

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 29, 1928

Number 2319

Manhood in the Making

WANTED—by parents everywhere in America who have their hopes for future happiness bound up in their children's success—wanted, by these fathers and mothers, a son.

Wanted, a son who can tend a furnace or mow a lawn and not complain.

Wanted, a son who is on time to his meals, who can keep his room clean, who does not leave his clothes over the house for mother to put away and who is not selfish.

Wanted, a son who does not let his mother wait on him, but who is thoughtful of her in little ways as well as in big.

Wanted, a son who does not need company manners.

Wanted, a son who likes other boys; who does not need to take them away from home to have a good time; who can make them happy in his own home.

Wanted, a son who can keep his promises and who scorns a lie.

Wanted, a son of whom a father may be proud and whom a mother may trust.

Wanted, a son who has manhood in the making.

Wanted, a son.

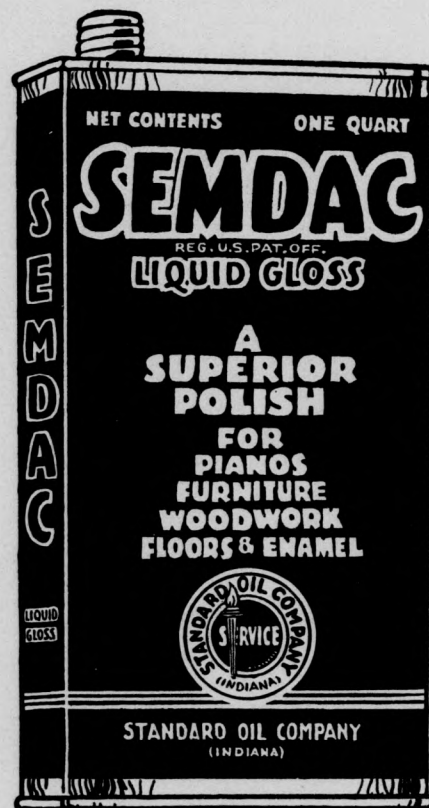
SEMDAC LIQUID GLOSS *and* DEALER PROFITS

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

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

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

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



SEMDAC AUTO POLISH

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

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

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

STANDARD OIL COMPANY [INDIANA]

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CHICAGO, ILLINOIS . .

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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.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 28—J. H. Hagy (Hazeltime & Perkins Drug Co.), who was seriously injured by contact with an automobile several weeks ago, has gone to Los Angeles to spend his winter with his son.

Everything all set for the largest and best banquet and ball ever held by Grand Rapids Council, which will be held at the Pantlind Hotel Saturday, March 3, at 6:30 sharp. The committee, under the management of Mr. and Mrs. C. J. Farley, have been untiring in their efforts and the results obtained are very satisfactory indeed. The tickets have been disposed of to the entire satisfaction of the committee and a record attendance is promised.

All members of Grand Rapids Council should attend the annual meeting in the English room of the Rowe Hotel Saturday, March 3, at 9 o'clock in the morning. Lunch will be served in the regular dining room at noon in conjunction with the regular weekly meeting of the Grand Rapids Salesmen's Club. A full attendance is requested at the annual meeting and at the luncheon.

Richard D. Warner, Jr., who has traveled for the Colonial Salt Co. for twenty-four years, has been given a two months' vacation by his employers. He leaves to-day for Banning, Calif., where he will be the guest of his brother-in-law, Geo. McInnes, formerly of Grand Rapids, at Lone Oak Ranch. Mr. Warner will be accompanied by his wife.

