J. Mitchetti succeeds Hazen R. McPhail, proprietor of the Bee Hive Shoe Store, in business.

Grand Rapids—General Equipment Co., 18 North Division street, has changed its name to the Home Utility Co.

Wayland—James Vis & Son, recently of Grand Rapids, have engaged in implements, tractors, etc., business here.

Nashville—Samuel J. Couch, recently of Hastings, succeeds Lee Prine in the restaurant and billiard parlor business.

Detroit—The Chene St. Bargain Store, 5506 Chene avenue, boots, shoes and findings, has filed a petition in bankruptcy.

Detroit—Gordon's Certified Ice Cream Co., 1558 Winder street, has increased its capital stock from \$50,000 to \$100,000.

Battle Creek—The Mahoney-Dreher Co., 16 East Main street, dealer in clothing, has changed its name to the Ford R. Mahoney Co.

Bedford—George Wilbur has sold his grocery and meat stock to Floyd Overpacker, who will continue the business at the same location.

Marion—Thieves entered the dry goods and clothing store of A. L. Dryer and carried away some clothing and the contents of the cash drawer.

Vicksburg—C. B. Cretzinger has sold his store building and drug stock and fixtures to E. C. Hunt and B. J. Cooper, who have taken possession.

Bay City—The Industrial Works Sales Corporation, 135 Washington avenue, has changed its name to the Industrial Brownhoist Sales Corporation.

Ishpeming—A. R. Meens, proprietor of the Ishpeming Creamery, has sold it to Leonard Kandelin and George Hill, who have taken possession and will continue the business under the same style.

Hillsdale—Borton's Bakery has completed the remodeling of its building, installed new counters, show cases, tables and chairs. The kitchen and bakeshop have been enlarged and made modern.

Kalamazoo—Greene's Drug Store, No. 3, at the corner of Davis and West Walnut streets, opened for business Jan. 17, under the management of Neil Coburn, who also owns an interest in the business.

Saginaw—Andrews Bros., wholesale fruit dealers of Detroit, are erecting a modern warehouse at the corner of Hayden and Franklin streets, which

they will occupy with a branch plant as soon as it is completed.

Detroit—The Bagley Shop, Inc., 160 Bagley avenue, has been incorporated to deal in men's clothing and furnishings, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Manufacturers and Builders Supply Co., 240 Front avenue, S. W., has been incorporated with an authorized capital stock of \$50,000, \$40,000 of which has been subscribed, and \$20,000 paid in in cash.

Douglas—C. Mast & Co., who recently removed their general stock to Hartford, have decided to re-engage in business here. They have leased the McDonald store building, in which they will install a dry goods and shoe stock.

Grand Rapids—The Wyoming Lumber & Fuel Co., Wyoming Park, has been incorporated with an authorized capital stock of \$100,000, of which amount \$73,000 has been subscribed, \$18,000 paid in in cash and \$55,000 in property.

Grand Rapids—The Sanitary Wiping Rag Co., 516 Lettler street, S. W., has been incorporated to deal in rags at wholesale and retail, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Mattawan—C. F. Hosmer has closed out his general stock and retired from business. Mr. Hosmer has been a regular reader of the Tradesman for the past eighteen years and expresses great regret over his parting company with the publication.

Flint—The Rogers-Mahoney Co., 625 South Saginaw street, has been incorporated to deal at retail in ready-to-wear clothing for men and women, with an authorized capital stock of \$30,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Fair Chain Stores, Inc., 11620 East Jefferson avenue, has been incorporated to deal in clothing, household goods, etc., at retail, with an authorized capital stock of 500 shares at \$10 per share, \$5,000 being subscribed and paid in in cash.

Marquette—A. O. Smith, Inc., has leased the store building at 137 West Washington street and as soon as it has been remodeled, will occupy it with a stock of men's clothing and furnishings. The store will be under the management of A. O. Smith.

Bentley—The Bank of Bentley, a private bank owned by W. H. Aiken & Co., has closed its doors, but arrangements have been made to pay all depositors in full through the First State Bank, of Gladwin, some of whose stockholders were owners of the Bentley bank.

Saginaw—The Grover Coffee Stores, Inc., 426 Water street, has been incorporated to deal in coffee, tea and provisions at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$100 in cash and \$29,900 in property.

Ypsilanti—The H. R. Scovill Co., Adams and Jarvis streets, has merged its business into a stock company un-

der the style of the H. R. Scovill Lumber Co., with an authorized capital stock of \$80,000, all of which has been subscribed and paid in, \$2,057.98 in cash and \$77,942.02 in property.

Ishpeming—The firm of Rowe & Ball, which for the past year has conducted a retail grocery and market business on Main street, has been dissolved, Mr. Ball retiring from the business. Mr. Rowe, who is now the sole owner, was for several years the manager for the Ishpeming Co-Operative Society.

Lansing—R. W. Hoisington, president and general manager of the Mt. Hope Coal Co. has sold all of his holdings in the company to Roy Ladu, who has been connected with the company for the past few months. Mr. Hoisington will go to Florida for the remainder of the winter, in an effort to regain his health.

Lansing—Ernest F. Foster, Kalamazoo and River streets, has merged his automobile, etc., business into a stock company under the style of the E. F. Foster Co., with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and paid in, \$1,528.69 in cash and \$58,471.31 in property.

Three Rivers—George T. Avery & Son have sold their grocery stock to Mariette & Titta, who have consolidated it with their own grocery stock. The Elder Avery established himself in the grocery business forty-six years ago. Fifteen years ago he took his son in partnership with him. He has always enjoyed a good trade, but feels that he is now entitled to a short rest, before re-engaging in some other line of business. He expresses great regret over parting company with the Tradesman, which he has taken many years.

New Buffalo—The New Buffalo State Bank has taken possession of its modern new bank building which it just completed.

Ishpeming—Albert A. Bashaw, who for a number of years has been in charge of the local store of the Gately-Wiggins company, has tendered his resignation and will depart within a few weeks for Flint, where he will be connected with a large retail furniture company in a managerial capacity. Mr. Bashaw is to be succeeded here by E. J. Stevens, who for the past ten years has represented the company as a solicitor in the Ishpeming district. He recently purchased an interest in the ownership of the local store. He will assume charge of the selling and advertising and Leo Schilling will be in charge of the office. Mr. Bashaw entered the employ of the Gately-Wiggins company here as a clerk, later being placed in charge of the men's furnishings and clothing department. Following the departure of J. M. Fitzpatrick to Flint, Mr. Bashaw succeeded to the managership. He has two sisters living in Flint.

Manufacturing Matters.

Detroit—The Lincoln Forging Co., 618 St. Antoine street, has increased its capital stock from \$10,000 to \$60,000.

Saginaw—The Cal-Wood Specialty Co., 1569 Gratiot street, drug sundries,

has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Detroit Electric Car Co., 540 Piquette avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Detroit—Madden Bros., Inc., 3775 Cortland avenue, has been incorporated to do general manufacturing, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Atlas Pattern & Manufacturing Co., 1336 East Fort street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$4,500 has been subscribed and paid in, \$3,000 in cash and \$1,500 in property.

Evart—The Evart Fibre Furniture Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$13,050 has been subscribed, \$3,000 paid in in cash and \$7,050 in property.

Holland—The Lake Novelty Co. has been organized and is now running to capacity making a novelty to take the place of the standard flag sets which clamps to the radiator cap of any automobile. It is a miniature Uncle Sam with a flag in his hand.

Benton Harbor—The Burgess Chemical Co., 1001 Pipestone street, has been incorporated to manufacture and sell chemicals, insecticide, at wholesale and retail, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in property.

Detroit—The Standard-Air-Cushion Tire Co., 25 Harper avenue, has been incorporated to manufacture and sell auto tires, with an authorized capital stock of \$300,000, of which amount \$250,000 has been subscribed, \$50,000 paid in in cash and \$150,000 in property.

Grand Haven—The Upholstery Shops, Sixth and Madison streets, has merged its business into a stock company under the same style, with an authorized capital stock of \$75,000, of which amount \$36,000 has been subscribed and paid in, \$9,500 in cash and \$26,500 in property.

Glass Trade Awaits Buying.

Market conditions in flat glass did not change materially during the week, according to the American Glass Review. With jobbers' stocks depleted, the publication adds, it would seem inevitable that some new business of encouraging volume is bound to develop within the next week or so. Quite a few enquiries have been received for window glass lately and give promise of a turn for the better in this end of the industry. Distribution of plate glass showed some improvement.

H. Jaffe, of Ann Arbor, renews his subscription to the Tradesman and writes: "I enjoy the Tradesman as much as anything I read, and always find it a great helper."

The editor is the keeper of the conscience of his paper and should not try to put it in his wife's name.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.50 and beet granulated at 6.30.

Tea—The market has recovered a little activity, speaking of the first hands business, but there is still no boom by no means. The general undertone of tea is firm and prices are high, in fact, many things are so high that buyers hesitate to take what they do not immediately need. All the markets are not firm, however, Ceylons, Indias and Javas are rather easy in foreign markets and this has affected some holders' prices on this side.

Coffee—The past week has marked considerable firmness in the whole Rio and Santos line, due to firmer news from Brazil. Possibly all grades of both of these coffees are ¼ cent higher than a week ago. Business is pretty active and the market is in better shape from a sellers' standpoint than it has been in for some time. Mild coffees remain unchanged for the week. The jobbing market for roasted coffee is of course closely watching the green market, but has not generally changed since the last report.

Canned Fruit—Most of the fruit packs are firm, with apples leading. California peaches and apricots are the least settled of all of the important packs and they can be had on a favorable basis for shipment from the factory. Low grade peaches or those of desirable counts are held with more confidence than other types.

Canned Vegetables—Tomatoes are about the firmest thing in the list and show a strong advancing tendency, even in the larger sizes. Holders of tomatoes are very strong in their ideas, on account of light stocks in primary markets. California tomatoes are figuring to some extent, but they are also scarce. A good many people think that No. 3 tomatoes are due to be obsolete in a little while. Peas are chiefly interesting in standards which are seldom quoted, with extra standards taken as a substitute, but with little call for fancy sieves. The same preference as to grades is shown in corn. String beans have been taken so steadily from the cannery that No. 2s and No. 10s are harder to find and some of the larger canners in the South are holding for a premium as they refuse to meet competition. Pumpkin is in better demand for factory shipment, but asparagus is quiet with an unsettled tone at the source.

Dried Fruits—The most marked change in values in California last week was the advance on some of the seedless types of raisins in bulk packed by the association. Package types have not been disturbed and some factors here do not expect much change in that line for some time to come. Bulk raisins were worked to an extremely low point and even at present figures the grower gets little for his fruit. California prunes were also fractionally higher in California on bulk and package types. Medium sizes are the firmest in tone. In the Northwest 30s are doing better as they are about the only thing left and as they are comparatively cheap a concentration of buying interest is putting packers in a better selling position.

High grade apricots are closely sold out of packers' hands. Standards can be had more readily than other grades, with extra choice the hardest to locate. Peaches are held firm by packers but on the spot they are not so well placed as old crop is still here to influence the range on new packs. Currants have ruled at former quotations as the market in Greece has been well maintained. Figs are in favor of the holder and manufacturers of bar figs are being compelled to pay full prices.

Canned Fish—Price changes in the fish packs have been lacking. Pink salmon is one of the best sellers but the call is not important and is mainly for small blocks. It is cheaper here than on the coast, which localizes business. Reds are dull but holders will not make concessions in prices. Maine sardine canners are talking of higher prices on many styles of packing but the rank and file have not revised their quotations, although a few have done so. Stocks here are ample and while they are below the average for the season, replacements are not important. Tuna is in fair jobbing demand. Lent is late this season and no buying for Lenten outlets has begun.

Salt Fish—Salt fish distribution has increased somewhat since the first of the year, as retailers allowed their stocks to run low during the Christmas holidays and are now bringing them back to normal. One of the mildest Januaries in many years has an unfavorable effect upon the market, as it has limited the consumer movement and induced retailers to carry light stocks, which they have not pushed out to their trade. No changes in prices have occurred this week. Mackerel remains firm on the desirable sizes and unsettled on the small counts.

Beans and Peas—The firmest thing in dried beans is pea beans, which show an upward tendency. California limas are also a little firmer. The balance of the list is quiet, without change. Blackeye peas are also firmer than they have been for some time.

Cheese—Offerings of cheese have been light during the week. The market has been steady in spite of the light demand.

Olive Oil—Stocks of all grades of olive oil in sight for the next few weeks are smaller than anticipated, but with larger supplies due after February the distributing trade is confining its activity to immediate needs. All types on the spot are held firm owing to the difficulty in making replacements. Letters from Spain differ as to the probable course of the market. Some mention the large crop and the prospects of more liberal supplies on a more favorable basis, while other positions intimate that little change in the present basis is likely since farmers have sufficient funds to finance the carrying of their crop beyond the normal period.

Olives—The Cabo Villano has arrived and is now unloading a fair sized cargo of queen olives with a few lots of stuffed olives. A cargo of the latter is being loaded in Seville but it will be a month before it is available here. Old crop has been cleaned up closely and new crop is wanted for jobbing purposes.

Pickles—Dill pickles are in active demand, with an unsatisfied call for large sizes, which are practically off of the market. Salt pickles are firm, with stocks active for the season and with the market in excellent statistical position. With a moderate production it has been possible to have a close cleanup of carryover and the distributing trade faces the most satisfactory liquidation in a number of years.

Rice—While Southern rice markets again indicate a drift toward greater firmness and higher prices, the spot movement is limited and no revisions in quotations are made. Stocks here for prompt delivery are lighter than usual for the season, and the quality of rice in transit is also subnormal. Distribution in the jobbing field is greater this week than recently, as inventories are being completed and distributors are giving more attention to their stocks. One favorable feature of the situation is the larger sales at retail, particularly through the chain stores.

Syrup and Molasses—The business in molasses has shown an improvement during the week. Stocks are only moderate and are being held in firm control. Prices are steady to firm. The demand for good grocery grades of molasses is at present excellent. Sugar syrup is firm on account of light stocks and good demand. On account of firm prices, buyers are only taking what they have to have, but in spite of this, business is good. Corn syrup is also firm in spite of a rather moderate demand.

Review of the Produce Market.

Apples — Baldwins, \$2.25@2.50; Northern Spys, \$2.50@3; Western Jonathans, \$2.75 per box; Rome Beauty, \$3.50 per box.

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

Bananas—7½¢@8¢ per lb.

Beets—\$1.25 per bu.

Butter—The market is extremely sensitive and because receipts appear to be in excess of the demand, prices have declined 1c, which gets butter below what it was a week ago. Jobbers hold June packed at 41c, fresh packed at 44c, and prints at 46c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2 per 100 lbs. for old; new from Florida, \$4.25 per 30 lb. crate.

Carrots—\$1.25 per bu. for old; new from Texas, \$1 per doz. or \$4.50 per crate.

Cauliflower—\$3.50 per doz.

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

Ce'ery Cabbage—\$1.25 per doz.

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

Cucumbers—Indiana hot house, \$4.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$6.75
Light Red Kidney ----- 8.00
Dark Red Kidney ----- 7.85

Eggs—The egg markets have been following the usual tendency of January to find lower levels with the increasing shipments. The market is likely to be considerably a matter of

weather conditions for a while, the storage holdings not being heavy enough to control the situation, since they are less than those of last season by fully 100,000 cases. Price declines have been rather sharp in January but showed a tendency to hold better by the middle of the month. Local jobbers pay 41c for strictly fresh. Local storage operators are all sold out.

Grape Fruit — Florida commands \$5@5.50 per crate, according to size and grade.

Green Onions—Chalotts, 90c per doz.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$10.00
360 Sunkist ----- 10.00
360 Red Ball ----- 9.50
300 Red Ball ----- 9.50

Lettuce — In good demand on the following basis:

Arizona Iceberg, 4s, per bu. ----- \$4.00
Hothouse leaf, per bu. ----- 2.25

Onions—Span'ish, \$2.75 for 72s and 50s; home grown command \$2.25 for white or yellow—both 100 lb. sack.

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

100 ----- \$4.75
126 ----- 5.50
150 ----- 5.75
176 ----- 6.25
200 ----- 6.25
216 ----- 6.25
252 ----- 6.25
288 ----- 5.75

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 'bs. generally over the State.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 22c
Light fowls ----- 17c
Heavy Broilers ----- 25c
Light W. L. Broilers ----- 18c
Radishes—75c per doz. bunches for home grown hot house.

Spinach—\$2.25 per bu.

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

Tomatoes—\$3.25 for 10 lb. basket of hot house; \$1.25 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 18
Good ----- 16c
Medium ----- 13c
Poor ----- 10c

Hides, Pelts and Furs.

Green, No. 1 ----- 18
Green, No. 2 ----- 17
Cured, No. 1 ----- 19
Cured, No. 2 ----- 18
Calfskin, Green, No. 1 ----- 25
Calfskin, Green, No. 2 ----- 23½
Calfskin, Cured, No. 1 ----- 26
Calfskin, Cured, No. 2 ----- 24½
Horse, No. 1 ----- 6.00
Horse, No. 2 ----- 5.00

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

Comprehensive Plans For the Merchandising Conference.

Detroit, Jan. 24—The Better Merchandising Conference and Exposition set for Feb. 15, 16 and 17 in Detroit, under the auspices of the Better Merchandising Association and with the Wholesale Merchants Bureau of the Detroit Board of Commerce acting as hosts, will have one of the greatest retail programs ever arranged for a conference of retailers. The conditions which are forcing so many independent retailers out of the parade are mostly surmountable and have a solution. Some merchants continue to succeed, while many others fail to keep in step and go under. One of the best methods of ascertaining how to sell more merchandise and to meet such conditions will be presented at this big three-day affair, where a program of carefully chosen, outstanding authorities are scheduled to speak on and discuss these very questions.

Those who attended the first Better Merchandising Conference last March in Detroit were unanimous in stating this was a real success. Many said the program could not have been bettered and many openly doubted that it could again be duplicated. But it is felt by the committee that the 1928 program is measurably stronger than even that of 1927. Among the outstanding names on the general sessions are the following:

Fred W. Andersen, known as the Miracle Merchant of Cozad, Nebr., whose story reads almost like a tale from the Arabian Nights. He will tell "How I built a \$300,000 volume of business in a town of 1300."

Jack Fanning, manager of the Western Company, Chicago, will give his famous talk on "Planned Selling."

Paul T. Cherington, formerly professor of marketing of Harvard University and now director of research with the J. Walter Thompson Co., New York City, tells "What Research Reveals About the Retailer."

William Nelson Taft, editor of the Retail Ledger, speaks at the opening session on Feb. 15 on "What 1928 holds for the retailer."

W. E. Schmalfuss, store manager of the Zion Industries, Zion City, Ill., speaks on "How to Increase Your Sales."

Russell C. Creviston, of the Trade Extension Bureau, Evansville, Ind., deals with "How You Can Merchandise Your Business Better."

T. K. Kelly, editor of Kelly's Magazine and president of the Kelly Sales System, Minneapolis, speaks on "The Importance of Advertising in Developing Sales."

Charles Christensen, well-known Michigan retailer, speaks on "How the Home-Owned Store Continues to Sell Merchandise."

There will also be several others, equally qualified, who will speak on merchandising problems, such as unit control. Many leading merchants of Michigan will speak and lead discussions in the eight trade or group sessions scheduled to be held and which is by no means a minor part of the Conference. These will include drugs, plumbing, hardware, dry goods, groceries, furniture, bakeries, etc. Window trimming demonstrations will be conducted each afternoon at 4 o'clock. These proved of much interest last March to attending retailers.

In the entertainment features, besides the frolic and banquet, there have been special arrangements made for the entertainment of the ladies. Leading Detroit ready-to-wear wholesale merchants, including Small-Ferrer, Inc., Lou Littman, J. B. Burrows and Annis Fur Post, will conduct a fashion show the evening of Feb. 15 at the Book-Cadillac, which will be well worth taking in.

An attendance cup will be offered for the community sending the largest number of registrations, based on

population and mileage. Last year this was won by South Lyons.

Registrations should be made immediately for this affair.

Attention of readers of the Michigan Tradesman is called to the full-page advertisement of this affair, appearing on page 3 of this issue. If you have not received registration card and full particulars, better write headquarters Better Merchandising Conference, Book-Cadillac Hotel, for same.

S. E. Sangster,
Director of Publicity.

Sketch of the Shrimp Industry in Florida.

St. Augustine, Florida, Jan. 21—The shrimp industry was originally started in Fernandina, Fla., about twenty years ago. At that time only a few boats were involved in the business. At the present time they number approximately 600.

The shrimp, like all other fish, move constantly along the coast, which makes it necessary for the boats to follow if they wish to get large catches. The territory in which the shrimp is found includes the states of North Carolina, South Carolina, Georgia and Florida. The main reason they are not found in the waters farther North is because the ocean bottom becomes rocky, and shrimp exist only in that part of the ocean which has a smooth and sandy bottom.

During the fall and summer months the shrimp travel northward. At that time the shrimp houses are opened in South Port, N. C., Beaufort, S. C., Port Royal, S. C., Savannah and Brunswick, Ga. As the climate becomes cooler the business centers around Fernandina and St. Augustine. The end of the season, which is around April and May, finds most of the boats in New Smyrna, Fla., which is at the present time the most southerly located shipping post.

In catching the shrimp trawling nets are used, the largest being about seventy-five feet in length. When the boats reach the fishing grounds the nets are let out full length and slowly dragged for about two and one-half hours, then pulled in by a hoisting machine. The shrimp is then assorted from the other fish and sea scrap which is also caught in the net and is deposited in the hatch of the boat. Three or four drags is about all that one boat makes in a day.

The average catch of one ordinary sized boat when the shrimp is running plentifully is from twenty-five to fifty bushel per day. One bushel of shrimp weighs fifty pounds.

The boats leave for the fishing grounds at sunrise and usually do not return until late in the evening. As soon as they dock the shrimp is unloaded and weighed, then thrown on huge tables, where colored help is employed to take the heads off. The remaining part of the shrimp is thoroughly washed, and packed in gum barrels with ground ice, then shipped to Northern markets, the majority to Fulton Market, New York City.

Fishermen receive 2 cents per pound for the shrimp they catch. The average value of a barrel of shrimp containing 125 pounds is from \$20 to \$25. L. Winternitz.

Doing a Great Work.

Battle Creek, Jan. 24—I heartily congratulate you on the splendid article of Mr. Fredericks in the Tradesman on the chains. I wish everyone in the country could read it. I have asked many of my friends and customers to send for a copy of the paper. Several have read it while in my store. The Tradesman is certainly doing a great work for the good of all.

C. N. Kane.

But few people ever get so full of emotion that they have no room for dinner.

Our Lowly Match Has Rounded Out a Century.

A hundred years ago in the peaceful little town of Stockton-on-Tees, England, a druggist whose hobby was chemistry began to dabble in a strange mixture. He had the idea that a better means for obtaining a light than the clumsy, old-fashioned tinder box could be discovered. The result was a preparation of chlorate of potash and sulphide of antimony which he named "percussion powder" and placed on sale in his shop. It took fire readily but still was not exactly the thing he had in mind. Then he conceived the notion of attaching the mixture to the end of a tiny stick, and the match was born. Within a century that match grew into a gigantic industry with factories the world over.

How could John Walker, of Stockton-on-Tees, have imagined that by the time the centennial of his discovery arrived more than 6,000,000 matches would be lighted every minute throughout the world? How could he have guessed that a single machine of American make would turn out 177,926,400 matches in a day, not loose and ragged sticks but smoothly-finished, boxed and labeled for shipment? The story of the rise of the match during its comparatively short life to a position of probably the most used convenience in the civilized world is one of compelling interest, a tale of a growth that turned whole forests into tiny white splinters so that man might have the gift of fire at his instant command.

The world's consumption of matches has been placed roughly at 3,228,425,000,000 a year, with five a day a reasonable estimate per capita of population. A billion a day, it is said, are used in the United States alone. In England the annual consumption of matches is set at two hundred billion a year while the annual American output is three hundred billion. If the matches made each year were laid end to end they would reach a distance of 95,538,145 miles or almost 4,000 times around the circumference of the globe.

The match, which one lights and throws away without a thought, has penetrated the deepest jungles known to man in the pockets of the explorer, and savage tribes have bowed down in wonder at the miracle-object from which flame shoots by a single motion of the hand. Fire had in ancient times a host of worshippers. The followers of Zoroaster in the East regarded fire as a deity and the vestal virgins of Rome had their sacred flame in the shrine of the goddess who gave her name to a type of match which once was highly popular—the wax vesta. Only for the last hundred years, strange as it may seem, have we had at hand in the match the means of producing fire conveniently.

When Walker's "friction matches" went on the market as the crude ancestor of to-day's article, a rough piece of paper was provided with each box. This paper was folded and the match was pulled through it sharply, igniting its head. The price of the first matches was a shilling a box, but within seven years a London dealer was ad-

vertising "lucifer matches" at sixpence for a hundred.

In the shabby rooms of the poor folk of the neighborhood the first matches were made for Walker. He hired men and women to cut the splints, or sticks, by hand from blocks of wood and by hand they were dipped in molten sulphur and then tipped. Match making was a trade that could be practiced by any one, with the result that scores of private manufacturers went into the business in the tenement districts of London, operating in ramshackle buildings on dark streets with the menace of fire ever present. Many were the tragedies in those early days.

But a deadlier peril than that of fire was to arise to take its toll of workers. Not until 1898 was the terrible menace of phosphorus necrosis banished from the factories. When yellow phosphorus came in as the ignition material Walker's mixture disappeared from the scene. Although several European countries have claimed the first use of phosphorus, it was Dr. Charles Sauria, of St. Lothair, France, who produced the new instant ignition in 1831. The "strike anywhere" match came into being, bringing with it a horrible industrial disease.

The fumes of the yellow phosphorus entered the jawbone of the worker through defective teeth and brought about decay of the bone. Governments enlisted the best talent of their countries in the battle to eliminate the necrosis peril and chemists experimented with substitutes for the yellow phosphorus. In 1864 G. Lemoine prepared a new substance—sesqui-sulphid of phosphorus—which contained none of the deadly properties of the yellow variety. But for thirty-four years the solution was overlooked and it was not until 1898 that two French chemists, Sevene and Cahen, took out a patent on the Lemoine mixture, which ended abruptly the high death rate.

During this century another sweeping change has taken place in the introduction of the safety match. It may seem peculiar that the safety match, which was first made by Lundstrom in Sweden in 1855, should have had a hard fight to attain a real popularity. The public ignored it on the premise that when the sandpaper was lost the safety match would be useless. Lundstrom had to think out some way of overcoming this apathy. That simple little object the slide box—with the sandpaper on its side—was invented and the safety match boomed.

Nobody wants a match with a red, green, brown or black wooden stick or, in fact, of any other hue than white. The matchmakers found this out when they experimented with brown cedar and a variety of tropical colored woods in an effort to conserve their wood supply.

Steuart M. Emery.

Nothing Left.

Judge: Have you anything to offer to the court before sentence is passed on you?

Prisoner: No, judge. I had ten dollars, but my lawyer took that.



Representing Vast Facilities

No investment question, however simple, should be lightly answered. Many questions are so complicated as to require extensive facilities for investigation and research.

To both the large and small investor, Howe, Snow & Company, Inc., offers unusually complete and efficient service on every conceivable investment requirement. Our private wires make this service remarkably quick, our widespread connections and affiliations make it dependably authentic, and a house policy of thoroughness and courtesy makes it pleasant to employ.

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MAY GOOD COME OUT OF EVIL

The taking of a death-chamber photograph of Mrs. Ruth Snyder by a photographer for the New York Daily News and its publication by the News and some of its client newspapers are stirring an unusual amount of discussion. In Editor and Publisher there appears this week a characteristically courageous editorial saying that the man who made the picture betrayed the confidence of the prison warden and that his deceit has brought reproach upon American journalism.

Journalistic ethics have received some rather serious blows within the last twelvemonth. The obtaining and publication of advance copies of Governor Smith's statement on Catholicism was the first. Hearst's reprehensible publication of forged Mexican documents was the second. The obtaining of the death-chamber picture was the third. There is more than a little truth in Editor and Publisher's declaration that these purely commercial views of journalism "must inevitably lead to public regulation."

Yet viewed purely pragmatically there is another aspect of the Snyder picture. However just may be the condemnation of the breach of faith in obtaining it, however properly its publication may be denounced as a violation of public decency and an intrusion upon the rights of the wretched prisoner herself, it is not unprofitable to ask whether the ultimate effect of the picture's publication made for good or ill.

No one can compute this exactly, of course. No one can say how far the public interest in the picture was sheerly morbid. Yet it is our belief that this incident has in it at least a residue of good. The picture made those who saw it face vividly the actualities of capital punishment. It compelled realization of what the death sentence means. If we are to hold to the principle of "a life for a life" — as the Tradesman believes we must for some time to come—we now have an exhibit to help us to understand what we are about.

Truth has a strange way of finding its path to the open air from beneath a morass of unworthy motives and unethical acts. It has done so in this case. For good or ill we have had it set before us. May good come out of evil.

WORK IS ALREADY HISTORIC.

Now and then there is a man with whose name is connected some single achievement sufficiently notable to place him among the immortals. Such a man was George W. Goethals. Enough for his epitaph is the brief phrase, "Builder of the Panama Canal."

His part in that prodigious undertaking was somewhat spectacular, owing to the circumstance that more than one engineer had been baffled by the complicated difficulties, physical and political, which the task presented and by the further circumstance that he conquered these difficulties only after being invested with dictatorial power. It is only fair to the men who preceded him to say that he benefited by their experience. It is only fair to

his memory to say that probably he was the only one of the list who could have driven the project through so rapidly and so successfully.

For seven years one of the almost daily staple topics in the newspapers was the progress of the canal. At frequent intervals there were reports of how many cubic yards had been excavated. Breaking the record for a week, a month or a year became as exciting as the breaking of an aviation record to-day. Yet it seemed impossible that the time would ever come when there would be no more digging and when the passing of vessels through the canal would be an ordinary event. People had the sense of an endless task, a modern labor of Sisyphus. But long before the death of its builder the seemingly impossible had happened. The Panama Canal had become a commonplace.

In the death of General Goethals we lose a figure whose work, although recent, is already historic.

LOOK FOR SMALL DECLINE.

By limiting their forecasts to a period of three months, the committees in each industry that estimate shipping requirements and submit them to the railroads naturally come a good deal closer to actual developments than those whose predictions cover nothing less than a year and are often based on little more than hope. For the first quarter of this year the combined reports on numerous commodities indicate a decrease in car loadings of 2.3 per cent. under the first quarter of 1927.

As the first three months of last year made the best showing of the entire twelve months, the decrease expected this quarter is not serious. It is worth noting that the automobile producers anticipate an increase of 12.5 per cent. Most of the building material commodities are in the increase column. Iron and steel shippers, however, are not so sanguine and foresee a drop of 1.4 per cent. Coal, another barometer, is also figuring on a decrease of 6.1 per cent. The largest of the expected declines are in cotton and its by-products, which, of course, is due to the smaller crop and curtailed activity in the cloth market.

This survey of needs is not so optimistic as industrial leaders have been painting the outlook, but it is more dependable and points to fair progress. An upset, if one comes, is more likely to spring from credit than from either trade or industrial conditions.

UNIVERSAL MALADY.

Having had occasion some time ago to lament the cursory attention paid to the ordinary cold in the head in the campaign against disease so vigorously waged by medical science, we are doubly gratified to learn of the Chemical Foundation's gift of \$195,000 to enable the scientists of Johns Hopkins University to study "the origin, nature and possible cure of the common cold." It is a worthy gift in a worthy endeavor.

In commenting upon the donation Dr. John J. Abel, professor of pharmacology at the Johns Hopkins School of Medicine, in whose name the re-

search fund has been established, calls attention to the sinister influence of the common cold. It is the most important general cause, together with its immediate consequences, he states, "of the impairment of efficiency, not to speak of the loss of all feeling of comfort and well-being" throughout the whole period of life from childhood to middle age.

Here is a challenge to medical science which is far from being too trivial for its attention. As we have said before, the undying gratitude of the entire world awaits the man who can discover a cure for the universal malady we know as the common cold.

WILL SEEK FACTS.

In accepting the post of director general of the two organizations of wholesalers which merged last week after fourteen years of separation, Alvin E. Dodd tersely stated that "facts and not opinions" were required on which to base conclusions regarding the future of this branch of the distribution business. So an intensive study will be launched to determine what necessary and desirable functions the wholesaler performs, and where he fits into the trade scheme.

Obviously, the figures which show that half our population live in small towns make it clear that selling, credits and service to the stores in such communities cannot be economically carried out through personal canvass by the large manufacturers. On the other hand, the chain systems may carry out the work in its entirety. Yet this view of the matter seems to be at fault in imagining that all the wants of the small-town citizen can be amply satisfied from the usual chain-store stock.

Perhaps the survey of possibilities will demonstrate that the best results in the wholesale business may be derived from merchandising along other than staple lines. At any rate, such guessing is soon to cease and that marks a step in the right direction.

A LIFE FOR A LIFE.

One week after Hotelling, the wretched creature who killed a little girl in Flint, had committed the crime he finds himself in the Marquette penitentiary facing a life sentence. His period of publicity has been brief. No self-seeking lawyer exploited him. The country was spared the harrowing spectacles which accompanied the last days of Ruth Snyder and Judd Gray.

In other words, we have an exact example of the theoretical picture which many observers painted as the proper alternative to the Snyder-Gray "show." And we must say that we vastly prefer it, although we believe in capital punishment as still necessary to the present stage of civilization. Decent speed in the execution of justice is often as important as the penalty itself.

Yet, even in the Hotelling case, the old human instinct for "a life for a life" is shown in his warder's comment: "If we turned him loose among the other prisoners, they'd kill him in five minutes."

DECAYING KNIGHTHOOD.

Knighthood is no longer in flower in Great Britain. So much have times changed of late that the problem is now to find worthy men willing to accept the honor of titles. A writer in the Manchester Guardian laments the passing of the good old days and explains the lack of distinguished names on the honor lists as a matter of economics. Knighthood, it is said, increases the cost of living from 10 to 20 per cent., entailing, as it does, a certain amount of upkeep, and this material consideration makes many loyal Englishmen somewhat chary of adding a Sir to their names.

But if the cost of knighthood deprives many prominent men of this recognition of their achievements, there are still more who refuse the honor simply because they do not want it. Joseph Conrad refused a knighthood and the government would never dare offer a title to Wells, Shaw or Galsworthy. Instead of going to outstanding figures in the literary, scientific and artistic world the king's honors go more and more to contributors to party funds and to the wealthy and successful in other walks of life who can afford them.

There is something sad about this picture of a decaying knighthood, but it appears that it is being replaced by a new order of titled women—persons who, receiving appointment to the Order of British Empire, may prefix "Dame" to their names. Thus honored they may go forth to slay the dragons of the land while the knights work at the problem of upkeep.

REAL COLD WEATHER NEEDED

Once more the monotonous report came from the retail trade that mild weather is affecting sales. Prices are slashed further to speed up seasonal clearances, and yet there is a drag to business which, the trade is convinced, can be eliminated only by a spell of real cold weather. The season is a late one and it demonstrates rather clearly the disadvantage of operating according to the calendar instead of by the thermometer.

Despite the somewhat unsatisfactory results at retail, the wholesale markets have taken on the appearance of activity, even though there is a good deal of "shopping around" on the part of buyers. The primary dry goods market is helped by the presence of many wholesalers. The latter have placed a fair amount of business, but it is reported under a year ago. On the other hand, the apparel manufacturers find considerable interest in their new offerings and some reorder business has already developed.

General business conditions have not, of course, jumped ahead the way one might have imagined by taking the year-end forecasts literally. However, there has been the expected upturn in the automobile industry and Detroit employment figures indicate a gain of 2 per cent. over a year ago. This is encouraging, and further news of the same kind comes from the building field, where contract awards are keeping fairly close to those of last year.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The death of Col. Goethals Saturday reminds me of a pleasant interview I had with him in his office on the Canal Zone in the spring of 1912. The visit was made possible through the courtesy of Col. Chester Harding, who was then second in command and who succeeded the great creator of the Panama Canal when he retired to private life. Col. Harding had been a resident of Grand Rapids several years in charge of the river and harbor activities of the War Department, during which time we had become very good friends.

Contrary to expectations, Col. Goethals was very gracious when we called on him. He was then beginning to have trouble with the frequent caving in at Culebra Cut, but assured us he was expecting it and had made ample preparations to meet the situation. As we entered his office we met a delegation of union railway engineers coming out. He mentioned the circumstance in a casual manner, stating that they had called to inform him that the union had decided to demand higher wages for its members; that if the demand was not granted by Thursday night, the engineers would strike the following morning.

The Colonel said "All right," and undertook to dismiss his callers.

They insisted upon a more formal answer to their demands, whereupon the Colonel stated:

"All I have got to say is that any engineer who is not at his post of duty Friday morning sails for the States Friday afternoon."

That was the way the Colonel handled all insubordination—with an iron hand. He cared nothing for unions or union demands, asserting he had never recognized the right of any union to dominate the actions of its members and never would. He paid his employees good wages, furnished them shelter, food and clothing at reasonable prices, and insisted on capability, faithful service and loyal adherence to duty as conditions necessary to continued employment. He did not forbid the organization or maintenance of unions, but anyone who infringed on the rights of a non-union man or undertook to force him to join a union by intimidation or threats of violence (which is the usual procedure in building up union membership) found a "Ticket to the States" in his next pay envelope. Colonel Goethals was in supreme command on the Canal Zone. His word was law. From his dictum there was no appeal.

During our visit he recalled the outcome of a call he had received the week before from a committee of socialists. The spokesman said:

"Colonel, this is an ideal socialistic community. Here we have big wages, free house rent, free doctor, free nurse, free hospital service, free ice and food and clothing at a small advance on cost."

"What you say is all true," replied the Colonel, "but you must remember one thing: Any one of you who does not toe the mark, I can hang to that

lamp post yonder and no questions are asked."

Notwithstanding his sternness, Col. Goethals was absolutely just and fair to all. Outside of a small contingent of union men, who succeeded in keeping things continually stirred up by jurisdictional quarrels among themselves, every man on the job had profound respect for the Colonel and worked with a will to assist in the completion of the Canal at the earliest possible moment. On a train from Colon to Panama City one day, I sat in a seat with a man who had the map of Ireland all over his face.

"What are you doing here?" I enquired.

The reply was prompt and conclusive:

"Helping the Colonel dig the Canal, sir."

During our call I asked the Colonel as to the origin of his name, which I had never seen before. I supposed his name of German origin and enquired why he did not retain the umlaut over the "o", instead of using the combination of "o" and "e".

"I have no German blood in my veins," replied the Colonel. "My ancestors were Belgians and Dutch. I came by my name in a most peculiar way. One of my ancestors was a member of one of the crusades to the Holy Land conducted by the Knights Templar in the Tenth century, to wrest the Holy Sepulcher from the heathen. While before the walls of Jerusalem a Turk or Arab struck my ancestor on the back of the neck with an enormous broadsword. The blow never phased him, whereupon his companion called out "Goethals," meaning tough neck. That name has been a cherished possession of the family ever since—about a thousand years."

I wish every reader of the Tradesman could have visited the Canal Zone while the greatest engineering project ever undertaken was in progress. Thirty-five thousand men were on the payroll, including officers, engineers and civilian employees. Most people think that the Government built the Panama Canal. Uncle Sam tried his hand at the job and made a failure of it. It was found that so gigantic an undertaking had to be conducted by a corporation, so Uncle Sam purchased a controlling interest of the Panama Railroad and that corporation handled the biggest job ever accomplished in this world. On going to the Canal Zone I expected to see U. S. emblazoned on everything. I failed to find these initials anywhere. Instead, everything bore the initials P. R. R.

It was worth a trip to the Canal Zone to see how the food problem was handled. Everything centered at Colon, where the P. R. R. maintained enormous warehouses for the reception, storage and distribution of food. A bakery turned out 35,000 one pound loaves of bread seven times a week. Ice cream and sausage were produced in enormous quantities. There were about thirty local commissaries along the canal and every morning at 4 o'clock a train made up of thirty refrigerator cars left Colon, leaving one car at each local commissary. Fully nine-tenths of the goods in these cars

were delivered direct to the hotels, boarding houses and homes without going through the branch stores at all. All goods of whatever kind and character were sold at cost, plus a 20 per cent. surcharge. Goods were purchased in such large quantities that the lowest possible prices were obtained. While I was in Colon a steamship loaded with creamery butter came in from New Zealand, all destined for the P. R. R. commissary; also a large sail vessel loaded with oranges from Jamaica. The oranges cost 12½ cents per dozen and were sold to the employees at 15 cents—the largest and finest fruit I ever saw. Taken as a whole, I do not think it is possible to handle a big job on a big scale better than the food problem was handled on the Canal Zone during the construction of the Canal.

E. A. Stowe.

What Do You Know About Your Business?

The first step in the treatment of any human sickness is to locate the ailment and its source. The same thing is true with regard to business ills. There can be no cure until the disease and reasons for its existence are known.

Remove the cause and the cure is easy.

Yet there are thousands of retail merchants striving to cure business without even knowing where the pain is, or what causes it.

An analysis of successes and failures in business proves conclusively that the merchant who has a maximum knowledge of his business seldom fails. The one who knows little about his business seldom succeeds.

What do you really know about your business? Are you in position to accurately diagnose any business ailment which may develop in your store? If not, you are as much a gambler as you are a merchant and gambling has no place in modern business.

In this era of intense competition, knowledge is as essential to the independent retail merchant as the merchandise he carries.

To succeed you must:

- Know your financial condition;
- Know your goods and your stock;
- Know your costs;
- Know your expenses;
- Know your margin;
- Know your rate of turnover;
- Know your competition;
- Know what lines sell rapidly, and what do not;

Know the sales periods of profitable lines;

- Know the extent of your dead stock;
- Know your business leaks;

- Know your over stocks and your outs;

- Know your customers;

- Know how much money you have outstanding, and how much you owe;

- Know what lines are profitable, and what are not;

- Know how your sales compare with those of other merchants in your trade territory.

Much of this information can only be obtained through departmentizing your store. It is the only way in which you can tell where you are making or losing money.

The fact that your business shows

a profit as a whole does not mean that all the lines you carry are profit bearing. Your pet lines may harbor the germs of a serious business ailment. Your favorite system may turn out to be a drug instead of a remedy.

If your business is not showing the profit it should, first locate the cause. Ascertain the non-profitable lines, and find out why they are unprofitable. The fault is more often with the merchant than with the merchandise.

Then when you have discovered the cause, your own good sense and experience will tell you what to do. But don't feed your store a lot of business patent medicines until you know what is the matter with it. You may be prescribing cancer remedies when the only thing needed is a cathartic.

The New Co-operative Wholesale Store at Alma.

The organization of the Redman Bros., Inc., at Alma, has been completed by the election of seven directors, as follows:

- Harold R. Redman
- William Redman
- Henry McCormack, Ithaca
- Fred T. Kimball, Crystal
- Charles Barnes, Ashley
- Mr. Hilsinger, Elwell
- Mr. Nunn, Riverdale

Officers have been elected as follows:

- President—Harold R. Redman
- Vice-President and Treasurer—Wm. Redman

- Secretary—Myrum Brasington.

The charter members of this group are as follows:

- Alma—Niles & Son, F. E. McKee.
- Ashley—Charles Barnes, George Lamphere.

- Elwell—Hilsinger Merc. Co., S. S. Hoxie.

- Ithaca—Hays Merc. Co., Home Good Store, Henry McCormack.

- Middleton—R. C. Dodge Store, Henry Quibell.

- Perrinton—E. W. Troop.

- North Star—Geo. Somerton & Son.

- Riverdale—Wm. Horton, Nunn & Losey.

- Shepherd—J. A. Sadler, M. C. Lathrop.

- St. Louis—C. L. Short, Gilmore Store.

- Breckenridge—Arthur Hunn.

- Winn—J. L. Redman.

- Pompeii—J. C. Hileman.

Days Do Not Lengthen at Both Ends at Once.