Every week some member of the Grand Rapids Salesmen's Club, which holds its meeting each Saturday at 12:45 at the Rowe Hotel, sends out notices to the members of the Club of the meeting for the next Saturday on their own stationery. For the meeting of February 25, Reverend George Harlan McClung, pastor of the First Methodist Episcopal church, asked the privilege of sending out these notices, and as they were so interesting and unique, we produced one of these notices in full. Enclosed in the envelopes with these notices, was a picture postal card of the beautiful First Methodist Episcopal church and a church bulletin of the activities of Sunday, February 26 and the following week. All of which goes to show, that Brother McClung is a sincere believer in good advertising. Brother McClung is a good minister and a good fellow. Following is a copy of the announcement in full:

Dear Fellow Salesmen and Purveyors of Truth—Following are a few of the good things you will miss if you

cannot possibly attend the meeting next Saturday at 12:45 p. m.:

1. Dinner served especially for discriminating and distinguished diners at the nominal price of 75c per plate, everything else thrown in.

2. Rutledge W. Radcliffe's picturesque and pleasing presidency, especially prepared for non-prevaricating specialty salesmen. It is worth a quarter and doesn't cost a cent.

3. Homer R. Bradfield's super-secretaryship. See the universe's greatest secretary in action. Better than a Chautauqua lecture and as free as the air, but not as cold as when this notice is written.

4. W. H. Caslow's home made speech on "The Home Trade League: Who, What and Why." The chain store freely discussed (not cussed) from the standpoint of the independent merchant. If you are not interested in your city, don't come.

5. Fellowship de luxe for an hour and a half with as fine a bunch of salesmen as ever sat down at the same table.

6. The companion of your wife, if you bring her, and if you can't, pick up some lonely traveler and make yourself happy by making him happy too.

A salesman lived in our town
(They're always wondrous wise!)
He spent five great big days each week
In hustling merchandise.

But lo! When Saturday rolled round,
He joined the jolliest crowd;
The Salesman's Club he always found,
He heartily laughed out loud.

But then, when Sunday came along,
(His life he wanted whole)
He early hurried off to church
And thus he tuned his soul.

The salesman's life was rounded out,
A prosperous race he ran,
He passed away, the gang all sang
"This surely was a man!"

George McClurg.
(Apologies to Mother Goose and Shakespeare)

John Parker, for the past thirty years traveling salesman for the Round Oak Heating Co. (Dowagiac), has severed his connection with that institution. Mr. Parker had the factory's Iowa territory and was one of the best known of their representatives. He will continue making his home in Dowagiac.

E. B. Stebbins, the Carson City banker, was in the city this week with Mr. Smith, his associate in the proposed washing machine factory at that place, looking over machinery for the undertaking. A building is in process of construction. Mr. Smith has had long and varied experience as a manufacturer and business executive.

T. J. Thompson, formerly general manager of the Standard Oil Co. of Indiana, is on another trip to Europe, during which time he has visited Rome, Montone, Monaco, Monte Carlo, Nice, Cannes and St. Raphael. He also covered Scotland and visited his old home town of Glossup, Eng. He is expected home the latter part of March.

Late News From the Metropolis of Michigan.

Detroit, Feb. 28—Variable weather during the past week had its adverse effect on retail business conditions according to information given by some of the leading retail merchants in the outlying sections of Detroit. Business volume was slightly less than for the

same period of the previous week they reported.

Davidson Brothers have added women's and children's underwear to the lines already carried, which consists of stocks usually carried by dry goods jobbers and distributors, with the exception of yard goods.

Many of the exhibitors at the Better Merchandising Conference and Exposition held in Detroit Feb. 15 to 17 will occupy display booths at the annual convention and exposition of the Michigan Retail Dry Goods Dealers Association to be held in Lansing, March 13, 14 and 15. Among those who have already signed for exhibit space are: Annis Fur Post, Edson, Moore & Co., A. Krolik & Co., Small-Ferrer Co., National Package Distributing Co. and the Bloom-Neff Fur Co. Secretary Jason Hammond, of the Association, is negotiating with other houses who are expected to join the Detroit group of exhibitors.

W. C. McLaughlin, general manager of the Union Paper and Twine Co., has been appointed general manager and treasurer of the Chatfield, Woods Co., of Cincinnati. Mr. McLaughlin will continue his managerial duties with the Union Paper & Twine Co., which is a branch of the Cincinnati house and will divide his time between both cities.