Because the shortest day of the year fell between Dec. 20 and 22, one must not jump to the conclusion that the day began to lengthen at both ends immediately afterward. The fact is that the afternoons begin to lengthen about Dec. 14, while the mornings continue to shorten until about the middle of January.

Furthermore, before the adoption of standard time, owing to the elliptical shape of the earth's orbit, sun time and clock time agreed only twice a year. The rest of the year the sun might be as much as fourteen minutes fast or slow. That is to say, it reached the meridian that much before or after noon, clock time.

William D. Kempton.

Official Programme of Hardware Meeting at Detroit.

Monday Evening, Feb. 6.

6:30 p. m. Meeting of the Executive and Advisory Boards, Parlor "A" Hotel Statler.

Tuesday Morning, Feb. 7.

8 a. m. The exhibition will be open at convention hall, Woodward avenue entrance. The office of the Secretary will be located in the corridor or entrance to the hall. Clerks will be on hand in this office to look after the registration of associate and honorary members (traveling salesmen). Retail dealers will register, secure identification badge, entertainment tickets, etc., in foyer, as you get off the elevator, ball room floor, Hotel Statler. This office will be open from 8:30 a. m. to 5 p. m.

12 m. The exhibition hall will be closed.

Tuesday Afternoon, Feb. 7.

12:15 p. m. President's complimentary luncheon in the large ball room, ball room floor, Hotel Statler, honoring our organizer and first President, Frank S. Carlton, Calumet, first Secretary, Henry C. Minnie, Eaton Rapids, and other chapter members who are in attendance. Active, associate and honorary members are invited to be at this luncheon.

1:15 p. m. Meeting called to order by President Cassius L. Glasgow, Nashville.

Invocation by Treasurer, Wm. Moore, Detroit.

Song, "America."

Short remarks by the organizer, Frank S. Carlton and the charter members of the Association.

1:30 p. m. Annual address: "The New Competition," President, Cassius L. Glasgow, Nashville.

Discussion.

2:10 p. m. Address: "Merchandise and Merchandising," Harvey J. Campbell, Vice-President and Secretary, Detroit Board of Commerce.

Discussion.

2:50 p. m. Auditor's report, Herman H. Dignan, Vice-President, Owosso.

Announcement of committees.

Awarding of attendance prizes.

3 p. m. Adjournment. All members appointed on committees should remain and arrange for meetings of their committees.

The exhibition hall will be open and remain open until 6 p. m.

Tuesday Evening, Feb. 7.

6:30 p. m. Theater party. Choice of attending either the Michigan or Oriental theaters. These two new theaters are considered the finest and most beautiful in the country and are located very convenient to the Hotel Statler. Each has two evening performances, starting at 6:30 and 9. Members are urged to attend the first performances, so as to make certain of good seats.

Wednesday Morning, Feb. 8.

9 a. m. Meeting called to order.

Community singing.

Question box.

9:30 a. m. Address: "Control Your Business for a Bigger Profit," Scott Kendrick, Flint.

Discussion.

Community singing.

10:30 a. m. Address: "Organization and Management," Arthur C. Lamson, Vice-President National Retail Hardware Association, Marlborough, Mass. Discussion.

11:15 a. m. Address: "Arrangement and Display," Paul M. Mulliken, Assistant Secretary, Illinois Retail Hardware Association, Elgin, Illinois. Discussion.

Awarding of attendance prizes.

12 m. Adjournment.

Wednesday Afternoon and Evening, Feb. 8.

1 p. m. The exhibition building will open and remain open continuously until 10 o'clock. Retail salesmen are especially invited to attend the exhibit in the evening. Admittance tickets will be provided.

Thursday Morning, Feb. 9.

9 a. m. Meeting called to order.

Community singing.

Question box.

9:45 a. m. Address: "How to Control Your Merchandise," Harold W. Bervig, Indianapolis, Ind. Discussion.

Community singing.

10:45 a. m. Address: "How to Make the Paint Department Pay a Profit," H. R. LaTowsky, Chicago, Illinois. Discussion.

11:30 a. m. Report of committee on nominations.

Election of officers.

Awarding of attendance prizes.

12 m. Adjournment.

Thursday Afternoon, Feb. 9.

1 p. m. Exhibition building will be open until 6 p. m. This full afternoon can be profitably spent in the exhibition building. Don't forget the attractive prizes offered in the buying contest.

Thursday Evening, Feb. 9.

7 p. m. Banquet, entertainment and dance at the Masonic Temple. Banquet in the fountain room. Entertainment by Hudson's Double Quartette, music by Seymour Simons Orchestra.

Speaker: Hon. J. Adam Bede, a real humorist who can see a funny side to every problem. His subject will be: "In the Wake of the World."

10 p. m. Dancing (informal) Crystal ball room, which is unquestionably one of the most beautiful rooms in America.

Friday Morning, Feb. 10.

8 a. m. The exhibition building will be open until 12 o'clock noon. Don't go away without placing an order with every exhibitor whose line of goods you can use to advantage.

10 a. m. Meeting called to order.

Community singing.

10:15 a. m. Address: "Retail Merchant and His Sales Problems," H. N. Tolles, President of Sheldon School, Chicago, Ill.

11:15 a. m. Report of committees on constitution and by-laws. John C. Fischer, Ann Arbor, chairman.

Consideration of committee report.

Report of resolutions committee, Scott Kendrick, Flint, chairman.

Consideration of committee report.

Report of committee on next place of meeting, L. J. Cortenhof, Grand Rapids, chairman.

Selection of next city.

Unfinished and new business.

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You can see all Makes and Models of Automobiles under one roof and make comparisons of their value to you as a driver. There are many improvements and changes.

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OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

11:45 a. m. Awarding of attendance prizes.

Awarding of the grand prizes for attendance.

12 m. Adjournment.

Friday Afternoon, Feb. 10.

1:30 p. m. Meeting of the executive and advisory boards, Parlor "A" Hotel Statler.

ENTERTAINMENT PROGRAM.
(Active Members, Associate Members, Honorary Members, Exhibitors and ladies.)

Tuesday Evening, Feb. 7.

6:30 p. m. Theater party. Choice of attending either the Michigan or Oriental theaters. These two new theaters are considered the finest and most beautiful in the country and are located very convenient to the Hotel Statler. Each have two evening performances, starting at 6:30 and 9. Members are urged to attend the first performances so as to make certain of good seats.

Thursday Evening, Feb. 9.

7 p. m. Banquet, entertainment and dance at the New Masonic Temple. Banquet in the Fountain Room, entertainment by Hudson's Double Quartette, music by Seymour Simons Orchestra, speaker Hon. J. Adam Bede, a real humorist who can see a funny side to every problem. His subject will be: "In the Wake of the World."

10 p. m. Dancing (informal) Crystal ball room, which is unquestionably one of the most beautiful rooms in America. Special Entertainment For the Ladies.

Wednesday Afternoon, Feb. 8.

1:45 p. m. Theater party at the Capitol theater. Ladies will meet in the parlor on the ball room floor of the Hotel Statler at 1:30 o'clock and go to the theater in a body. Tickets will be given out by the ladies entertainment committee just prior to leaving the hotel.

Wednesday Evening, Feb. 8.

8 p. m. Card party. Bridge and "500", which will be held in the Henry II room on the ball room floor of the Hotel Statler. Luncheon will be served and valuable prizes will be awarded the winners.

Thursday Afternoon, Feb. 9.

2:15 p. m. Theater party at the Bonstelle play house. Ladies will meet in the parlor on the ball room floor of the Hotel Statler at 1:45 o'clock and will go to the theater in a body. Tickets will be given out by the ladies entertainment committee just prior to leaving the hotel.

Hide and Leather Values Rise Sharply.

Commodity prices at wholesale during December did not advance smartly, as a few economists hoped they soon might, but the change if small was toward higher rather than lower levels. That is what the Bureau of Labor statistics index, published to-day shows.

The reasons business profits shrank in 1927 were lower production and lower prices. Those who forecast better business this year base their predictions on the prospect of a greater volume in productive activity, and firm if not gently rising commodity prices.

At 96.8 the general price level re-

ported to-day for December by the Bureau of Labor Statistics stands somewhat under 1926 which they take as 100. It is even under that of a year ago. If the rise under way since summer persists it will not be long until the prices of a year ago will be lower instead of higher than current quotations.

Outstanding in interest among the standard groups carried by the official compilation is the performance in the last year of hide and leather products. Steadily month by month these prices have climbed from around 100 a year ago until they now stand at 116.9. For an industry long in the doldrums this should be encouragement indeed.

Just as prices in that group have been steadily climbing building material prices, quoted also at about 100 a year ago, have been falling month by month until now they stand at 90.4. While the volume of building activity remains large this recession in the prices of building materials reveals what everybody knows—that the supply is overtaking the demand.

Looking at the underlying influences at work on prices two significant facts demand recognition. First among these is that the return of Europe to gold now virtually made should remove the chief pressure against world prices in the last few years. With hard money restored commodity prices will be able with greater ease to rise.

Second among these is the fact that non-agricultural or industrial prices have not shared the improvement in the agricultural list. In a general way non-agricultural prices in October were still at their poorest level since 1916. They rose in late 1927 but with relation to the past still occupy a relatively low position. Paul Willard Garrett.

[Copyrighted, 1928]

Kindness To the Aged.

At Christmas time the spirit of kindness, charity and good-will was about us and even if our pocketbooks felt lighter so did our hearts. In this busy world we sometimes appear cold and thoughtless of others. But it is only a mask we wear to bluff the other fellow into thinking we are hard-boiled. When our mask is removed we are good-natured big kids.

We have days and weeks for mother, father, orphans and the blind. Wouldn't it be a kindness to have a week of each year for the aged—rich or poor? Someone ill in hospital, poorhouse, home for aged, or maybe out with but not of us. A little social call to talk over olden days, a flower or a little trinket to cheer them in the ever so lonesome days of the last stretch of life's journey. L. J. Gallagher.

Unique Production.

Mr. John T. Elliott, President of the Elliott Grocery Co., wholesale grocer at Logansport, Ind., has issued a thirty-two page pamphlet entitled Shavings, which is made up of striking paragraphs and happy jingles written by Mr. Elliott. The book is beautifully printed and handsomely bound. It must have given the author many happy hours to create so felicitous a collection of short and pertinent paragraphs.



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FINANCIAL

Speculative Element Enters Into the Treasury Offer.

A speculative element enters into the latest proposal of the Treasury to exchange Third Liberty Loan bonds for Treasury 3½ per cent. notes maturing December 15, 1932. Whether the offer is to be accepted depends on one's expectations of future money rates.

The suggested exchange replaces a nine-month investment at 3.16 per cent. with an investment running at least two and a half years at 3½ per cent.—approximately a stand-off, according to C. F. Childs & Co., who point out that "apparently there is only a feeble inducement to holders of Libertys to respond to the offer.

"Within the next seven months undoubtedly other exchanges will be announced by the Treasury having the same purpose and objective," the firm says, probably basing the view on the Treasury's recent policy.

"If the market and money conditions should materialize to the same extent that occurred last year, when a rising market accompanied the successive operations which refunded the Liberty Seconds, it might be advisable now for temporary investors to make the exchange of Thirds into this issue of notes," the bankers say.

"If, however, market and money conditions should become less propitious within the next seven months, during which period a declining security market and higher money rates might make necessary the refunding of any balance of the Thirds at higher coupon or yield rates, it would be profitable for permanent investors to waive this initial invitation and wait for more alluring terms."

The situation, therefore, resolves itself into one based on prospective money rates. Bankers are inclined to believe Administration authorities will endeavor to keep rates favorable for Treasury operations in so far as they are able.

If money rates are to be kept favorable for Treasury operations they will doubtlessly encourage speculative trading in the stock market. That is, low interest rates may be expected to stimulate purchases of investment stocks and consequent speculative buying in anticipation of higher prices.

Continuation of group movements may result, therefore, following similar developments last year. "It has become increasingly apparent that the market moves by groups which may or may not be related to the general trend," says Frazier, Jelke & Co., in a recent survey, pointing out that railroad shares sagged in the final quarter of the year, while merchandise shares rose 9 per cent., food products 11 per cent. and motors 7 per cent.

William Russell White.
[Copyrighted, 1928]

End Seen To Decline in Money.

This week's contradictory movements in the money market, with call rates falling to a new recent low and time funds rising, have turned the spotlight of discussion again on money. Some of the financial district's shrewdest judges lay emphasis on the stiffen-

ing of time money. They see more in that than in the easing of call funds.

Outstanding among the recognized authorities now convinced that the downward trend in money rates is at an end for the time is the National Bank of Commerce in New York. In its monthly bulletin published to-day that institution concludes its discussion of money with the plain statement that "the downward trend of money rates is over for the time and a period of stable or possibly of moderately firmer rates is at hand, unless conditions should develop resulting in a new movement of gold toward the United States."

In any survey of money the question now is not so much whether the great increase in banking assets brought by growth in investments and in loans on securities will continue until it tightens money. The question rather is whether in case of a liquidation of a part of these assets powerful easing influences might be introduced. If strong enough these easing influences could offset the firming tendencies otherwise likely to occur. The bank notes this possibility but declares it does not alter the basic situation.

In the middle of 1924 when money rates became easy bank deposits aggregated about \$43,000,000,000. The ratio of gold to deposits at that time was 10½ per cent. Deposits since then have increased substantially and by the end of 1927 were at least \$53,000,000,000 according to the bank's estimate. The ratio of gold to deposits by the end of last year had fallen nearly to 8 per cent.

Commenting upon this important change the bank says: "As gauged by this rough measure it is obvious that, credit-wise, the country is in a position midway between the fundamental ease of 1924 and the extreme stringency of 1920."

In the end of course what determines the price of money is the business flow. Apparently the authorities at the National Bank of Commerce look upon early 1928 developments as favorable. They definitely say that the quickening rate of operations in steel is the forerunner of the expected revival in general business.

Paul Willard Garrett.
[Copyrighted, 1928]

Woman Had Harder Job.

An old, old man one day met a young, young woman. Each was attracted by the oddity of the other's employment.

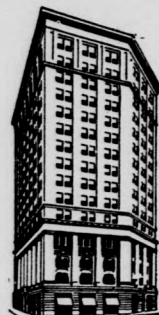
"What on earth are you doing?" asked the young, young woman.

"I'm trying to lift myself over this fence by my bootstraps," replied the old, old man. "I've been trying for years to accomplish it and I'm almost discouraged. Now, what, if you don't mind, are you doing?"

"I'm trying to drape this skirt so as to cover my knees," said the young, young woman.

"Shake!" said the old, old man, extending his hand. "Your job's harder than mine is."

Some of these restaurant men who advise home cooking must have had terrible bringing up.



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Banking by Mail Made Easy.

Bell System Has No Monopoly on Business.

Although the Bell System controls the greater part of the country's telephone communications, it has no complete monopoly, and efficiently operated independent organizations are to be found in many parts of the country.

Persons unfamiliar with the situation would probably be surprised to know that such important cities as St. Paul, Rochester, N. Y.; Lincoln, Neb.; Terre Haute and Fort Wayne, Ind., and others are served only by independents. Especially in the Northern Central States of Minnesota, Iowa, Missouri, the Dakotas, Nebraska and Kansas independent companies are more powerful than the Bell organization.

Earnings of independent companies with annual gross revenues of \$250,000 or more averaged 6.6 per cent. on the investment in fixed capital in 1925. This was said to have been a higher rate than that of the Bell companies as a group.

Securities of telephone companies long have been regarded in favorable light by investors, because the business is affected scarcely at all by business depressions. Rates are supervised by State regulatory bodies to permit companies to earn a fair return on capital invested.

Virtually all independent systems have arrangements for an interchange of traffic with the Bell System, permitting communication between any two stations in the United States. There were approximately 20,000 stations in the country at the end of 1926, of which probably 14,000 were owned by independents and 6,000 by the Bell associates. The Bell System controlled 12,810,000 of the 17,800,000 phones, however, leaving slightly fewer than 5,000,000 for independents.

The Interstate Telephone and Telegraph Company, operating in Northern and Central Indiana, was one of the recent borrowers in Wall Street. The company sold an issue of \$1,250,000 5½ per cent. first lien sinking fund gold bonds, Series A.

Proceeds of the issue were used for retirement of all outstanding funded indebtedness of subsidiary companies not pledged with the trustee and for extensions. The fact that the bonds were marketed on a 5½ per cent. interest basis attests to the high credit standing of the borrower.

The bonds represent a 40 per cent. loan, based on appraised valuation of the properties of \$3,100,000. Net earnings last year were more than 2½ times maximum annual interest requirements for the issue. The properties have records of successful operation for more than fifteen years.

Junior to the bond issue are \$750,000 6 per cent. preferred and 75,000 shares of common stock, representing a paid-in capital of \$750,000.

William Russell White.
[Copyrighted, 1928]

Variance in Surface and Underlying Forces.

On the surface yesterday's drop in call money to 3½ per cent. shows an easing tendency in money, but beneath the surface important influences at

work reveal a trend toward stiffer rates.

A contradictory and simultaneous rise to 4½ per cent. in 90 day time money yesterday, bringing the first recent advance for the distant maturities—following a significant even if small upturn in bankers' acceptances—tells the real story. Views on the future of money still vary widely in the financial district but the opinion grows that the weeks to come will bring higher rather than lower rates.

Important is it to note in this connection that the period of seasonal ease is about over. The return flow of currency that begins immediately after the holidays and continues until late January, introducing its temporary influence for ease, soon will end. That will allow other forces at work for dearer money to exert their pressure.

Chief among these is the increasing demand for funds in business. Last year's unprecedented expansion in member bank credit reflected entirely a growth in loans on stocks and bonds and in investments. Commercial loans for months had held at their level of the year previous until a week ago when a \$28,000,000 jump came, the sign of heavier commercial demands. If commercial loans grow from now on more funds will be absorbed in business enterprises and in consequence taken from the money market. Certainly the period for expansion in business if it is to come lies just ahead.

Still another and exceedingly important sign showed up in last week's Federal Reserve Bank statement that revealed the hand of the Reserve banks in the money market. Instead of a purchaser the Reserve banks have become a seller of Government securities. Expressed in other terms instead of directing their operations to offset tightening influences in the market the central banks now are seeking to offset easing influences.

What the policy of the Reserve banks will be from now on is not something to judge, of course, from one week's performance. If this week's statement reveals further sales of Government securities it will excite attention in Wall Street for what it would seem to reveal of the Reserve banks approval of firm money.

Paul Willard Garrett.
[Copyrighted, 1928]

A Successful Merchant's Beliefs.

We believe in selling satisfaction as the only source of satisfaction in selling.

We believe in carrying what the people want and carrying plenty of it.

We believe in quality at a fair price and are opposed to cheap goods at any price.

We believe in adjusting complaints so that there shall be no complaint with adjustments.

We believe in courtesy for its own sake and not for what we hope to get out of it.

We believe in so conducting this business to-day as to ensure a bigger business to-morrow.

We believe in a live-and-let-live policy of amicable relations with our competitors.

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MUTUAL FIRE INSURANCE

Mutual Insurance From the Policyholders' Standpoint.

Mutual insurance from a policyholder's standpoint is a peculiar question to put to a man who has been in the insurance business for twenty-five years. I have always taken the opposite view, but I guess I can talk from a policyholder's standpoint, because I have mutual policies on all the property that I possess.

It takes me back to the old story of a man who was in jail. A good welfare worker came through the penitentiary. She saw this man and said: "Now, my dear sir, what are you in here for?" He said, "I only stole two bottles of milk and they put me in for three years." She said "Why, you ought not to be in here." He replied "That may be very true but I am here and I guess I am going to stay a while." So I am here but I am not going to stay for three years.

What is a policyholder? A policyholder, individually or collectively, is the greatest asset of any insurance company, mutual or stock. You can form a stock company by selling stock but how about your policyholders? If you have a poor class of policyholders the company will not exist long. The same thing is true of a mutual company. If the class of policyholders is poor, I am speaking about the moral hazard, you may as well shut up shop because they will burn you out. I believe that mutual companies go into details a little more than the stock companies with regard to the moral hazard of a policyholder. They come into closer contact with the policyholder. Most of the executives know their policyholder either personally or through others, and know that if he has a loss it is pretty nearly going to be honest. You can almost say that your loss is adjusted at the time you take your policy.

I have heard some discussion regarding values. That must be thrashed out when you take the insurance. If you feel that too much insurance is being put on that is the time to investigate and if you find that two and two do not make four that is the time to investigate, and do not issue the policy. If a man bought a building for \$2,000 and it has increased in value he has a right to protect that value because he must keep his family alive if the building burns down.

You can carry on a scattered risk a greater amount than on an individual frame building. Suppose the building was stone or brick. Do not place a fixed limit on any particular building, but on a particular class of buildings or structures, or in accordance with the form that is placed in the policy.

What is the difference between a policyholder in a stock company and in a mutual company? I believe that a policyholder in a mutual company is a sort of a family affair. They render service without the last syllable, "ice." The stock company is a cold business proposition. They are every bit as good as we are. If you have a loss and have lived up to your policy conditions you will get the money, but they do

not come into close contact, as do the mutual companies, with their policyholders. The service comes in this manner, the mutual insurance is much quicker than the stock company. I think that mutual insurance is just as good, and I will say better and you cannot say it is not an old insurance. It is really American insurance.

The Constitutionship was started in 1752. Recently they commemorated the 175th Anniversary of Benjamin Franklin who discovered electricity. If mutual insurance is older than stock insurance in America and is just as good as stock insurance, why do we only have a handful of policyholders? Why is it? It is because you don't get after the business. You ought to have more insurance on your books; I do not say large amounts on single risks, but you ought to be more scattered. Some of the companies are county mutuals; they may be restricted but they should have more policyholders, and it can be done. There are two or three ways to accomplish this. First, you must advertise. If you take up a Saturday Evening Post or Collier's or any other magazine, do you ever see anything in them about mutual fire insurance companies? I never have. But there is not an issue of the Saturday Evening Post but what has something in it about the Hartford or the North America and they are millionaire companies. They advertise to get policyholders because they are the backbone of their companies. They care as much for the policyholders as you do. With quite a few of you I think that you do not wear out enough shoe leather. I think it is a case of getting your trousers fixed more often than your shoes. I want to tell you that you cannot get insurance wearing out the seat of your trousers. You must tread the place and preach mutual insurance. That is the way to put more insurance on the books. The stronger financially your company is, you will naturally reap the benefit in the way of increase in salary.

There are just as good mutual insurance companies as there are stock companies and there are just as good stock companies as there are mutual companies. One pays a dividend to the policyholder; the other pays a dividend to the stockholder. Out of the number of stock companies which have started business 74 per cent. have failed. Get that down—out of the number of stock companies which have started 74 per cent. have failed. Out of the number of mutual companies only 14 per cent. have failed, so there is no argument against mutual insurance; it is all for mutual insurance.

H. J. Pelstring.

Method in Their Madness.

An inquisitive old lady, out for an afternoon stroll, came upon a crowd of boys following respectfully at the heels of a large man, who was in haste.

"Is he some famous person?" she asked a small boy.

"No," replied the youth, his eyes on the pavement; "he's got a hole in his pocket."

Hope stays at the bottom though it raises us to the skies.

FINANCIAL STATEMENT

FINNISH MUTUAL FIRE INSURANCE COMPANY

Calumet, Michigan

December 31, 1927.

ASSETS—

Cash and Securities	\$315,126.94
Real Estate	2,900.00
Premiums in Course of Collection	8,741.70
Accrued Interest	2,401.17
Premium Notes Receivable	1,352.81
Office Fixtures	1,500.00
Accounts Receivable	1,547.23

\$333,569.85

LIABILITIES—

Reserve for Losses Unpaid	7,908.99
Reserve for Commissions	886.88
Reserve for Unearned Premiums	61,845.23
Reserve for Unpaid Bills	140.08
SURPLUS to Policyholders	262,788.67

\$333,569.85

GROWTH OF COMPANY

Year.	Assets.	Premium income.	Ins. in force.
1890	376.38	1,540.51	98,125.00
1900	28,292.68	14,561.44	981,751.00
1910	110,658.68	40,546.19	2,793,000.00
1915	156,150.60	45,606.39	3,161,486.00
1920	239,072.85	75,531.15	4,552,274.00
1922	264,586.56	100,028.91	6,033,803.00
1924	284,644.77	115,741.16	6,801,622.00
1925	300,084.03	122,550.00	8,045,816.00
1926	315,731.08	128,634.48	8,415,273.00
1927	333,569.85	130,813.36	9,054,928.00

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WILLIAM N. SENF, SECRETARY-TREASURER

Signs and Omens the Precursors of Death.

Grandville, Jan. 17—If all signs came true, what a world this would be.

Weather signs are prevalent every fall portending the course the coming winter is to take and there are people who have as deep and abiding a faith in signs portending good or evil as they have in the religion of the fathers.

Do they believe in these things because these signs have turned out to be true in every particular?

The sign of a hard winter diagnosed from abundance of shack in the fall has been disproved times without number, and yet one will find believers in these signs to the last minute of their lives.

The early New Englanders who came from near Cape Cod to make the wilds of Michigan their home were as sanctified in their belief in the efficacy of the sign language as was ever a Hottentot in the heathen rites of his religion.

One good old New England lady never had a death in her family that had not been foretold in Advance. Superstition, you say, yet it would be a hard matter to make this woman believe to the contrary. She lost several members of her family during a long life time and the messenger announcing death always came to warn of the coming demise.

Birds of the air were usually the precursors of death, by giving forth unusual sounds about the residence of the doomed one.

Just before a son died on the battle field a bob-white uttered its piercing cry under the mother's window. From that hour she suffered in expectancy of disaster and in due time the announcement of the death of the soldier son was announced.

Years later another bird screamed against the open glass of the sitting room window; in that room a child lay ill unto death. The sign had come and the little one soon passed on.

Many years later, on the eve of her husband's passing over, a dark-winged messenger came and spoke the tidings of death through an open window. This bird of ill omen may have been a crow. In any event this good woman, wisely sensible in every walk of life, believed religiously in the infallibility of the winged messengers sent from on high to carry the tidings of sorrow to the hearts of this household.

All this in a past generation. Yet, no doubt, there are people even in this enlightened age who see signs and omens in the flight and scream of feathered messengers.

Can it be that this may be excuse for the wholesale bird slaughter that has nearly annihilated the feathered wild population of America. Would it be wise to destroy forever these birds of ill-omen who have created so much of hysteria and false notions in the minds of the American public?

For some people cats have a distinct power of prophesy. However, the feline animal hasn't been as much in evidence as a death messenger in late years as was at one time the case. The cat's antipathy for birds gives it a body blow with many good people who love birds.

No doubt every animal was created for a purpose, but the cat and snake have a less number of defenders than most others. The destruction of the birds is now the principal offense charged against our American man and womanhood. Those people who can derive either sport or satisfaction from the wanton slaughter of birds have something in their natures not very likable to say the least.

There is something about our feathered life which appeals to man's sympathy, even while at the same time he takes out his gun and goes shooting.

If our boys and girls of to-day were rightly taught there would be to-day

myriads of beautiful songsters of the air which show only blank places, sullen and dour in the winter landscape.

Are we not paying dear for the whistle?

For years wife and I fed the sparrows through the long winters and these birds were plentiful and happy in the companionship. Even a bird, be it ever so humble, is far better than empty space, given over to the bleak, uninhabited wilderness.

This is the first winter in my remembrance since the advent of the English sparrow to America that he has not been in evidence in numbers at the first fall of snow. To-day now and then a lone couple twitter in the leafless trees, a sure sign that we have seen the bulk of sparrowdom wiped from the face of the earth.

It is not only sad, but a dangerous condition as well. Can America live and prosper as a birdless Nation? Are there such nations in the world? Perhaps the desert lands of Africa may present birdless plains to the eye of the traveler, but what a waste.

Even the crow has forgotten to caw his appreciation of winter. Has he, too, gone the way of the lesser birds?

America is in for a blow at her prosperity which will shock the land from the lakes to the Gulf. The saying that God is not mocked will, indeed, come true, since these little feathered songsters are of His family, and were entitled to life, liberty and the pursuit of happiness along with the human race.

It is a fact that where twenty sparrows were a year ago now only one exists. By any possible means can this be a desirable state of affairs? We think not, and it will be a wonder if our people do not live to repent their thoughtless and inhuman slaughter of bird life in sackcloth and ashes.

Old Timer.

A Secret.

Uncle Ezra was a famous horse trader. The following conversation took place between him and one of his victims.

"Uncle Ezra, you remember that little horse trade that we had?"

"Yes, I believe that we did have a trade."

"Well, the horse that you sold me is stone blind."

"Yes, I guess that's so."

"Then you must have known that he was blind when you sold him to me."

"Yes, I knowed he wuz blind all right."

"You knowed he wuz blind and yet you sold him to me and never said a word about it to me. Do you think that is a fair way to treat a neighbor?"

"Well, the feller that sold him to me knowed he wuz blind and he didn't say nothing to me about it and I jest supposed it a kind of a secret and I didn't say nothing to you about it."

First Rocking Chair Saved.

The first rocking chair in Oakland county was built a century ago in Pummychug, now Clawson, by Miner Parks. Because of its rocking feature it was in great demand as a cradle, and farmers from far and near came to the Miner cabin to borrow the chair for new arrivals. During one of the many times when it was loaned out, the Miner home was destroyed by fire and the chair was the only possession saved. It is made of ironwood with an elm bark bottom. The old chair has been presented to Troy township for exhibition with other relics in the Pioneers' Room of the new Town Hall.

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308-10 Murray Building

Grand Rapids, Mich.

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.

Allegan Baker Visits San Diego and Imperial Valley.

Glendale, Calif., Jan. 17—Your anniversary number of the Tradesman, along with other back numbers, reached me and has given me much enjoyable and valuable reading matter.

Your annual is, I think, your best effort of all the many years I have read the Tradesman. How happy Mr. Garfield must be after reading that wonderful testimonial on his life!

We (wife and I) are having a wonderful time out here. I have been thinking of writing you some of our travel experiences, but when I read Verbeck I get cold feet. We have covered most of the places he has written about and his descriptions are fine.

We left Glendale on Dec. 31 for a motor trip to San Diego. We took what is known as the coast route. After passing through forty or fifty miles of orange groves we came through a series of green hills down to the shore of the Pacific ocean and followed along the shore, a distance of about seventy-five miles to Old Town. That is where the old Spaniards first settled in California about 150 years ago. The first mission was built here and we drove up the Mission Valley over a poor dirt road about eight miles, where the old ruins are still to be seen. There is a modern school building near it now which is conducted by Franciscan fathers.

We found a very nice auto camp with conveniences nearly equal to a hotel. From this point, five miles North of San Diego, we proceeded to tour the town.

San Diego has grown considerably since our last visit, two years ago. It is a busy place. The destroyer naval base and headquarters are located here, as well as the aviation field and training station. The bay with all the Government war boats, as well as the 200 or more fishing boats, presents a very interesting sight.

We took the auto ferry over to Coronado City and from there we drove over a connecting bridge to North Island, where there are hundreds of airplanes, with all the buildings and paraphernalia which go to make up a Government aviation field. From there we drove around the bay to Point Loma, where the military reservation is located.

Point Loma is a strip of land some ten miles long and 450 feet high, which separates the Bay from the ocean. Looking back to the East across the Bay about two miles we see the city of San Diego. The setting sun casting crimson rays on the sloping hillside, with the dark mountains for a background, make a picture we shall not soon forget. One of the trips we took from here was to El Centro, down in the Imperial Valley. It is 130 miles and we begin to go up grade before we get out of the city limits and continue out through the El Cajon valley and up to Alpine, a mountain resort where we have reached an elevation of 2,000 feet in eighteen miles. From there the climb is steady until we reach 4,200 feet and from then on for about seventy-five miles we remain on top of the mountains traveling first up and then down and never on a straight road. There are many fine ranches up there and a number of springs, hot, cold and mineral and soda. Resorts have grown up around there and some of them are very inviting. They are patronized mostly by people who come up from the Imperial Valley to escape the intense heat, often as high as 120 degrees.

The last seven miles out of the mountains lets you down a winding grade of 3,500 feet to the floor of the valley. Then there is twenty-five or thirty miles of level highway leading down to the city of El Centro, which is a town of 12,000 inhabitants and is sixty-seven feet below sea level.

Owing to the absence of drainage this is a dirty place and the most un-

inviting American city we have ever visited. The Imperial Valley is, perhaps, the most productive valley in the world. The figures of their production are almost unbelievable. They produce from one to five crops per year, depending on the kind to be raised. They were harvesting iceberg lettuce when we passed through. We found a good hotel for our stay over night and had the pleasure of listening to the radio as it brought in a program over KDKA from Pittsburg.

The next morning we retraced our route back to San Diego and enjoyed the whole trip from a different angle.

I might say that our experience differs from Verbeck's in that our stay in a hotel at El Centro is the only time since leaving Allegan on Oct. 4 that we have stopped outside of an auto camp or an apartment which we have here in Glendale.

One of the sights of San Diego is Balboa park. One can spend days there going through the various museums and gardens, also a fine zoo. The park contains two and a quarter sections of land and has everything from desert to the finest landscape gardening. One of the interesting things is an outdoor organ, with seats near by for 10,000 people. One hour organ recitals are given every afternoon at 3:15. The organist, an elderly man, has been on the job since it was built in 1915 and he renders some very fine classical programs.

A word about our auto camp site. It is in historical Old Town, overlooking the Bay. One block from it is the old Spanish adobe house and patio known as Ramona's marriage place. It is just one block in another direction to the old fort occupied by General Fremont when he was fighting Indians. There is a large cross erected just up the hill from us in honor of the old padre who had charge of the old mission. There are forty cabins in this camp with first-class conveniences. There are date palms, banana palms, poinsettias of brilliant red and many other plants and flowers; in fact, it is a garden spot. The weather is fine and we spend all our time out of doors.

On our return trip to Glendale we took another route known as the Inland route. It is 180 miles over this route and takes us over a different part of the State. Here we see lots of avocados (alligator pears) and in places we see big signs reading "No frost here for forty years." The roads are through rolling country of green hills, planted mostly to oats and alfalfa. We pass through Lake Elsinore, a pretty body of water with high mountain walls on one side and cottages and cabins on the other. They think lots of it here, but it would not make much of a hit in Michigan. We saw more bird life on this return trip than we have seen anywhere else in California. We passed one small lake with a good fringe of rushes around it. It is a game preserve and had thousands of ducks of all kinds and they seemed to know they were protected and consequently were very tame. Continuing on home we came through Riverside county and the city of Riverside through miles and miles of yellow oranges. It was a pleasing trip, but after an absence of twelve days we are glad to be back in Glendale.

Weldon Smith.

Jacksonian Democracy Has Spoken Most Emphatically.

Grandville, Jan. 17—On the 12th of January the Democratic party was summoned to battle by some fifteen hundred stalwart partisans at the Andrew Jackson dinner at Washington and arrangements made for a vigorous campaign along old-time Democratic lines, the tariff being one of them.

By the way, tariff tinkering is almost as dangerous as meddling with the

people's drink bill. The speakers favored State rights where the prohibition of the liquor traffic is concerned, hence, of course, not subscribing to the National manner of ousting the saloons.

Let the States do it, that is their prerogative, seems to be the appeal of Democracy at dinner assembled. They have dared to face the issue which is certainly courageous and commendable. Now that such is the position taken, what will the Republicans do about it? Will they have the courage to meet the Democrats half way and make of the Volstead act a party measure?

Many Democratic leaders were conspicuous by their absence from this gathering at the National capital. Al Smith favored the diners with an explanatory letter, which in some senses did not explain. The la de da, McAdoo was there in person and spoke for himself.

It was a representative gathering of Democrats from all parts of the Union and, strange as it may seem, a small town down in Texas won the prize as the place for nominating the next National candidate for President.

The Solid South came into its own for the first time in the history of the party and will have a leading role in the nominating and electing of the next chief magistrate of the United States. Even this is a good omen. Why should not the everlasting Democracy of the South meet with reward? It has served as the footstool of Democracy all too long. Let it now step to the head and give out its spiel for state rights and a filing down of the claws of Federal Government.

Many were disappointed over the choice of the city for the next National assembly for nominating a President, yet doubtless it will prove a more representative place for dissemination hard-headed democracy than either San Francisco or Detroit.

Those who pretend to know declare that the selection of a gathering place for the National convention South of Mason and Dixon's line has sounded the death knell of Al Smith's aspirations. However this may be, the public will watch the outcome with more than usual interest.

The heart of a Southern state in midsummer cannot appeal very strongly, so far as personal comfort is concerned, nevertheless the selection is one every way proper to be made and need excite no alarm among the elect.

Jefferson and Jackson were certainly men of commanding power and to accept their creeds will work no harm to the country. However, we could hardly look for unanimity between the followers of these early day patriots, than whom no two persons were more unlike in American history.

If heed is paid to the advice and suggestions of those Democrats who met the other night at Washington, then the question of prohibition will after all be injected into the campaign and the American people will have the long desired wish gratified of placing a ballot around the neck of returning saloonism, strangling it as effectually as a criminal meets his death in the electric chair.

Every question which comes up in this country which in any manner affects the good or ill of the common people should have the privilege of a tryout at the ballot box where the rights and liberties of our people must ever come to a showdown.

A free ballot and a fair count is all that is necessary to settle the most difficult problems which come before the Nation for settlement. It begins to look now as though we should have this at the ballot box next fall.

We as a people sometimes make mistakes, but such mishaps are soon after rectified and the good old United States goes on as before.

The question of tariff has long been



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a matter of contention between the two great parties. On several occasions this matter has been tried out and decided at the ballot box, and it is no more than likely that tariff reduction will form a part of the next Democratic platform. That, with a wet plank as indicated by the Jacksonian Democracy at dinner assembled, points to an interesting campaign with well drawn lines of demarkation dividing the contestants.

This is not an undesirable situation by any means. A straightout fight along lines of disputation is sure to result in the one thing or the other. It may be well enough to scalp the tariff in places, even if in doing so some hardship is inflicted on industries. It is only by experimenting that we learn to sift the thistles from the wheat.

The greatest good to the greatest number should be the slogan, yet there are those who never learn anything until they try out their theories in actual life.

So far as probabilities go which can be ascertained at this hour the candidates to face each other on the field of action next summer will be Herbert Hoover on the one hand and Governor Al Smith on the other.

Now, the personality of the man has no real significance, but rather the platform enunciated at the conventions.

Tariff or no tariff, whisky or no whisky. With these considerations placed before them the American people need have no excuse to go astray.

Old Timer.

From St. Augustine to Palatka.

Saint Augustine, Jan. 19—Paul McNally, of the Bennett Hotel here, invited me to take a quick trip from here to Palatka. I enjoyed it very much. The road leads through the celebrated Hastings potato fields, which are now being prepared for the planting of seed potatoes, which are shipped here from Maine. We passed through Elkton and Spuds, en route to Hastings and finally reached East Palatka. From there we crossed over the new famous and celebrated Putnam county memorial bridge, which is over a mile across the St. Johns River, and has some soldier and navy boys monumental statuary.

Foreign steamers come to Palatka to load cypress, as the largest cypress mill in the world is located at that

place. I am informed that they now have eighty million feet of cypress lumber on hand there.

Palatka is a very nice live business town. I will try to describe the salient features of the town if I have a chance to go there with the Fleischmann yeast delivery rig, which we followed to-day from St. Augustine to Palatka.

After enjoying a visit with Joe Baya, the proprietor of the Kupperbush Hotel, we returned to St. Augustine.

As we were passing through the turpentine forest we noticed a large turpentine distillery near Hastings, also the large barrel and stave works and mills of the Nix Manufacturing Co., of St. Augustine. This is claimed to be one of the largest potato barrel factories in Florida. L. Winternitz.

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ASSETS

First Mortgages on Real Estate and Real Estate Bonds (Worth in each instance double the amount loaned) -----	\$ 9,257,545.86
Municipal Bonds -----	31,304.92
Collateral Loan -----	1,500.00
Policy Loans and Renewal Premium Notes (Net) -----	2,231,302.34
Real Estate (\$292,851.85 sold on contract) -----	586,351.51
Cash -----	370,882.36
Tax Certificates -----	2,629.83
Interest Due and Accrued -----	196,379.32
Deferred and Uncollected Premiums (Net) -----	271,128.86
Furniture, Underwriting Equipment, Fixtures, Vault, Supplies (All charged off) -----	None
Agents' Debtor Balances -----	None
Non-admitted Assets -----	None
Total Net Assets -----	\$12,949,025.00

LIABILITIES

Reserve for all Policies in Force, including Disability Reserve -----	\$11,384,899.98
Reserve for Installment Trust Benefits Not Yet Due -----	351,589.20
Reserve for Present Value of Disability Benefits Not Yet Due -----	136,333.90
Reserve for Unpaid Claims in Course of Adjustment -----	52,638.99
Reserve for Premiums and Interest Paid in Advance and Dividends Left on Deposit -----	78,348.16
Reserve Funds Apportioned and Set Aside for Annual Dividend Policies -----	35,067.26
Reserve for Agents' Credit Balances -----	13,167.83
Reserve for Taxes -----	44,987.33
Reserve for all Other Liabilities -----	40,964.57
Contingency Fund -----	\$262,092.41
Capital -----	200,000.00
Surplus -----	348,935.37
Surplus to Policyholders (Net) -----	811,027.78
Total Liabilities -----	\$12,949,025.00

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 Manager—Jason E. Hammond, Lansing.

Battle Creek Merchants To Abolish Trading Stamps.

Lansing, Jan. 24—The columns of the Battle Creek papers indicate that the department stores of that city have decided, individually and jointly, to discontinue the use of all trading stamps after Feb. 16. This action on the part of the Battle Creek merchants has been contemplated for several months and by mutual agreement this desired result has been obtained.

Great credit is due to the organization of Battle Creek merchants and especially to Messrs. J. C. Grant, S. M. Netzorg and others. Our members will remember that this question was before the Legislature of 1927 and at that time the Battle Creek merchants, represented by the above named gentlemen, waged a very effective and almost successful battle for the enactment of a State law regarding the use of trading stamps.

We are aware that department stores in certain other Michigan cities contemplate the same action and we expect this subject will be a very interesting topic of discussion at our annual convention in Lansing, March 13, 14 and 15.

A party representing himself to be William Winkler, appearing as a laborer, recently victimized a number of Lansing merchants. He would buy items of merchandise and offer in payment a postoffice money order which was stolen from the St. Petersburg, Penn., postoffice. Before coming to Lansing this party operated in Detroit, where he passed a number of these money orders. He is described as being five feet six to eight inches tall, rather dirty and shabbily dressed, dark hair and eyes. He writes with a large bold hand. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Assn.

Handbag Trade Looks For Another Increase.

The handbag and pocketbook industry, while still very young in America, has managed to do a business of over \$57,000,000 during the year just ended. From all indications the business will approach a \$65,000,000 production in 1928.

Prior to the war women were supplied with handbags made abroad. Today 78 per cent. of all the purses sold in the United States are being made here. Only last December manufacturers of Offenbach, the largest leather manufacturing center in the world, called a conference to plan for a new invasion of the American market, which has been slipping from their control.

American manufacturers are not only successful in holding their own market but are selling their products in thirty-three foreign countries. This success has been made possible through mass production and factory efficiency. Other factors that have helped along progress are improved machinery, mass distribution and, notably, the elimination of waste. Modern efficiency methods have been able to cope with low wage scales and long working hours prevailing in foreign countries.

There has been a marked trend in bag consciousness in America, with the result that more handbags are be-

ing bought to-day than ever before. Women frequently purchase a purse for every ensemble. Variety stimulates the demand and bags and purses are turned out in leather, fabrics, tapestries, embroideries, silks, velvets and straw. Department stores and specialty shops have also done a great deal to promote the sale of fancy leather goods by means of colorful displays and extensive advertising, he added.

The new styles for Spring point to the so-called shell frames. Predominating colors will be beige with greens and blues interspersed. Pouch bags will again take precedence over tailored under-arm bags.—N. Y. Times.

Blouses Are Seen in Novel Designs.

Blouses to wear with the new ensembles in which the three-quarters and seven-eighths length coats predominate are quite attractive. Instead of being made along fussy lines, or with extremely tailored styling, they strike a happy medium by embracing the newest trends noted in the frocks for Spring. Neck lines are important and are as widely varied as can be. The body sections are designed to show the new geometric seaming and tucking and also the adept handling of two different materials, such as satin and crepe. The bottoms are finished off with borders, bandings, applique work or a narrow bow-and-sash arrangement.

For early Spring wear white satin and crepe is predicted in these new styles. Next in color importance is beige. A generous use of contrasting colors, including black-and-white combinations, is expected, and gray is seen sparingly and then usually with another livelier color, such as red, bright blue or green. Buttons in crystal or shiny metal furnish interesting trimming arrangements.

To wear about with the three-piece dresses, some new and smart little vests are shown. They are made with capped shoulders to take the place of sleeves. Neck finishes favor the notched collar. The double-breasted waistcoat is also prominent in this type of blouse, and for decorations there are new buttons in ivory, crystal and metal. Another type of sleeveless blouse is made with a Vionnet neck line and hemstitched at top and bottom. The new Jane Regny neck line and the five-point Patou finish are also noted in this group.—N. Y. Times.

Metallic Laces Are Fashionable.

Metal lace is one of the most brilliant novelties of the season. There are many lovely patterns in which gilt or silver thread is interwoven with silk of one of the fashionable shades. Nothing could be more charming than an all-over covering of lace of pale blue silk in which the design is sketched with a single silver thread, or wide flounces of a pale gold silk lace in which dull gilt is interwoven.

There is little trimming of any of these frocks of lace and metal—nothing more than an ornament or large conventionalized flower with which an arrangement of drapery is fastened. The metallic laces in which a light sheen of silk is interwoven

make the most dressy frocks for afternoon and evening. A very popular model has a tunic of silver lace with under threads of blue made almost knee length, which falls over a skirt of blue velvet. The skirt is attached to a slip of blue crepe satin. This model is simple in its architecture because of the ornate material, but the effect is elaborate and the costume is suitable for many different occasions.

A dance frock of yellow tulle has a foundation of yellow taffeta with alternate flounces of the tulle and silver lace covering the skirt from belt to hem. All of this flouncing is very full, like the dress of a Spanish dancer, and the festive combination of yellow and silver is repeated in the lame brocade of hip length, snugly fitted bodies. White and both gold and silver also are combined in several dance frocks that will be worn during the midwinter season.

Slips Are in Vogue in New Lingerie.

Slips should be included among the latest things in lingerie, for they are shown in several styles and in the same colors as the season's outer dresses. Since gowns have been made with so little trimmings, slips are a necessity, and designers are giving them serious attention. It is said that a well-made slip requires the exercise of as much skill and experience as the handsomest gown, so that the lines, top and bottom will not turn out to be sadly awry.

Crepe de chine and crepe satin are the favorite materials, and the slips, from shoulder straps to hem, are carefully fitted to the figure and to follow smoothly the lines of the gown. The newest slips for evening dress in town and the Southern resorts are shown in lovely shades.

Petticoats are fast coming back into style. Every negligee or breakfast coat presupposes a petticoat. The garments designed for wear in the privacy of the bed chamber, boudoir or about the house in early day duties include a petticoat of satin crepe, pussy willow, rayon or jersey silk. There is no evidence of such elaboration as was used in the voluminous old-fashioned petticoat worn with formal dress. The new underskirts cling to the figure and are as narrow as may be, to make them practical for walking. Jersey in all the colors is the favorite material. They are finished, usually, with a narrow silk fringe.

More Sales at Less Cost.

The drive among manufacturers for more sales at less cost, which promises to be a feature of the present year, is taking several forms. In some cases the change is toward less extensive and more intensive selling. Where there are a number of branch offices, for example, the plan is being tried of eliminating some and yet keeping the sales volume satisfactory. In other instances there is a marked tendency to drop efforts to get orders that do not afford a sufficient price margin. Efficient and more co-ordinated production in relation to demand is the outstanding objective.

Ensembles Minus Fur Trimmings.

The fact that fur trimming is absent on most of the women's ensembles and suits now being offered is held a favorable merchandising factor. The unit costs per garment are reduced, entailing less risk for the retailer, while the lower selling price to consumers is held likely to increase the number of garments sold. The development also paves the way for an increase in the sale of fur scarfs to be worn with the suits, which in itself is credited with being much better for the retailer than if the trimming were part of the garment.

Competition Affects Cutlery.

While the consumer demand for general and pocket cutlery has been good, the wholesale market has been reflecting the effects of overproduction and keen competition. The necessity of clearing merchandise accumulations in wholesale channels has led to a disturbed price situation in a number of items. Much of this, however, is the outcome of efforts of manufacturers to standardize lines, the scope of which had become excessively large. The expectation is that the business will now show a greater degree of stabilization and hence improved profits.

Spring Orders Showing Gain.

Orders for Spring apparel and accessories continue to gain. The activity is particularly marked in the case of women's merchandise, buyers of which are now here in great numbers. The mild weather prompted many stores to figure on early showings of Spring merchandise. This represents time gained, as Easter comes nine days earlier this year. The buying of men's and boys' apparel, while not as brisk as in women's wear, is steadily increasing.

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SHOE MARKET

Let's Step Into Shoedom Come.

Human beings love to peer into the future. It is instinctive. And since shoe men are quite human in various ways they will find it fascinating to lift aside the mystic curtain that veils Shoedom Come.

So many of us are steeped in the past, so concerned with the immediate present that we are blinded to the future of the shoe business and its greater possibilities.

Cross the palm of your favorite gypsy, with a bit of silver, and she will tell you that men will become "shoe-minded"—more and more conscious of the appearance of their footwear. Consult your pet Hindu soothsayer and he will show you, reflected in his crystal globe, the man of tomorrow assembling as many shoes as shirts or ties or hats. Read the stars for a horoscope of the future of the shoe business and you will learn that men can be taught to regard as a necessity as complete a wardrobe of shoes as of suits. Any first class clairvoyant, emerging from the customary trance, will tell you that she sees men of the future as carefully shod as they are hatted.

On every hand there are signs, omens and portents of men awakening to the social importance of footwear. Men's minds are gradually becoming more receptive to the fact that good looking shoes are an asset.

It is high time for shoe retailers to rouse themselves from their Rip Van Winkle slumbers.

Are we going to let men continue to believe that they need a variety of every other article of apparel and let them keep on buying just one pair of shoes at a time? Or are we going to change over to selling men the idea that they need a shoe wardrobe? Most men are just waiting to be told the right thing to wear and they will wear it. It is purely a matter of education. There are a hundred possible arguments for advancing shoe sales to the point where men will acquire the habit of buying more than one pair of shoes at a time.

Let your shoe salesmen be up to date as a style chart. Let them learn what kind of clothing is being worn each season. Let them know something about prevailing colors. In short, train your salesmen to be not only shoe fitters but style experts as well.

There are an infinite number of ways in which shoe salesmen can suggest—very subtly—that a man consider buying more than one pair of shoes at a time. After all when a customer is seated before a shoe salesman, it establishes the point of contact where the selling is actually effected. Suggestions and intelligent arguments count far more at this crucial point of contact than they do when used in any other way or form. A skillfully directed question, by a salesman may bring forth the information from the customer that he has a rough tweed suit besides the worsted suit he may be wearing. That's the moment for the salesman to suggest that Scotch grain

or heavy brogues are just made for tweed suits.

If a customer states that he wants a very heavy pair of shoes because he does a lot of walking, then it's the time for the salesman to comment on the need of a lighter, dressier pair for other occasions. If a salesman is selling a pair of tan shoes for everyday wear—let him assume that his customer wants a pair of black shoes for night or Sunday wear, suggest them.

When a customer remarks that his feet perspire freely—let the salesman come back with the argument that a man's feet would be far more comfortable and his shoes last much longer if he would buy two pairs of shoes and change them daily.

There are seasons when reddish brown color suits are high in favor. Show your newest shades of tans as the latest thing for these suits—even if you are only guessing that the customer has one.

When a man shows a decided taste for brogues and selects a heavy pair for rough weather, show him the lighter, more refined types of brogues for fair weather. And so on.

Jesse Adler.

A Letter That Got Attention.

Barnum, the trickster, once got attention for a show of his by printing an advertisement in the paper upside-down. A New Jersey merchant took the same stunt but went a step further.

Instead of a newspaper advertisement, he sent out a letter to his mailing list. The letterhead was the usual one, but the letter on it was multi-graphed with salutation at the bottom and closing at the top—upside-down.

Tricky as the letter was, it nevertheless had considerable point: "To make room for the new stock of shoes that we expect at the end of the week, we are turning upside-down all the shoes on our shelves. Shoes that were hitherto priced \$4.32, you can get now for \$2.34. And our \$5.63 numbers, you can get for \$3.65."

Using the Blue Pencil.

"To blue pencil," in the parlance of the newspaper world, is to cut down the length of a piece of copy. Franklin Simon & Co., New York store, adopted the idea of "blue penciling" some years ago, and as a result gained both publicity and profit.

"The Extemporaneous Sale" the occasion was called. Several men equipped with blue pencils were sent through the store, and at irregular intervals—suddenly, as it seemed—they cut down the figures on the nearest price tickets.

"Extemporaneous" as the sale was to all outward appearances, the goods marked down were really prepared the day previous.

An Appeal to the Masculine.

The appeal to the masculine in men is characterized by the advertising of a certain man's shop in Chicago. A representative piece of copy:

"Men understand men. Men's shoes fitted in a men's atmosphere. A place to park your cigar, a place to whisk the ashes. Men who know men, know what they want, know how to give it to them without wasting their time,

know men's feet—and what shoes they ought to have. That's the kind of shop this is."

Derby Sales Show Gain.

In Eastern cities the derby hat has staged a real comeback. The retail turnover since last November shows a marked gain over the same months a year ago, it was said yesterday. Some sections in the Middle West and on the Coast have also been giving support to the vogue. Hat manufacturers are careful to stress the point that the increased derby sales are not to be regarded as an offset to the soft hat. Thus far the sales effort is concentrated on selling the derby as an extra hat, needed to complete the well-dressed man's wardrobe.

Separate Entrance For Men.

Few men there are who will consciously walk into a shop full of women. Why this should be so, no one can say; but the fact exists and some times it results in loss of sales.

One store in Denver, however, has managed to secure the men's trade by the simple means of building on a side street a separate entrance to the store. A sign over the entrance reads: "Men This Way."

Fruit of the Bargain Tree.

The bargain tree does not exist anywhere but in the window of a New Britain, Conn., merchant. And when it is in blossom, it looks to the interested passersby like the limb of an oak tree—branches, leaves, and all. What makes the tree different, however, is that there is ordinarily suspended from each branch a pair of shoes, offered by the store at a bargain price.

A Note For New Customers.

When a customer of the Bryant store, Washington, N. J., opens a new purchase, he invariably finds a little note tucked into one of the shoes. This is the note: "I am from the Bryant store and I am going to please you."

The Same Result.

"Pa, did you go to Sunday school when you was a boy?"

"Yes, my son, I always went to Sunday school."

"Well, Dad, I think I'll quit goin'—it ain't doin' me any good either."



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Emphasizing the Familiar in the Ham Advertising Campaign.

When we think of advertising to be done, we are prone to seek unusual, striking, even bizarre things to say, but experience demonstrates that plain, homely, usual and familiar talk is most effective. The real thing is to say it and keep on saying it.

Ham and bacon sales had been slowed down not so much because of price as because everybody felt that everybody knew all about ham and bacon and there was, therefore, no need to say anything.

But what must be kept in mind by food merchants everywhere is that foods are now so plentiful and so accessible to our people that no one item can be sold without displacing some other item. The American people have a diet so generous and varied that they are about surfeited. They merely sit back and select from everybody's offerings. In such circumstances, anything that is not offered and offered with vigorous push drops into the discard immediately.

A study of the ham-bacon campaign will show that nothing new was said therein. It was a reminder campaign simply. But results, as reported by 156 retailers queried, showed that in key cities located all over the country sales had been markedly stimulated.

Thirty-four replied that sales had increased 10 per cent.; sixty-seven reported 20 per cent. increase; thirty-one said increase was 40 per cent.; and five said their sales had more than doubled.

That being the result of saying old things about ham and bacon, and saying them over again, we have another example of the effect of emphasizing the obvious—of telling people what they already know. That in itself is a valuable fact to retain in memory. For it is true that all of us like to be told what we recognize as true, and we could not so recognize it if we were not already familiar with it. So instead of advertising being made stronger by saying unusual things, it is weakened. It is more effective to say "ham and bacon" and let it go at that than to say something that sounds strange to your customers.

In short, "tell 'em and you'll sell 'em" is pretty sound advertising doctrine.

Here is a card from W. F. Roberts & Sons, successful San Francisco food merchants. It was issued before Christmas, handed to customers, inserted in bundles and put into delivered packages. And what is on the card? I copy it word for word:

"Nothing but the best. Meats, fruits, poultry, sea foods, vegetables, delicatessen, groceries. Douglas Oregon fir Christmas trees, from table sizes to fifteen feet. Now is the time to select while our large stock is at its best. Call in person. Phone us your orders. Prices from 35c to \$5 each. Christmas wreaths, 25c. Assorted fancy mixed cookies in holiday boxes, per box, \$1.10

and \$1.65. W. F. Roberts & Sons, 2849 California street, Walnut 6500."

Where is there a word of novelty in that card? Is it not purely a reminder? Yes; but reminder of what? Well, in this case the reader is reminded of one of the finest markets anybody could wish to enter. As a Roberts customer reads that card, she mentally sees the various items in the fetching Roberts setting. That mental picture enables her to pick and choose what she decides to serve for Christmas in her home as well as if she went to the market in person.

So it follows that reminder advertising can do no more than remind folks of the interior of your store. If the mental picture is pleasing, they are attracted to you. If what their minds picture is a dirty, unkempt, slovenly place, they are just as pointedly reminded to go elsewhere. Hence, advertising of any character will be effective to boost your business or send folks elsewhere, depending on the kind of place you keep.

Think that over and you will sense why it is true that advertising is the consumers' greatest protection. It induces customers to come to the better shops and to know where to find and how to identify the best goods. Provided the shops are better and the goods good, all is well; but if and when advertising brings a prospect to a shop which belies representations or to goods which do not bear out what has been said of them, that advertising stands as a warning thereafter to keep away.

Maybe that will do for now as a talk on advertising. I have written much on advertising lately, I find. So let's reflect on an angle of credit.

From the Merchants' Journal, Topeka, Kansas, comes the story of a man who was indignant because the local merchants' credit bureau had given him no rating. But this man had always paid cash for everything; hence had never wanted credit; hence had not been investigated and so there was no rating to be given. One cannot establish a credit standing unless one uses his credit. It really pays to go into debt so you can pay promptly and thus establish a reputation for prompt pay.

If instead of being a merchant you were simply a consumer, as I have been now for years, you would get the force of this from several angles. Long ago I found that our folks could get preferred service in any store—big or little—if they announced that they bought on a charge account. Salespeople everywhere respond promptly with extra good service if you say you buy on credit. So though many of our bills are so small I feel sorry for the book-keepers, we buy that way always. Then, because we always pay promptly, our credit is unquestioned anywhere, for any amount we might care to ask. This, then, is an example of using credit to make it sturdy, just as one exercises his arm to make it strong.

The Journal goes on: "Once we heard of a business man who had plenty of money; that is, he did not need to borrow for his business. But

(Continued on page 31)

A SIMPLE FRESH FOOD AND HEALTH

Fleischmann's Yeast is a simple fresh food that relieves constipation, aids digestion, clears the skin and tones up the whole system—gives buoyant health.

Recommend it to your customers—they will appreciate the service. Then, too, Yeast-for-Health customers come regularly to your store; give you an opportunity to sell them all the groceries they need.

FLEISCHMANN'S YEAST Service

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

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.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

MEAT DEALER

Beef Quality and the Seasonal Supply.

A tour through the wholesale meat markets, including tours of local slaughter plants would prove of great interest and benefit to consumers at this time of the year. The survey could not be made in a few minutes, but might probably 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 Live Stock 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 live-stock shows steers won high prizes, and after slaughter it was found that they did not possess quality as high as their live appearance indicated. In some cases steers that did not rate as high alive rated higher in the meat. Among the loads studied this 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 co-operation 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 to-day is common. The bulk of the supply coming to market has enough quality to make it tender and possess very acceptable flavor. This could not be said with so much assurance four or five 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 those would be paralleling the fruitless hunt of Diogenes.

Cow Beef Lower in Price Than Steer Beef.

With beef high in price right now a good outlet is provided for meat from cows. Retailers, in an effort to meet what they consider a demand for cheap beef, buy carcasses and cuts from cows. This class is occupying a strong position in the beef market, but not so high as steers, and frequently cow meat can be bought for a little more than half of what choice steer beef costs. Those looking for low beef prices may find what they want

in cow beef and since considerable is of satisfactory quality it should give fair satisfaction. No one, however, should expect cow beef to be as tender or flavorful as choice steer beef, though it may be nearly as useful as an appetite satisfier and body builder. There are any number of retailers who do not handle any cow beef, believing their trade demands higher quality and these retailers find it necessary to get more for the cuts from the steer beef they sell than others do for cuts from cow carcasses. This fact may be confusing to some consumers who see what appear to be very attractive prices on such cuts as steaks and roasts in some retailers' windows or advertised on their price slips as contrasted with what they have been paying. Here quality should be the guiding influence in buying and contrasting prices. Beef is no different in this connection than other things bought and sold. A pair of shoes may cost two dollars or a pair may cost ten or even twenty. In every case we expect the higher costing article to possess greater merit than the article costing less. It may be that no more profit is made on one article than the other. Each person must decide which is the best to buy in his or her particular case. It is fortunate that we do not all want the same things or the same quality. If we did there would be a great deal wasted that was not wanted. Money may have a different value to one than another or one person may wish to economize on one thing and someone else may do the saving on another. While we are talking about beef we wish to avoid failing to make the proper distinction between cow beef and beef from heifers. There are probably few consumers who could tell the difference between steer and heifer beef, grade for grade. In some cities both sell for the same price wholesale. One is just as good as the other on the table, though heifers may be more or less more wasteful to owners.

What's the Answer?

Increasingly we hear of the "new competition." The grocery adds cigarettes, the barber claims the beauty parlor's customers, the tobacconist displays soap on his counter, the druggist adds hardware items, the soda fountain carries fruit and fresh eggs, the lumber yard takes on oil burners and haberdashers stock women's hosiery. Installment selling is a bugaboo to the manufacturer who doesn't use it.

Luxuries infringe on staples. The radio, phonograph, mechanical refrigerator, automobile and antique furniture, all clamor to the consumer for the same dollar. Fashion, style and any common enough caprice will out-sell old reliable lines and junk excess stocks almost overnight.

Meanwhile, what's the answer? Just this: That the product or service or firm which endures and grows will be the best known to the most people.

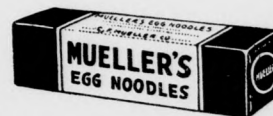
Activity must be purposeful or it gets nowhere: the squirrel in his cage travels a long way, but he stays in one place.

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



The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART
On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

HARDWARE

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

The Store Paper as an Aid to Advertising.

A merchant conducted a hardware and general store some years ago in a prairie village where there was no newspaper. He found it necessary to do something to hold the local trade from going to large-city catalogue houses. After considering various methods of doing this he decided to publish a store paper of his own to be circulated throughout the community.

The store paper took the form of a four page sheet, letter size, given largely to display advertising of the dealer's own lines. This dealer, however, added considerable reading matter—partly a discussion of timely lines, and partly editorial relative to matters of local interest. As a Westerner, he was naturally optimistic regarding the future of his embryo metropolis; and he made this matter so interesting that the monthly appearance of the store paper was eagerly anticipated by local people.

In a village without a local paper, the publication of a store paper which, editorially at least, will take the place of a local newspaper, is often good policy. It enables the dealer to effectively reach the people in his district; and through this medium he can do a great deal to educate them to trade at home and increase the value of their property by building up the local community.

A dealer in such a community is handicapped in comparison with the dealer in a larger place who can use the advertising columns of the local newspaper to appeal to his public. Where there is no newspaper, the merchant can reach his public only through occasional circulars, through his display windows, and when they happen to come into the store. A store paper enables him to appeal to the people regularly, and especially to reach those who are apt to fall into the habit of staying at home and mailing their orders to the catalogue house.

One of the most noteworthy exponents of the store paper idea was an Ontario merchant doing business in a village of about 200 population. There was, of course, no local newspaper. The dealer wanted to extend his business with the farmers and the village residents; and found it difficult to reach them except by a personal canvass.

His store paper was a gradual development. He began by using rubber-stamp announcements. This he followed up by a little paper duplicated on a gelatine pad. Then he installed a typewriter. In the end he bought a small printing press and some type. His detailed experience he narrated as follows:

"When I began to look over the stock we had in the store that was saleable and yet not in sight of the customers—things that they would be buying every day if they only knew we had them—I made up my mind that there must be a way quicker than I had, and

that yet would not take up any more room on paper than I was using.

"Typewritten circulars were coming to us from wholesale firms, and I looked up the price of a typewriter. I rented two different kinds to see if they would do what I wanted of them, and they did the work, so I bought one, second hand, for \$35. Using this with a copying ribbon, I was able to make about 35 or 40 copies at once on the duplicator. This meant double work, as I was sending out 65 to 75 copies.

"This method of advertising I continued with some improvements, aided with the pen in the way of illustrations until I had put out my Christmas advertisements. Then we were so busy, I could not get time to do any more until after the holidays. Up to this time the cost had been: for the gelatine pad, about \$1, this making two pans; typewriter \$35; extra ribbon, \$1; printed paper to put advertisements on \$3 per 1,000. The distributing was done through the school children.

"After Christmas I decided to enlarge my list of customers by sending circulars to the residents on the Indian reserve. We took stock in January, and found our turnover had increased by \$1,000, so it made me more confident that this form of advertising had done its share in the work. In looking over the ground and counting up the people, I found it would take about 250 to 275 copies. Then came the problem of what to get to do it with.

"I investigated various types of duplicators; and ultimately decided to buy a small printing press. I got this second hand, size 7 x 11, for \$75, and type, inks, paper and the necessary equipment for the work. The outfit stands me about \$150. With this I have for some years not only done my own advertising, but made bill heads, dodgers, paper bags, want cards, blotters, envelopes, etc."

This merchant found the plan very successful; and, in the long run, an inexpensive method of reaching his clientele.

Such papers are, however, not restricted to communities where there is no local newspaper. In a good many larger places, merchants who advertise through local weeklies and even dailies find it advantageous to get out store papers of their own. In my own town there are several merchants, more particularly in the dry goods line, who distribute such papers monthly, semi-monthly, and even weekly. Where there is a local newspaper it is, of course, a question if a store paper of limited distribution will bring results as effective as the same amount of money spent in extra newspaper advertising. No general rule can be laid down; as the experiences of merchants seem to differ.

One hardware dealer in a community of about 5,000 uses both his own store paper and regular newspaper advertising. His size up of the proposition is this:

"A good number of dealers send out circulars from time to time. Now there is a good deal to be said in favor of a circular, and also some things to be said against it; but none will deny that a store which circularizes 500 cus-

Michigan Hardware Co.

100-106 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

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

tomers, or prospective customers, twelve times a year is taking a step which should bring good results.

"To carry out any such extensive circular campaign would require a great deal of time, and no small expenditure of money, were there not a short cut. That short cut is offered by the store paper, sent to a select list of the store's patrons and likely patrons. We have been issuing such a house organ for some time, and are convinced it has been of benefit.

"As we see it, to be successful there are a number of things a store paper must be. First, it must not be so expensive that its maintenance will cost more than the business it brings in. Then—and above all—it must be readable, so that when received it will be kept and studied. In a city community there might be small hope of securing this attention for such a publication, but in the country a paper, if it is bright, is sure of a careful reading. There is not a great mass of reading matter to crowd it aside.

"We have taken steps to learn whether our store paper is read or not. We are pretty well convinced it is usually read carefully. Anyway, we felt justified in increasing its circulation from 300 to 500 copies.

"How did we prove it was read? Partially, of course, by noting the sale of the lines advertised in the monthly paper. Partly, also by hearing customers mention the paper. But we had another test. On the back of the issue from time to time, we have printed a coupon, which counts for ten cents upon any purchase of \$1 or more made within the month in which that particular number of our Hardware Store News is issued.

"There is no trickery about this coupon. Its purpose is plainly stated as follows:

"We are using this method of checking our advertising returns. It is worth ten cents a month to know that you appreciate our paper, and come to us to supply your needs."

"The store paper has two main uses. It keeps our store name constantly and regularly before the people—making them think of us whenever they think of a hardware need. It also contains a good number of seasonable advertisements, which are in themselves of interest to those to whom the paper is sent, and which must be seen even by the careless reader, for they are printed in close conjunction with the editorial matter. We try to provide a certain amount of editorial matter, and to have something in this line of interest to men, women and children.

"Such material has to be brief, because the space is limited. It has to be bright, or else it is a waste of space.

"I think that some store papers fail because the merchants issuing them seem to think that such papers take the place entirely of newspaper advertising. I don't look at it that way. A store paper carries a personal message, and is in some ways superior to the newspapers. On the other hand the newspaper is open to every man who has some decent thing to advertise. In the newspaper a dealer puts his goods up for comparison with the goods of

his competitors. He shows he is not afraid to have comparisons made. People appreciate the sporting feature of this. Such advertising gives them more confidence in the goods demonstrated.

"We use space in the local weekly regularly. Every issue has something from us; and every week the advertising copy is changed. Our newspaper advertising is kept up to date. We hand out live messages. They strike the people from a somewhat different angle than the material in the store paper; and of course the newspaper reaches a great many people the store paper doesn't reach.

"On the other hand, the store paper has the advantage that it goes straight from the store to the home. It lets the reader know that the dealer is thinking of him individually. It is more of a personal message."

A monthly paper should, in addition to display advertising of specific articles, have a general discussion of seasonable lines for the coming month. What type of editorial matter to use is a question of tact. It should be local, and live; should boost rather than knock; and should be of real value. A hodge-podge of stale jokes and untried recipes is not sufficient. Wherever possible, attractive cuts should be used to illustrate the seasonable lines advertised.

In general the paper should not be too large a sheet. It should be magazine rather than newspaper size. A sheet the size of the Michigan Tradesman, or perhaps a little smaller, is desirable. The smaller the sheet, the more likely it is to be kept on the reading table for some time or filed for future reference. And its relative permanence is one of the strong points of the well-edited store paper.

In general it is desirable to have a regular mailing or distribution list and to send the paper to the same addresses right along. But as the cost of an edition of 1,000 copies is not much more than the cost of 500, it may be good policy to do some broadcasting as well. In a small community a house to house distribution is often desirable.

A point of importance was stressed by the dealer last quoted—that the cost of the enterprise must be kept within bounds. It should be remembered that the great value of such an advertising medium is cumulative. A single issue of a store paper accomplishes little. It is the appearance of the paper month after month and year after year that gets results. Consequently the dealer who wishes to try out this medium of advertising should be prepared to continue for 12 successive months; and before launching the enterprise at all should know what it will cost and have all the details carefully arranged. Arrangements should be made for the preparation well in advance of editorial and display advertising; also for the printing and distribution. The paper should be got out regularly and on time.

Some merchants have found the store paper a good business-building medium. With others results have been discouraging. Much depends on the locality, the class of customers to

whom the dealer is catering, and the dealer himself. Here, as elsewhere, it is to the dealer's advantage to know his ground. Victor Lauriston.

The man who lives the golden rule is every inch a king.

TER MOLEN & HART

SPRINGS; Office Chair, Coil, Baby Jumper, General Assortment.

Successors to

Foster Stevens Tin Shop,

59 Commerce Ave.

GRAND RAPIDS,

MICHIGAN

Putnam Candies

for Valentine Day

Also PARIS and LOWNEY'S Heart Packages
in all sizes

Ask for catalogue and price list

Putnam Factory

Grand Rapids, Mich.

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates are Surprisingly Low
... For Instance

for **50¢**

Or Less, After 8:30 P. M.,

You can call the following points and talk for **THREE MINUTES** at the rates shown. Rates to other Michigan points are proportionately low.

From Grand Rapids to:	Night -ation-to-Station Rate
ADRIAN	\$.40
BATTLE CREEK	.35
CHICAGO, ILL.	.45
DETROIT	.50
JACKSON	.35
LANSING	.35
MILWAUKEE, WIS.	.40
SAGINAW	.35
TOLEDO, O.	.50
TRAVERSE CITY	.40

The rates quoted above are Station-to-Station night rate effective from 8:30 p. m. to 4:30 a. m.

A Station-to-Station call is one that is made to a certain telephone, rather than to some person in particular, which would be a Person-to-Person call.

If you do not know the number of the distant telephone, give the operator the name and address and specify that you will talk with "anyone" who answers at the called telephone.

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.

A Person-to-Person call, because more work is involved, costs more than a Station-to-Station call. The rate on a Person-to-Person call is the same at all hours.

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



HOTEL DEPARTMENT

Legislation Against Tips Not Likely To Work.

Los Angeles, Jan. 20—The announcement is made that a bill has been offered in the Massachusetts legislature making it a misdemeanor to offer anybody a tip. This is good, but probably not good law, as money is a legal tender and under the customs of the country may be exchanged for almost anything, except for booze and lottery tickets.

However, there ought to be some penalty meted out to the individual who encourages or indulges in tipping. Time was when it was almost unheard of in this country; in fact, I might say there was but one single exception—the Pullman porter.

Finally someone started in to debauch the waiters on dining cars, although the railroad companies objected to this, for the reason it gave the guest the "run of the kitchen," and proved an expensive innovation. Some transportation companies went so far as to issue an edict to the effect that any waiter accepting a guaranty would be dismissed.

It was then that the original breeder of the tipping habit, the traveling man, shied his "def" into the ring, ignored the authorities and began "bootlegging" tips. He sneaked the tips to the dining car man by various methods and it became the custom of the land. About this time, however, the railroads adopted the a la carte system, the "tipper" got no more to eat than the "tight-wad," and then the circus performance began, the traveling man acting up, and all at once began decrying the tipping practice, although not until after it had extended to the hotel employees, barbers and bartenders. In fact, everyone who accepted the demeanor of servility was educated to not only receive but to demand tips.

No legislation will ever have any effect on the practice, but an organization of "tight-wadders," or words to that effect, may accomplish something in that direction, and I believe hotel men will encourage some such radical methods, statements to the contrary notwithstanding.

One barber of my acquaintance told me he had purchased a home in a desirable neighborhood, had an intelligent and interesting family, but that his neighbors would not fraternize with his said family. I took occasion to tell him that the very fact of his being a barber was no discredit to him or his, but that what his neighbors probably took exception to was the servility which was an element therein. One who accepts a tip is a menial, and here is a line of education which might be profitably inaugurated by the traveling salesman. Once undertaken with thoroughness, it would be taken up by other travelers, tourists, etc., and we might some of us live to see the day when this vicious practice could be eliminated from hotels and kindred establishments.

Leading hotels of Boston, according to a resolution recently adopted by their local organization, will discourage the featuring of beef on their menus and in their service. They take the position that the high price of that commodity is arbitrary, controlled by a combination and that the only way to overcome the monstrous evil is to practically boycott the industry. Quite evidently all meat products are controlled by combines. Else why should the stock raiser in the West lose money in stock raising and the meat users in the East, pay such ridiculous prices for meat and meat products? First comes the transportation organizations, which take all the traffic will bear, passing it over to the packer, who takes his liberal toll and then the retailer who hands you a sliver of meat with a large percentage of "hand weighing,"

thereby completing the act of pillage and high-jacking.

The Boston hotel men may accomplish something by the crude boycotting methods, but they might better direct their efforts towards a campaign whereby the stock raiser can exist and the transportation companies may be compelled to radically reduce freight rates on live stock. It is a far cry from killing stock in Arizona to save feed and paying outrageous prices for meat products in the East, but the railroads and packers are enabled to do their stuff through organization, and the only way to combat them is with their own methods.

The new Ojibwa Hotel, at Sault Ste. Marie, was formally opened the other day. It is the result of local co-operation, and will do credit to that well-known resort city. Ex-Governor Chase S. Osborn is said to have contributed \$50,000 toward the enterprise. Whether it will ever return anything to the investors is, of course, problematical, but the citizens there certainly applied business methods in attaining what they desired. They first went to work and acquired the old Park Hotel, which had a most satisfactory record of operation and consequently eliminated competition which would have made success of the new hotel impossible.

I notice some of the railroads of Michigan have put into force round-trip excursion rates which, though still higher than the legal one-way rates, abrogated by the interference of the Interstate Commerce Commission, are still sufficiently low to indicate that the transportation companies have in mind the return, at no far distant day, of their properties, to state regulation.

Over in Wisconsin, at a recent convention of the hotel men, a chain operator was carried away with the notion that all institutions, in all the various towns and cities, should charge uniform rates for similar accommodations. That is, the hotel at Bird Center, providing rooms with running water, should exact the same toll as one similarly equipped in the metropolitan cities. While the idea may be Utopian, it has not, in actual experience, worked out satisfactorily. I know a lot of Michigan hotel men who have argued that if a certain big town hotel charged \$1.50 for a room with running water, they were equitably entitled to the same compensation for room occupancy, but it never worked out.

The country hotel man must always remember that environment has a great deal to do with hotel charges. The metropolis supplies, outside of the hotel, certain entertainment not offered in the smaller towns, but deemed essential to patrons, and is the keenest kind of competition, for the small operator. This was the experience of a friend of mine out here who made a considerable investment in a suburban hotel on the theory that, with transportation facilities leading to the business center, his hotel ought to get its share of patronage. He offered first-class accommodations, a real and satisfactory service, but immediately after he opened the establishment, his room occupancy fell off to the extent that he was facing a very serious money deficit. At first he did not take kindly to my suggestion, being filled up with the efficiency talk of his city friends, but finally made a uniform reduction of one-third from his original schedule of rates and the other day was good enough to acknowledge that he was wrong in the first instance. He was more recently eliminated the red ink feature from his routine.

There is still another and very significant reason why the rural operator may not charge city prices. No matter how willing and anxious he is to do so he cannot supply the service which his big town competitor offers. Efficient help is not available in the

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

"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.

HOTEL FAIRBAIN

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 \$3.50, \$4.00
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.

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.

smaller towns, for the same reason the guest goes to the city—environment.

And I might add a suggestion which, in a large measure, accounts for the losses in many of the larger hotels—excessive charges. The commercial man cannot afford to pay them. Most of the road men nowadays work on a commission basis. If they succeed, they must trim down their expenses. No longer does the house they represent arbitrarily insist that they stop at the leading hotel. Some hotels are so situated that they may cater to royalty exclusively and others provide a sanctuary for the chosen race, but the strictly transient affair, to remain in the running, must provide accommodations at attractive prices and advertise such fact.

One of my oldest summer patrons, who is sales manager of one of Chicago's larger wholesale houses, told me recently that while he did not criticize the hotels for using their own discretion in assessing hotel rates, many of his salesmen became discouraged more quickly over excessive expense accounts, rather than lack of business. It was for this reason that he co-operated with them as fully as possible, in order that they might locate their domicile in a locality which would permit them to spend a maximum of time with their families, thereby reducing sales costs.

My friend, Lew Tuller, used to have an idea that a uniform schedule of hotel rates could be worked out, but I never could look at the proposition according to his ideas. Even with uniform rates and accommodations some hotels would have a decided advantage over others in the brand of geniality and hospitality dispensed.

Apropos of the question of Uncle Sam continuing the operation of war vessels in merchant service, instead of donating them to organized monopolies to route them as they might think best without regard to service for the public, it is now a matter of knowledge that the Government has a barge line on the Mississippi river and some of its tributaries, and the project is paying. This fact, which has been emphasized in recent plans for improvement will discomfit those who are opposed to Governmental ownership of utilities whether it be city, community, state or Nation which so engages in business.

The old Misisissippi packet lines went out of business because they were inadequate. The big war caused the Federal Government in 1918 to investigate the possibilities of rehabilitating the water-carrying trade on the Father of Waters. A beginning was made, but the boats were small, old and entirely unable to perform what was demanded of them.

In 1920 and 1921, however, as the old vessels had fallen to pieces, they were replaced with modern barges, and in 1922 a profit was realized for the first time. To-day the barge line is saving shippers \$1,250,000 a year in freight charges, in addition to making a profit on operation.

Expansion is now asked for to meet the increasing traffic on the Mississippi and all of its navigable tributaries, except the Ohio, where a private service is satisfactorily maintained. This need not be disturbed unless these private interests decide to dispose of their holdings to their principal competitors, the railroads.

This demonstration goes a long way toward convincing the skeptical that the Government can manage a paying transportation enterprise as efficiently as can private interests and can insure a profit, even though modest and at the same time benefiting shippers by lower rates. That, at least, is a matter worthy of serious consideration.

Millions upon millions of dollars were expended by the Government along the lines of making navigable

the waters mentioned, but private interests would operate for awhile and then the rail organizations would step in, buy them out and very soon thereafter discover they could not be run with profit, for which alleged reason they were dismantled. That is the principal reason why operating vessels on our inland lakes has not of late years been successful. Up to the time when steamships were operated as a public conveyance at equitable charges, no one ever heard of their losing money, but railroad activities which centered on buying controlling interests in water lines, and the pre-arranged advancing of rates, made such service unattractive to the public.

When the Government finally convinces the public that they are in earnest by satisfactory service and results, it will be time to consider the international waterways project, but not before.

We motored over to Mojave last Sunday and negotiated Antelope valley, which is really an arm of the Mojave desert. On the North side of the valley, which is approximately 100 miles from Los Angeles, there lies a group of mountains which are a part of, yet separate from, the Tehachapi range. They are a barren looking collection of detached peaks, but they encompass a great variety of minerals.

At various times within the last fifty years rich, gold bearing stratas have been discovered. The gross product has probably aggregated many millions. The old-time prospector was out looking for gold, silver, copper or lead, as the case might be. He recognized only the particular mineral of which he was in search. The history of the Mojave hills, the Johannesburg range and the Panamint mountains fairly bristles with tales of rich strikes. Gold, silver, copper and tungsten have been profitably mined here. Rosamond is a crude but attractive little village close to the end of our trek, and from there we diverged for a few miles to view the agate and quartz deposits, which added much interest to our brief pilgrimage.

Thousands of years ago, when the earth's surface was being molded to its present shape, internal pressure was released at this particular point. Lava was thrown out, silica, allumina, magnesium and iron were being mixed in nature's crucibles to produce the many forms of quartz which we rate as semi-precious stones. In the igneous rocks the release of gases left cavities which later were filled with siliceous matter. This, in turn, gradually builded up, became nodules that are called agate. Agate is substance usually laid down in parallel bands of variegated colors. We were much inclined to begin picking up everything we saw, every specimen being so different from anything we had ever seen, but our guide called attention to the fact that they were too plentiful and ordinary, so we confined our activities to some of the finer bits which were really endowed with the semblance of "ready money."

Close to this specimen-strewn terrain there are many short canyons and nooks favorable to picnickers and, believe me, they were well employed. With snow a mile or two away, here were parties from Los Angeles, who had gotten up at 4 a. m. to have their luncheon in the desert, a hundred miles away, and the thermometer at 80. We were informed, however, that water for drinking purposes had to be transported from somewhere else. This particular group of mountains covers comparatively little territory. They are threaded in all directions with trails which usually lead to some old mine. In addition to these roads, primarily used for freighting, some public spirited individuals have constructed a very passable road to the top of Mahomet mountain, quite high, but outclassed by Mount Whitney and

Old Baldy, a few miles away. It is steep, narrow and uncanny, but from its top one gets a wonderful view of Antelope valley.

Another hill of very considerable interest in this region is situated a mile North of Rosamond. This knoll contains quite an extensive deposit of petrified wood and evidences that a forest once flourished there. To me one of the most interesting features of the entire trip was a visit to the habitations of the old-time miners, now almost wrecked and blotted out of existence. In most cases they were dug-outs and about the only evidence that they were ever humanly occupied may be seen in discarded implements and old tin cans. Yet in their day they represented much activity and possibly comfort and happiness.

At Mojave (Mo-hav-ee) we put in a couple of hours and secured a meal at one of the numerous restaurants of the town, which is a division point on the Santa Fe Railroad. Its population is mostly rail operatives and their families. From here we made the run to Los Angeles in a trifle less than five hours, which, considering the enormous Sunday traffic, was speedy enough for me. As the sun approached the Western horizon, we donned topcoats and winter wraps, but the breezes from the Pacific ocean, as we approached it, made us forget that we had been wading in snow in mountain passes one hundred miles back.

Southern California has not yet been visited by a cold spell. The maximum temperature for two weeks past has been hovering around 80, and here at Los Angeles, the minimum record for the winter, so far, is 47. There have been light frosts in some low altitudes in this vicinity, but no considerable damage has been reported.

The death of James D. Burns, of Detroit, removes a figure intimately associated with the social and industrial life of that city and an individual once prominent in the hotel affairs in Michigan. He was prominent in athletics, a boxer of no mean reputation, and to him, more than any single individual, may be given the credit for Detroit's entrance to the National base ball field.

For several years Mr. Burns was sheriff of Wayne county. After his retirement from office, he erected the Hotel Burns, on Cadillac Square, recently supplanted by the new Hotel Barlum. In 1917 he disposed of the Burns and became associated with Hotel St. Claire, which he operated most successfully for four years, retiring at the end of that term to the enjoyment of private life. He was well beloved by a legion of friends from near and far.

Another prominent figure in business affairs, of Northern Michigan, who recently passed on, was Harry J. Aarons, of Manistee. In the obituaries I have read, he is particularly mentioned as a prime sponsor of Manistee's base ball activities, but Harry Aarons was much more than that. He was a most successful business man, but took time enough away from his affairs to promote the civic interests of his town, and his activities will long be remembered. He was a most sincere, earnest and lovable individual and his loss will long be felt by his community.

Lansing hotels seem to show greater evidence of prosperity than those in almost any other part of Michigan. George Crocker has made a most wonderful showing with the Hotel Olds. It was predicted when this institution was promoted that, financially, it would not be so good, but George is a regular hotel product, does not believe in sophomoric operation of an institution dedicated to the comfort and entertainment of human beings, but encourages the flow of the milk of human kindness, in his administration of

hotel affairs, and always did. Making friends and making money in the hotel business are not usually considered synonymous in modern hotel ethics, but it has been worked out in the case of the Olds management.

Also the Hotel Kerns, presided over by the genial Ernie Richardson, goes on doing its undiminished share of business. With the co-operation of "Dick" Murray, here you find a combination which cannot be beaten, and a confirmation of my claim that hotel men are not transformed from life insurance agents, ribbon salesmen and such, by correspondence schools. They just "grow," in the language of Topsy, and "know their stuff."

I notice by the papers, as Will Rogers might say, that considerable improvement is about to be made in the physical condition of Hotel Downey, also at Lansing, and this ought to place Lansing in the "King Row." Lansing is flourishing, industrially, like a "green bay tree," and one of the best evidences of such improvement is in the activities of its hostleries.

The new hotel which Owosso is to have will be built on the site of the old National, and is to be named the James Oliver Curwood Tavern. Most appropriate and fitting tribute to the memory of an author known the world over, and an individual who devoted his entire life to the conservation of Michigan's game and forests. It will represent an investment of half a million and embody everything modern in hotel construction.

Charley Norton has opened his new hotel—the Norton-Palmer—at Windsor, Canada. It is a twelve-story structure with 250 rooms and will be operated by Mr. Norton, who also owns and operates Hotel Norton, Detroit, one of the tragically few hotels in that city which makes money. Unlike the Detroit hotel, the Norton-Palmer has a large dining-room, cafeteria and private service rooms. It is of the most modern construction, which places it in the running with the best hotels in the States.

Charles W. Norton, the head of the owning and operating company, has been engaged in the hotel business in Detroit practically all his life, building the first Hotel Norton, at Jefferson and Griswold streets, many years ago. Ten years ago he built the present popular Hotel Norton, and from its very opening it proved a wonderful success, due largely to the popularity of its owner, who understood a hotel to be an institution for the dispensing of hospitality, rather than a high-hatting robbers' roost. At present the Detroit institution is more personally under the direction of Preston D. Norton, a son, typically a chip from the old block, who not only preserves all the family traditions, but is a social favorite as well.

The Windsor institution will be managed by P. C. Palmer, one of the owners, and will naturally be popular with the traveling public.

For the National Republican convention, next June, the Kansas City hotel operators have made an arrangement with the official committee to limit their charges to an advance of 25 per cent. over normal rates, which is said to be highly satisfactory to the said committee, who had knowledge of many complaints of exorbitant charges at previous conventions in various cities.

Previously hotel men have adopted capacity rates, which would have meant double charges for rooms having a capacity for more than one bed, whether occupied or not to capacity. Under the present arrangement usual rates will simply be advanced reasonably, with an extra charge where additional beds are required.

Frank S. Verbeck.

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—Grand Rapids, March 20, 21 and 22.

"Aids to Beauty" Business Perfectly Legitimate.

A few weeks ago, in company with a friend who travels for a firm of toilet goods manufacturers, the writer attended a drug club luncheon.

One of the leading members addressed the gathering and the burden of his discourse was that the department stores and beauty shops were "stealing" a lot of the toilet goods business that rightly belonged to the drug store. He was followed by two or three other members of the club and while they all agreed that the toilet goods business was gradually drifting from the drug stores and being corralled by the big stores and pulchritude parlors, no one in the coterie seemed to have any plan for stopping the stampede.

The lamentations of these modern Jeremiahs seemed to be devoted entirely to bewailing the fact that a hitherto profitable branch of their business was slipping away from them, but nobody present seemed to have any remedy to recommend for the condition complained of.

After the meeting was over my friend told me that a couple of days earlier he had been in the pharmacy of the principal speaker and had tried very hard, though without success, to interest him in the line of lipsticks, rouges, creams, powders, etc., marketed by his firm. The druggist told the traveler that he didn't have enough call for the goods to warrant stocking them. Yet my friend informed me that four other first class stores in the town had carried the line for more than two years, rated it as one of their most popular, fast selling lines and he also said his firm's business in that man's town was steadily increasing.

The toilet articles made by this firm are strictly high grade, attractively packaged and consistent repeaters. This firm was the first American toilet

goods house that had nerve enough to market a lipstick retailing for a dollar. In the past five years they have spent huge sums of money in advertising their wares in such high class publications as Harper's Bazaar, Woman's Home Companion, Pictorial Review, Vogue, Ladies Home Journal, etc. The line is a rapid seller in most every location, due in part to the national advertising and helped along a lot by aggressive merchandising methods of the makers and also by the fact that the goods have merit. Yet here was a druggist weeping and wailing because the drug stores were losing the toilet goods business, yet he refused to stock a heavily advertised line of toiletries for which there was a proven demand in his own town, thereby driving trade direct to department stores and specialty shops, and yet he was leading the calamity chorus because the drug stores were losing this business.

Not so many years ago only a small percentage of the feminine patrons of a drug store patronized the toilet goods counter, but to-day practically every female visiting one's pharmacy, from grammar school girl to great grandmother, is a prospective purchaser of anywhere from one to a half-dozen articles in the toilet goods department. And just as there has been a revolution in the number and character of "beauty helps" so has the increase in the price of the different items been even more astounding. When lipsticks first came out twenty-five, thirty-five and fifty cents were the retail prices. When one of the leading makers put one out to retail at a dollar a lot of us thought he had gone crazy. Some of the more conservative ones yelled "murder" a little later at the advent of a two-dollar lipstick and said they'd never sell. They did, however, and about a year ago the pharmacy with which the writer is connected had to put in stock a lipstick marketed by a leading manufacturer that sells at five dollars.

Same thing with "compacts;" we sold more of them at a dollar than we ever did at fifty cents and to-day one of the readiest selling double compacts we carry in stock is one that retails for two dollars and a half. When the five dollar ones appeared we thought they wouldn't sell, but the manufacturers were wiser than we and the five dollar ones sold and just recently we

have added one that retails at seven-fifty and there is enough demand for it to warrant stocking it, too.

A few years ago the highest priced box of face powder carried in stock by the average drug store was one that sold for fifty cents and the demand for it was not at all brisk unless the store happened to be in a "swell" neighborhood, but to-day one of the fastest selling face powders in almost any section is the product of a French firm that retails at a dollar a box; and when it comes to perfumes, well the sky is about the limit. Fifty cents and a dollar used to be quite the common thing in bottled extracts but now the price for the popular sellers starts at two, jumps to five, to seven-fifty and from there to ten dollars, with a steady demand in many stores for perfumes retailing for twelve dollars, fifteen, twenty-two-fifty, and we carry one that sells for twenty-seven dollars and a half per bottle, and while there is not a big demand for it, the call is sufficient for us to purchase a half-dozen at a time.

Now, inasmuch as these goods are put out by well known firms, many of them known the world over, who annually spend enormous sums of money in advertising their wares to the public through the medium of high grade weekly and monthly magazines, some of them with a circulation topping two millions, if one wants to keep up with the procession and be looked on as an up-to-date merchandiser and get his share of the business in his neighborhood, he positively must keep these popular sellers in stock. It means quite an outlay of capital, considerable study to ascertain the lines and numbers to stock and in some instances duplication of odors, sizes, etc.

However, there is no help for it, there is a demand for these popular goods, it is increasing rather than diminishing and will continue indefinitely. The females of the species demand the advertised lines of lipsticks, creams, powders, astringents, rouges, etc., and unless the drug stores will supply them they will go elsewhere for them.

Never before in the history of the human race has there been such a demand for these things that are supposed to make an "ugly duckling" beautiful, and a good looking girl still more beautiful. And while there may

be a difference of opinion about whether these "beauty aids" are correctly named, some of us being old-fashioned enough to think that a girl who has been blessed by nature with a good complexion would look better au naturel than with her face and lips daubed and smeared with pigment in a manner to make a Cherokee chief, with his war paint on, look like a rank amateur, nevertheless, there is no doubt about the demand for these "beautifiers" being here to stay.

Oh, yes, it's quite true that a lot of us thought the demand for these "cosmetics" was just another fad, only a flash in the pan, so to speak, and that it would soon pass. Even now some pretty good business men are inclined to think the peak has been reached. Well, if I were called on to make a prophecy I'd steal a line from Al Jolson and say, "You ain't seen nothin' yet!" And this prophecy wouldn't be wild guessing either but would be based on the fact that there is a brisk, steady demand for all sorts of toiletries all over the country, likewise the demand for the better class and higher priced numbers is steadily increasing. Inasmuch as the manufacturers of some of the popular lines are enlarging their plants and many of them doubling their advertising appropriations for the coming year, they quite evidently have faith in their products, likewise a firm belief in their ability to increase the demand for their goods.

Toilet goods and allied lines are mighty profitable and it would seem that the drug store is the logical place for them. A lot of this business has been allowed to get away from us because what we thought was only a slight attack has turned out to be chronic and incurable. As a result of this incorrect diagnosis many of us neglected to stock the popular lines at first because it meant additional capital invested. However, it is so axiomatic as to be bromidic that you cannot sell goods unless you stock them. So, if we want to win back the toilet goods business that has drifted away, we must go after it in dead earnest.

It is only good business and common sense to stock the nationally advertised lines, carry comprehensive stocks of the popular sellers, hook up with the publicity and get a share of the benefits the expenditure of these enormous sums of money in the high-



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

GRAND RAPIDS
SHOWCASE CO.

Succeeding



WELCH-WILMARTH
CORPORATION

**DRUG
STORE
PLANNING**
Recommendations to fit
individual conditions.

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

est grade advertising extant is sure to create.

Make window displays of the goods and display them prominently inside our stores, and see that the stocks are constantly replenished.

See to it that all sales people are well enough informed about the different lines and items to talk intelligently to customers about them. While there is nothing intricate or abstruse about the average line of toilet articles and beauty helps, there are, however, many little points that the people behind the counter should know in order to be in position to give asked for information about any line, number or article.

A safe and sane sales talk can easily be framed up by any alert, intelligent clerk that will impress the customer and assist in selling not only the toilet articles called for but, in many cases, related merchandise as well.

Prescott R. Loveland, Ph.G.

Federal Drive Against Adulterated Cod Liver Oil.

Action is under way to remove from the channels of interstate commerce adulterated, misbranded, deteriorated or otherwise illegal extracts of cod liver oil and preparations falsely alleged to contain the vitamins of cod liver oil, according to a statement recently issued by officials of the food, drug and insecticide administration of the United States Department of Agriculture.

During 1927 the Department of Agriculture conducted an extensive survey of extracts of cod liver, cod liver oil and various products said to contain the cod liver oil vitamins found in interstate commerce. A biological examination for the presence of vitamins A and D in these products showed that practically all of the extracts and concentrates examined were

virtually devoid of vitamin A and that very few contained any material amount of vitamin D. Several of these articles have been used extensively in the manufacture of so-called cod liver oil compound tablets and other preparations, according to the department.

"The Federal Food and Drug act makes the manufacturer or distributor of medicinal products responsible for marketing them in harmony with its provisions," says the statement. "Manufacturers should assure themselves that the cod liver oil vitamins are present in therapeutically significant amounts. The Department of Agriculture will take action against products that are labeled or represented as containing the cod liver oil vitamins unless such products contain in the recommended dosage cod liver oil vitamins equivalent to those present in the normally prescribed doses of cod liver oil."

"Products represented as concentrates of cod liver oil should contain vitamins A and D in concentrations reasonably higher than those of a good grade of cod liver oil. Statements regarding the therapeutic effects of the preparations should be limited to those that can be fully substantiated by the consensus of present-day medical opinion. Investigations of this class of products will be continued for the purpose of removing from the market adulterated, misbranded, deteriorated or otherwise illegal preparations."

What's Life?

What's life? To love the things we see;
The hills that touch the skies;
The smiling sea; the laughing lea;
The light in woman's eyes;
To work and love the work we do;
To play a game that's square;
To grin a bit when feeling blue;
With friends our joys to share;
To smile, though games be lost or won;
To earn our daily bread;
And when at last the day is done
To tumble into bed.
Griffith Alexander.

"MONOGRAM" BRAND SANITARY SEALED BOTTLED GOODS

All put up in Metal Screw Cap Bottles (with few exceptions) attractively labeled, and highest grade of goods. Here is the list:

Ammonia, Bay Rum, Benzine, Beef Iron and Wine, Carbolic Acid, Citrate of Magnesia, Extract Anise, Extract Lemon, Extract Vanilla, Extract Wintergreen, Extract Witch Hazel, Food Colors, Formaldehyde Fluid, Extract Cascara, Aromatic, Glycerine, Glycerine and Rose Water, Goose Grease, Hoffman's Anodyne, Lime Water, Oil British, Oil Camphorated, Oil Castor, Oil Cinnamon, Oil Citronella, Oil Cloves, Oil Coconut, Oil Cod Liver, Oil Cotton Seed, Oil Mineral, Oil Fish, Oil Neatsfoot, Oil Olive, Oil Peppermint, Oil Sewing Machine, Oil Skunk, Oil Tar, Oil Wintergreen, Mercurachrome Solution, Spirits Ammonia Aromatic, Spirits Camphor, Spirits Nitre, Spirits Peppermint, Spirits Turpentine, Solution Silicate of Soda, Tincture Aconite, Tincture Arnica, Tincture Belladonna, Tincture Buchu, Tincture Iron Chloride, Tincture Iodine, Tincture Lobelia, Tincture Nux Vomica, Tincture Opium Camphorated.

Hazeltine & Perkins Drug Company
MANISTEE Michigan GRAND RAPIDS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Alkalies		Alkalies	
Boric (Powd.)	12 1/2 @ 20	Cotton Seed	1 35 @ 1 50	Belladonna	21 44
Boric (Xtal)	15 @ 25	Cubebs	6 50 @ 6 75	Benzoin	22 28
Carbolic	38 @ 44	Eigerson	7 50 @ 7 75	Benzoin Comp'd	22 40
Citric	53 @ 70	Eucalyptus	1 25 @ 1 50	Buchu	22 16
Muriatic	3 1/2 @ 8	Hemlock, pure	2 00 @ 2 25	Cantharadial	22 52
Nitric	9 @ 15	Juniper Berries	4 50 @ 4 75	Capsicum	22 28
Oxalic	16 1/2 @ 25	Juniper Wood	1 50 @ 1 75	Catechu	21 44
Sulphuric	3 1/2 @ 8	Lard, extra	1 55 @ 1 65	Cinchona	22 16
Tartaric	50 @ 60	Lard, No. 1	1 25 @ 1 40	Colchicum	21 80
Ammonia		Lavender Flow	6 00 @ 6 25	Cubebs	22 76
Water, 26 deg.	06 @ 16	Lavender Gar'n	85 @ 1 20	Digitalis	22 04
Water, 18 deg.	05 1/2 @ 13	Lemon	4 00 @ 4 25	Gentian	21 35
Water, 14 deg.	04 1/2 @ 11	Linseed, raw, bbl.	@ 76	Gualac	22 28
Carbonate	20 @ 25	Linseed, boiled, bbl.	@ 79	Gualac, Ammon.	22 04
Chloride (Gran. 09	@ 20	Linseed, bld. less	86 @ 99	Iodine	21 25
Balsams		Linseed, raw, less	73 @ 96	Iodine, Colorless	21 50
Copaiba	1 00 @ 1 25	Mustard, artifi. oz.	@ 35	Iron, Clo.	21 56
Fir (Canada)	2 75 @ 3 00	Neatsfoot	1 25 @ 1 35	Kino	21 44
Fir (Oregon)	65 @ 1 00	Olive, pure	4 00 @ 5 00	Myrrh	22 52
Peru	3 00 @ 3 25	Olive, Malaga,		Nux Vomica	21 80
Tolu	2 00 @ 2 25	yellow	2 85 @ 3 25	Opium	25 40
Barks		Olive, Malaga,		Opium, Camp.	21 44
Cassia (ordinary)	25 @ 30	green	2 85 @ 3 25	Opium, Deodorz'd	25 40
Cassia (Salgon)	50 @ 60	Orange, Sweet	5 00 @ 5 25	Rhubarb	21 92
Sassafras (pw. 50c)	@ 60	Origanum, pure	@ 2 50	Paints	
Soap Cut (powd.)		Origanum, com'l	1 00 @ 1 20	Lead, red dry	13 1/4 @ 13 1/2
35c	20 @ 30	Pennyroyal	3 25 @ 3 50	Lead, white dry	13 1/4 @ 13 1/2
Berries		Peppermint	5 50 @ 5 70	Ochre, yellow bbl.	@ 2 1/2
Cassia	@ 1 00	Rose, pure	13 50 @ 14 00	Ochre, yellow less	3 @ 6
Fish	@ 25	Rosemary Flows	1 25 @ 1 50	Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	Sandelwood, E.		Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	I	10 50 @ 10 75	Putty	5 @ 8
Extracts		Sassafras, true	1 75 @ 2 00	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Sassafras, arti'l	75 @ 1 00	Whiting	5 1/2 @ 7
Licorice, powd.	60 @ 70	Spearment	8 00 @ 8 25	L. H. P. Prep.	2 90 @ 3 10
Flowers		Sperm	1 50 @ 1 75	Rogers Prep.	2 90 @ 3 10
Arnica	1 75 @ 1 85	Tany	7 00 @ 7 25	Miscellaneous	
Chamomile (Ged.)	@ 40	Tar USP	65 @ 75	Acetanilid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, bbl.	@ 68	Alum	58 @ 12
Gums		Turpentine, less	75 @ 88	Alum, powd. and	
Acacia, 1st	50 @ 55	Wintergreen,		ground	09 @ 15
Acacia, 2nd	45 @ 50	leaf	6 00 @ 6 25	Bismuth, Subni-	
Acacia, Sorts	20 @ 25	Wintergreen, sweet	3 00 @ 3 25	trate	2 83 @ 3 08
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Worm Seed	6 00 @ 6 25	powdered	6 1/2 @ 15
Aloes (Cape Pow)	25 @ 35	Wormwood	15 00 @ 15 25	Cantharadial, po.	1 50 @ 2 00
Aloes (Soc. Pow.)	75 @ 80	Potassium		Calomel	2 72 @ 2 82
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Capsicum, pow'd	35 @ 40
Pow.	75 @ 1 00	Bichromate	15 @ 25	Carmin	7 00 @ 7 50
Camphor	85 @ 90	Bromide	69 @ 85	Cassia Buds	35 @ 40
Gualac	@ 80	Bromide	54 @ 71	Cloves	50 @ 55
Gualac, pow'd	@ 90	Chlorate, gran'd	23 @ 30	Chalk Prepared	14 @ 16
Kino	@ 25	Chlorate, powd.	16 @ 25	Chloroform	53 @ 60
Kino, powdered	@ 20	or Xtal	16 @ 25	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 75	Cyanide	30 @ 90	Cocaine	12 85 @ 13 50
Myrrh, powdered	@ 80	Iodide	4 36 @ 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	2 00 @ 2 35	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Turpentine	@ 80	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	@ 3 00
powdered	18 @ 30	powdered	45 @ 50	Flake, White	15 @ 20
Insect Powder	35 @ 45	Ginger, Jamaica,		Formaldehyde, lb.	12 1/2 @ 30
Lead Arsenate Po.	14 1/2 @ 28	powdered	45 @ 50	Gelatine	80 @ 90
Lime and Sulphur		Goldenseal, pow.	@ 8 00	Glassware, less 55%	
Dry	@ 23	Ipecac, powd.	@ 6 00	Glassware, full case 60%	
Paris Green	22 @ 32	Licorice	35 @ 40	Glauber Salts, bbl.	@ 2 1/2
Leaves		Licorice, powd.	20 @ 30	Glauber Salts less 04	@ 10
Buchu	@ 1 00	Orris, powdered	30 @ 40	Glue, Brown	21 @ 30
Buchu, powdered	@ 1 10	Poke, powdered	35 @ 40	Glue, Brown Grd	15 @ 20
Sage, Bulk	25 @ 30	Rhubarb, powd.	@ 1 00	Glue, White	27 1/2 @ 35
Sage, 1/4 loose	@ 40	Rosinwood, powd.	@ 40	Glue, white grd.	25 @ 35
Sage, powdered	@ 25	Sarsaparilla, Hond.		Glycerine	26 @ 46
Senna, Alex.	50 @ 75	ground	@ 1 10	Hops	75 @ 95
Senna, Tinn. pow.	30 @ 35	Sarsaparilla Mexican,		Iodine	6 45 @ 7 00
Uva Ursi	20 @ 25	Glycerine	32 @ 52	Iodoform	8 00 @ 8 30
Oils		Squills	35 @ 40	Lead Acetate	20 @ 30
Almonds, Bitter,		Squills, powdered	70 @ 80	Mace	@ 1 50
true	7 50 @ 7 75	Tumeric, powd.	20 @ 25	Mace, powdered	@ 1 60
Almonds, Bitter,		Valerian, powd.	@ 1 00	Menthol	7 50 @ 8 00
artificial	3 00 @ 3 25	Seeds		Morphine	12 83 @ 13 98
Almonds, Sweet,		Anise	@ 35	Nux Vomica	@ 30
true	1 50 @ 1 80	Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Bird, ls	13 @ 17	Pepper, black, pow	50 @ 60
imitation	1 00 @ 1 25	Canary	10 @ 16	Pepper, White, pw.	65 @ 75
Amber, crude	1 25 @ 1 50	Caraway, Po.	30 @ 35	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Cardamon	3 25 @ 3 50	Quassia	12 @ 15
Anise	1 25 @ 1 50	Coriander pow.	30 @ 25	Quinine, 5 oz. cans	@ 59
Bergamont	9 00 @ 9 25	Dill	15 @ 20	Rochelle Salts	31 @ 40
Cajeput	1 50 @ 1 75	Fennell	25 @ 50	Sacharine	2 60 @ 2 75
Cassia	3 50 @ 3 75	Flax	7 @ 15	Salt Peter	11 @ 22
Castor	1 50 @ 1 75	Flax, ground	7 @ 15	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Foenugreek, pwd.	16 @ 25	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Hemp	8 @ 15	Soap mott cast.	@ 25
Cloves	2 50 @ 2 75	Lobelia, powd.	@ 1 60	Soap, white castile	@ 15 00
Coconut	27 1/2 @ 35	Mustard, yellow	17 @ 25	less, per bar	@ 1 60
Cod Liver	1 80 @ 2 00	Mustard, black	20 @ 25	Soda Ash	3 @ 10
Croton	2 00 @ 2 25	Poppy	15 @ 30	Soda Bicarbonate	3 1/2 @ 10
Tinctures		Quince	1 25 @ 1 50	Soda, Sal	02 1/2 @ 08
Aconite	@ 1 80	Sabadilla	45 @ 50	Spirits Camphor	@ 1 20
Aloes	@ 1 50	Sunflower	11 1/2 @ 18	Sulphur, roll	3 1/2 @ 10
Arnica	@ 1 50	Sunflower	11 1/2 @ 15	Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@ 2 28	Worm, American	30 @ 40	Tamarinds	20 @ 25
		Worm, Levant	5 25 @ 5 40	Tartar Emetic	70 @ 75

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

Smoked Meats
Liver

DECLINED

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 25
24, 3 lb. 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Rocket, 16 oz., doz. 1 25

K. C. Brand

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

BEECH-NUT BRANDS.



BLUEING
The Original
Condensed
2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75

BREAKFAST FOODS

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 3
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 5 15
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75
Apricots, No. 2 3 00
Apricots, No. 2 1/2 3 40
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00
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
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
Peaches, 10, Mich. 8 50
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 60
P'apple, 2 br. sl. 2 40
P'apple, 2 1/2, sl. 2 90
P'apple, 2, cru. 2 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 3 50
Plums, No. 2 2 40
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
Strawberries, No. 10 12 60

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 1 75
Fish Flakes, small 1 25
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 85
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sardines, 1/4 Oil, k'less 5 50
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/4 2 80
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10 23
Sardines, Im. 1/4, ea. 25
Sardines, Cal. 1 65
Tuna, 1/4, Albocore 95
Tuna, 1/4, Curtis, doz. 3 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

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

Baked Beans

Campbells, 1c free 5 1 15
Quaker, 18 oz. 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 65
W. Beans, 10 7 40
Green Beans, 2s 1 65
Green Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 3, cut 1 10
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 3 1 25
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole 2 00
Okra, No. 2, cut 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
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
Pumpkin, No. 3 1 25
Pumpkin, No. 10 4 00
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 25
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 20
Tomatoes, No. 3 1 00
Tomatoes, No. 10 08 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 45
Paramount, 24, 16s 2 25
Paramount, Cal. 13 50
Sniders, 8 oz. 1 75
Sniders, 16 oz. 2 25
Quaker, 8 oz. 1 25
Quaker, 10 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 00
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 65
Beechnut Peppermint 65
Beechnut Spearmint 65
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 1 00
Bons 9 00
7 oz. Rose Tin Bon 9 00
13 oz. Creme De Cara 13 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. 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
Twisted Cotton, 50 ft. 3 50
Braided, 50 ft. 2 25
Sash Cord 3 50



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
Vaccum 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
Masterpiece, 10, Perf. 70 00
Masterpiece, 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 Delosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges

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

Hard Goods

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

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

Walnut Fudge 23
Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 27
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 4 20

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 1/2
60@70, 25 lb. boxes 08
50@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 2 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

Taploca

Pearl, 100 lb. sacks 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 2 50

FLAVORING EXTRACTS

JENNINGS PURE FLAVORING EXTRACT

Vanilla and Lemon

Same Price

1/2 oz. 1 25

1 1/4 oz. 1 80

2 1/4 oz. 3 20

3 1/2 oz. 4 50

2 oz. 2 60

GELATINE



26 oz., 1 doz. case -- 6 00
 3 1/4 oz., 4 doz. case -- 3 20
 One doz. free with 5 cases
 Jell-O, 3 doz. ----- 2 85
 Minute, 3 doz. ----- 4 06
 Plymouth, White ----- 1 55
 Quaker, 3 doz. ----- 2 55

JELLY AND PRESERVES
 Pure, 30 lb. pails ----- 3 20
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz. Asst., doz. 95
 Buckeye, 18 oz., doz. 2 00

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

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributor



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

Wilson & Co.'s Brands
 Oleo
 Certified ----- 24
 Nut ----- 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, ----- 3 00
 125 lb. bags ----- 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
 10 oz. Jar, Pl. do. ----- 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, doz. 2 55
 9 oz. Jar, stuffed, doz. 3 20
 12 oz. Jar, Stuffed, doz. ----- 4 50 @ 75
 20 oz. Jar, stuffed doz. 7 00

PARIS GREEN

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

PEANUT BUTTER



Bel-Car-Mo Brand
 24 1 lb. Tins ----- 24
 3 oz., 2 do. in case ----- 15
 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 1/2
 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't. 15 1/2 @ 19
 Med. Steers & Heif. 13
 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 1/2
 50 lb. tubs ----- advance 1/2
 20 lb. pails ----- advance 1/2
 10 lb. pails ----- advance 1/2
 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, Cert. 14-16 lb. @ 24
 16-18 lb. ----- @ 23
 Ham, dried beef ----- @ 27
 Knuckles ----- @ 27
 California Hams ----- @ 17 1/2
 Picnic Balled ----- @ 22
 Hams ----- 20 @ 22
 Boiled Hams ----- @ 34
 Minced Hams ----- @ 17
 Bacon 4/6 Cert. ----- 24 @ 34

Beef

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

Liver

Beef ----- 17
 Calf ----- 55
 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 ----- 1 80
 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 60
 8 lb. pails ----- 1 40
 Cut Lunch ----- 1 65
 Ronea, 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 35
 Dri-Foot, doz. ----- 2 00
 Bixbys, Doz. ----- 1 35
 Shinola, doz. ----- 90

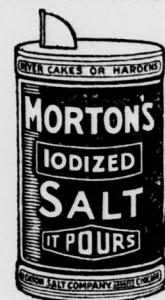
STOVE POLISH

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 ----- 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, 6-10 lb. ----- 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 Naphtha, 100 box 5 50
 Flake White, 10 box 4 05
 Gndma White Na. 10s 3 90
 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 90
 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 ----- 2 85
 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



0 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 ----- 3 65
 Grandma, 24 Large ----- 3 65
 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
 Sapolio, 3 doz. ----- 3 15
 Soapine, 100, 12 oz. 6 40
 Snowboy, 100, 10 oz. 4 00
 Snowboy, 24 Large ----- 4 80
 Speedee, 3 doz. ----- 7 20
 Sunbrite, 72 doz. ----- 4 00
 Wyandotte, 48 ----- 4 75

SPICES

Whole Spices
 Allspice, Jamaica ----- @ 25
 Cloves, Zanzibar ----- @ 38
 Cassia, Canton ----- @ 22
 Cassia, 5c pkg., doz. @ 40
 Ginger, African ----- @ 19
 Ginger, Cochin ----- @ 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 ----- @ 45
 Cassia, Canton ----- @ 28
 Ginger, Corkin ----- @ 38
 Mustard ----- @ 32
 Mace, Penang ----- 1 39
 Pepper, Black ----- @ 55
 Nutmegs ----- @ 59
 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
 Turmeric, 2 1/2 oz. ----- 90

STARCH

Corn
 Kingsford, 40 lbs. ----- 11 1/2
 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 95
 Argo, 8, 5 lb. pkgs. ----- 3 36
 Silver Gloss, 48, 1s ----- 11 1/2
 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 21

Maple.

Green Label Karo ----- 5 19

Maple and Cane

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

Maple

Michigan, per gal. ----- 2 50
 Welchs, per gal. ----- 3 10

TABLE SAUCES

Lea & Perrin, large ----- 6 00
 Lea & Perrin, small ----- 3 35
 Pepper ----- 1 60
 Royal Mint ----- 2 40
 Tabasco, 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 @ 59
 Congou, Fancy ----- 42 @ 42

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 ----- 28
 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

Tubs
 Large Galvanized ----- 8 75
 Medium Galvanized ----- 7 50
 Small Galvanized ----- 6 75

Washboards
 Banner, Globe ----- 5 50
 Brass, single ----- 6 00
 Glass, single ----- 6 00
 Double Peerless ----- 8 50
 Single Peerless ----- 7 50
 Northern Queen ----- 5 50
 Universal -----

Stanley M. White, Bankrupt No. 3300. The bankrupt was present in person. Creditors were present in person. No trustee was appointed. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Floyd Alger, Bankrupt No. 3303. The bankrupt was present in person and represented by attorney R. J. Eagle. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. The case has been closed and returned to the district court as a case without assets.

Jan. 24. On this day was held the first meeting of creditors in the matter of John Mick, Bankrupt No. 3306. The bankrupt was present in person and represented by attorney Roman F. Glocheski. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Albert Beam, Bankrupt No. 3319. The bankrupt was present in person and represented by attorney Dilley, Souter & Dilley. No claims were proved and allowed. One creditor was present and also represented by attorneys Watt & Colwell and John J. McKenna. The first meeting of creditors and examination of the bankrupt then adjourned to Jan. 31.

Emphasizing the Familiar in the Ham Advertising Campaign.

Continued From page 20)

he was accustomed to go to his bank, borrow a few hundred dollars for thirty days and pay it promptly when due—or before; generally before.

"I want that banker to know that I pay promptly," he said. "Some time I might really need money. Then he will let me have it because I have established my credit."

This matter of establishing credit relations with your bank is well understood by department store owners. Those are the best merchants we have, so their ways are worth emulating. It is not uncommon for them to borrow and leave what they borrow in the bank, paying interest on it. Of course, the banks like that because it pays them something extra for handling a merchant's account. But it also opens the way for immediate accommodation if any be needed; and if a merchant can sometimes pick up a real bargain cheap because he is able to pay spot cash, he will make more on the deal than he has paid out establishing his credit and keeping his banker happy.

These are some of the ways to realize that "a good name is more to be prized than riches" and that "the liberal soul shall be made fat." Believe me, Solomon knew business, as he does yet, wherever you find him.

Paul Findlay.

Natural Colors Prevail.

Fox scarfs in good grades for wear with the furless ensembles favor the genuine silver in full length single skins. In the scarfs for wear with sheer frocks later on, or where color is needed, dyed fox in pale gray, light beige or wood brown are most acceptable. With the pelts of smaller animals, such as marten, Russian sable or Hudson Bay sable, two, three and four are used. Instead of just two or three such skins being joined together at an angle to fit the neck, these new scarfs are attached to one another in a single straight band. In these new scarfs the

natural colors prevail, dyeing being resorted to only in cases where the skins are too light and border on a reddish cast.

Good Response to Blankets.

The response to the recent offerings of woolen blankets is described as quite favorable. To encourage advance business the mills made attractive opening prices and they are credited with having accomplished this aim. After booking a certain amount of orders for some numbers, increases in price were made. At least one mill is making a heavier blanket at unchanged prices in order to fortify the position of this item in the market. The general buying by jobbers is being helped by their low inventories.

Machine-Made Bread Ordered.

A decree has recently been issued in Poland requiring all establishments in towns of a certain size baking bread and pastry to install machinery for sifting flour and mixing and kneading dough. This order becomes effective in six months from Nov. 24, 1927, the date of publication. It is said that the unsatisfactory sanitary conditions which obtain in many of the bakery establishments which use hand labor exclusively has caused the government to take this action.

Quick Action.

"Do you find that advertising brings quick results?"

"I should say it does. Why only the other day we advertised for a night watchman and that night the safe was robbed."

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.

GROCERY STORE FOR SALE—A good, going business, operated on a strictly cash and carry basis. I own stock, fixtures, and building. Good living rooms in connection. Town of 1,200 population and no chain store competition. This business will stand close investigation. Address No. 760, c/o Michigan Tradesman. 760

FURNITURE STORE & WAREHOUSE, Michigan 8650, corner Lawndale. Modern three-story brick building, with basement. Eleven long show windows; suitable for most any business. Attractive inducement for the right tenant. Owner, David W. Simons, 1201 Majestic Building, Detroit, Mich. 761

WANTED—Capable salesman to cover Michigan with nationally advertised brand of hosiery and underwear, as a main line or side line, for an established Detroit wholesale distributor. Give your experience, references, and salary expected. Address No. 762, c/o Michigan Tradesman. 762

FOR SALE—Old age compels owner to SACRIFICE price on a COMPLETELY FURNISHED forty-room hotel. Fine location. An OPPORTUNITY for a hustler. Lewis McKinney, Bangor, Mich. 763

For Sale — CONFECTIONERY, lunch and fountain. Beautiful fixtures, full equipment; very nice business, in heart of business section, near high school. Priced less than cost, for quick sale. Terms if desired. Austin Home & Land Co., 525 South Washington, Detroit, Mich. 764

STORE FOR RENT—In Royal Oak. Modern, in ideal location, and a splendid opportunity. Address Room 109, Tribune Building, Royal Oak, Mich. 765

For Sale—Or will exchange for grocery and general stock, 240-acre farm, building, tools, etc., located Emmett county, near Petoskey. Address A. J. Crago, Petoskey, Mich. 764

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

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaars novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

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

FOR SALE—General store, glazed tile, 24 ft. x 82 ft., stock of goods and fixtures. For particulars, write us. Nelson Brothers, Chase, Michigan. 744

DUTCH TEA RUSK
A HEKMAN MASTERPIECE

Made with Fresh Eggs and Whole Milk

Twice Toasted Nourishing Delicious

MICHIGAN TEA RUSK CO.
HOLLAND, MICHIGAN

I. Van Westenbrugge
Grand Rapids - Muskegon
Truck Service
Central Western Michigan
DISTRIBUTOR

Nucoa

KRAFT CHEESE

"Best Foods"
Salad Dressing

"Fanning's"
Bread and Butter Pickles

Alpha Butter

Saralee Horse Radish
OTHER SPECIALTIES

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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.

SELL

Ge Bott's Kream FrydKaKes

DECIDEDLY BETTER

Grand Rapids Cream Fried Cake Co.
Grand Rapids, Mich.

Expert Chemical Service
Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

The Industrial Laboratories, Inc.
127 Commerce Ave. Phone 65497
Grand Rapids, Mich.

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

Van Driele & Co.
GRAND RAPIDS, MICH.

Distributors

Postma Biscuit Co.
QUALITY
RUSKS and COOKIES
Grand Rapids, Mich.

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables
Brussel Sprouts and French Beans
HARRY MEYER, Distributor
816-820 Logan St., S. E.
GRAND RAPIDS, MICHIGAN

ON TO DETROIT.

Live Notes Regarding the February Hegira.

Detroit, Jan. 24—Because of the steady stream of mail from Michigan and points in Ohio and Indiana reaching those in charge of preparations for the coming Better Merchandising Conference, to be held here Feb. 15 to 17, inclusive, a record breaking attendance is anticipated. In most of the letters the tenor is the same. Keen interest by the writers, retailers in all lines of endeavor, is expressed and especially enthusiastic are the letters from those who attended the conference last year. At this writing details of big conference have been completed and the work of carrying out the plans as outlined is well under way.

Thomas J. Marsden, more familiarly known to his legion of friends as just plain "Tom," vice-president and general manager of Lee & Cady, wholesale grocers, is enthusiastic over the coming conference and his firm will feature a display of a modern retail grocery with all the appointments of an up-to-the-minute store.

Adjoining the Lee & Cady booths is space reserved for the National Sugar Refining Co., which according to Tom Marsden, will have an unusually interesting display.

Sidney Netzorg, president of the Battle Creek Merchants Association and head of the department store in that city operating under the style of Schroeder Bros. Co., is chairman of the on-to-Detroit committee and, according to reports, emanating from Battle Creek and other cities, is keeping the home wires burning with orders for his subordinates to keep busy.

Hon. C. L. Glasgow, probably the best known retailer in the State, will preside over the general sessions of the conference, which in itself will be a treat for the visiting merchants. Mr. Glasgow wastes little time dispensing hackneyed phrases and his keen intellect is usually reflected in his speeches and talks.

An interesting letter has been received from T. F. Kruth, grocer of Lapeer, saying he will be at the conference and glad of the opportunity to do so.

No individual is more interested in the coming conference than is Lloyd M. Huron, secretary of the Detroit Retail Druggists Association. Mr. Huron is lending all possible aid to conference officials.

Dan Houser, president of the State Pharmaceutical Association, will be one of the speakers at the drug dealers departmental.

The Griswold First State Bank in their booth will have a complete banking service that will be available for convention delegates.

J. B. Sperry, head of the large department store in Port Huron of the same name and president of the Better Merchandising Association, is intensely interested in the conference and in putting it over in a big way. He has taken the matter up with every commercial association in the territory calling on them to assist in bringing out the record crowd he is aiming at.

Another person interested in the conference but with more or less of a selfish motive back of that interest, is Eddie Sovereign, general house salesman for A. Krolk & Co. Ed, who covered a goodly portion of the Lower Peninsula territory for nearly thirty years is all keyed up to grasp the hands of the visiting merchants, many of whom he has not seen since he deserted the road about two years ago wherein lies his selfishness.

Charles J. Christensen, of Saginaw, says the conference will be one on the big treats of the year. If anyone is skeptical, ask the fellow who attended last year's affair.

One of the educational features of the conference, at least a feature which

should be considered with all seriousness by the delegates, will be a series of eight window trims which will be put on at 4 p. m. each day by the Detroit Displaymen's Club. Displays will include furniture, hardware, general dry goods, hosiery, groceries and cigars.

William H. Cutter, with the A. B. Park Co., department store of Adrian, has been appointed chairman of the on-to-Detroit committee for Adrian by Josh Billings, president of the Adrian Board of Commerce.

Fred Morgan, owner of a cash and carry grocery at Clare, lets it be known that because he attended the conference last year is one of the principal reasons why he is coming again this year.

A. K. Frandsen, member of the board of governors of the Better Merchandising Association and President of the Michigan Retail Dry Goods Association, is chairman of the program committee and it is universally agreed that he has done a splendid job of it.

Recently acquired names who will have exhibits at the exposition are: Michigan Mutual Liability Co., Elliott Addressing Machine Co., Camill Co., neckwear; M. Starr & Co., dress goods and silks; Glick-Freeman Co., neckwear; R. L. Polk & Co., Davidson Bros., wholesale dry goods; Detroit Suspender & Belt Co., Industrial Cap Mfg. Co.; J. B. Burrows, dresses; Lou Littman, dresses and Small-Ferrer, Inc.

One of the interesting developments of the conference plans so far is that although hundreds of reservations have been made a careful check-up shows no one line of business overshadows another and every phase of the retail business will be represented in goodly numbers.

George O. Nye, Manistee merchant, writes his city will be well represented at the conference.

T. O. Huckle, publisher of the Cadillac Evening News, if he traced his ancestry back a ways would find a long lineage of merchandisers. Few merchants show more interest in retail store educational affairs than this up-State editor. It was at his suggestion that Fred W. Anderson, of Cozad, Neb., was secured as one of the conference speakers. As usual, Mr. Huckle will bring a big delegation of Cadillac store keepers with him when he heads for the merchandising conference.

At the convention a style show will be held and will be directed by the Detroit garment dealers. At the show the different types of merchants will be featured and typifying the difference between antiquated and modern methods of merchandising.

James M. Golding.

Large Plans For the Lansing Convention.

Lansing, Jan. 20—Last week Tuesday evening we held our meeting at the offices of the National Grocer Co. by invitation of Fred Rauhut, manager, and a very enthusiastic meeting was enjoyed. Then O. H. Bailey, being present, and the question of State convention coming up, he was granted the pick for his committee on entertainment. Another special meeting was called, held at our store on Jan. 19 to complete arrangements for another banquet and dance to be held at Olds Hotel Wednesday, Feb. 1. At the meeting Mr. Bailey was also present and appointed additional members to his committee, of which he will call another meeting shortly when the work will be outlined for program arrangements. We were all pleased with your being greatly delighted over what a friend said concerning Mr. Bailey's attitude and of your statements concerning his policy.

I want to say right here that Mr. Bailey has our hearty support. He is a business man. When I say this I mean to say there are many men in business, but very few business men.

And you can count on Orla as one of the few successful men in his own line. I made his acquaintance twenty-five years ago and we became friends. We have advised with each other and learned each other's traits and he is a master of reliability in business and friendship. He has our hearty support. Reports from various concerns outside of our city and State are to the effect that they are willing to help in making this convention the best ever. Just name what you want and it will be granted. This is wonderful. Our local houses have given us great encouragement and when we have letters from the heads of our National Association that they will be with us to complete a program, that will encourage a thousand to come to our next convention. The Olds Hotel has reserved the second and third floors for this convention, so it will be convenient for committee meetings and meetings of friends on the same floors, instead of being scattered throughout the building. Delegates can rely on every comfort and the committee will make it pleasant to be here at the next State convention. M. C. Goossen.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 24—Ed. Owen (Owen, Ames & Kimball) is at Rochester, Minn., seeking relief from neuritis.

The election of Ben Nott as President of the National Canners Association in the annual convention at Chicago this week, is a worthy honor, worthily bestowed. It is a little singular that three members of the Roach organization should have been elected to serve as executive head of the organization—Mr. Roach, Mr. Sears and Mr. Nott. Frank Gerber, President of the Fremont Canning Co., at Fremont, has also served as President.

At the regular weekly meeting of the Grand Rapids Salesmen's Club, held Saturday, Jan. 21, in the English room of the Rowe Hotel, Paul Estabrook, commonly known as sixteen fingered Paul, played several pleasing and interesting pieces on the piano. Mrs. Sweet sang a couple of songs to the entire satisfaction of all concerned. This meeting being the annual election, R. W. Radcliffe was re-elected president, Randall W. Harper, vice-president, Homer R. Bradfield, secretary; executive committee, Lloyd N. Bliss, Carroll Borgman and A. E. Harper. About forty members and guests were present and the weekly prize was won by Clarence C. Dryers.

We understand that the arrangements for the annual banquet of the Grand Rapids Council, No. 131, to be held the first Saturday night in March, are being pushed strenuously and it is expected that this will be the biggest and best banquet ever held.

Do not forget the extra dancing party of the United Commercial Trav-

elers will hold in the English room of the Rowe Hotel Saturday evening, Feb. 11.

The Salesmen's Club of Grand Rapids, at their luncheon meeting on Saturday, Jan. 28, at 12:45 p. m. in the English Room at Rowe Hotel, will be addressed by Dr. George H. McClung, pastor of First Methodist church of Grand Rapids. He will speak on the topic "Business and Religion." Dr. McClung has made a host of friends since coming to Grand Rapids, and the Salesmen's Club is sure of a helpful and uplifting message in his address.

Part Adrian Played in Early Growth of State.

Adrian, Jan. 24—The claim made in an old copy of the Adrian Watchtower, recently uncovered here, that it is the largest Democratic newspaper reveals the former leadership enjoyed by Adrian among the cities of the State. The city at one time stood next to Detroit in population and it boasted the first railroad in the State. With Port Huron, it had electric street railway lines before Detroit.

The old paper, found in the possession of Mrs. C. J. Wareham, is dated Nov. 26, 1850. One of its items states that W. A. Whitney has just received a consignment of groceries by canoe up the Raisin river. Another interesting item is the account of the landing of the steamer Ohio, which brought a group of '49ers and their hoards of gold dust from California. The passengers on the ship were said to have \$150,000 in gold. A Thanksgiving proclamation signed by Governor Berry is also in the paper.

Adrian as the gateway to the fertile valleys of the Grand and Kalamazoo rivers was in the path of emigration when Michigan was settled and it quickly gained a place as one of the largest cities in the State. The first railroad constructed in Michigan connected Adrian with Port Lawrence (Toledo). The old electric lines, among the first in the country, served Adrian for years and were torn up only about two years ago.

Adrian now has a population of about 12,000. The figure has remained at this level for 35 years and old pictures of downtown Adrian taken when the Union troops marched to war bear a resemblance to the streets of to-day. However, the city has done much building in recent years in the downtown section.

The city is one of the most beautiful and most interesting in the State.

Devoted Reader For Many Years.

Bad Axe, Jan. 24—The Tradesman has been coming regularly to me and I have been a devoted reader for many years. I consider it worthy of the support of every merchant and business man in the State, and you are to be congratulated on the quality of your publication. H. J. Smith.

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