The Boston Dress & Dry Goods Co. has closed out its store on West Jefferson avenue, Detroit, and will open a store in River Rouge, a suburb, about March 1.

Following the example of many large and successful industrial corporations, Crowley, Milner & Co., has invited its executives to become shareholders in the business. Holdings in excess of half a million dollars have been taken over by the executive employees, according to the president, D. T. Crowley. Crowley, Milner & Co. operate one of Detroit's large department stores.

William Hazelton, member of Edson, Moore & Co., and manager of several textile goods departments, has sublime faith in the future of business for the year. Basing his optimism on a careful analysis of industrial conditions and Government reports on farm products prospects Mr. Hazelton has accordingly planned for larger retail requirements than for many months past. The confidence in the 1928 business prospects, held by Mr. Hazelton is shared by practically all wholesalers and manufacturers in Detroit.

More than twenty-five firms in Detroit specialize in store fixtures of various kinds.

John A. Lahey and Joseph Finnegan, of A. Krolik & Co., are visiting the Eastern markets in the interests of the firm.

Undoubtedly it is in the Detroit market and if you do not know the name of the firm handling the commodity you are interested in, write E. E. Prine, care of the Detroit Board of Commerce, who will be glad to furnish such information to any merchants asking for it.

James M. Golding.

Brighter Days Ahead For Boyne City.

Boyne City, Feb. 28—March is almost here. Winter will soon be gone. Now we have days of bright sunshine and nights of sparkling cold, when the hills gleam white and the crust crackles under foot, while the stars are twinkling points of light. This is the

time when the sunsets flame in iridescent colors and the hills, as the sun wanes and the evening shadows fall, blush in rosy pleasure under the kiss of the departing day. The trees and shrubs of the park and woodland sparkle with royal jewels as the sun peeps over the Eastern horizon, heralded by banners of rose and gold. The evening silence is broken by the roar of motors, hurrying along roads as smooth as asphalt and as noiseless to or from some indoor frolic. Everybody feels the vim of the ozone and life is good.

This is the time for the real outdoor winter sport. In the fore part of the winter it snows all the time, the roads are clogged with soft, wet, heavy snow or sush. The skies are overcast and the days dark and short. The real sport season is in the closing days of the winter, when the snow is hard and the days clear and cold. Just on the edge of the sugar season, when the sap is sweetest and the sugar the best.

We talk about our summer climate. Why not our winter? It has any other winter weather beaten by long odds. Cold? Yes, it is, but it does not freeze the marrow in your bones. It does nip fingers and ears, but it does not turn the whole body into a nutmeg grater.

We like this country. We were told that the Michigan Tanning & Extract Co. is working up to full capacity as rapidly as possible. This is good news for Boyne City. For several years the business has been carried on under serious handicaps and the town has best been beset with rumors that this industry was likely to be moved to some other location. That seems definitely settled for the present, at least. This action of the Tanning Co. gives the people who are interested in the future of the town reason to hope that the nadir of the industrial decline of Boyne City, which began when Mr. Von Platen took the fortune he had made in Charlevoix county lumber and invested it in Grand Rapids, and other capital that was produced in Boyne City was invested in other places and most of it dissipated. The East end of Pine Lake has produced an immense amount of wealth and will again when industrial investors realize that it is a good place to make things profitably. Charles T. McCutcheon.

Death of Veteran Merchant.

Wyandotte, Feb. 28—Henry Kaul, 72 years old, 145 Oak street, for the past forty years in business, died last night in his home after an illness of nine weeks.

Mr. Kaul was born in Brockport, N. Y., and came to Wyandotte with his parents. After graduating from school, he entered the dry goods and furnishing business, being later associated with his two sons, John and Will, in the enterprise.

He was a member of the Woodman's lodge, a trustee of St. Joseph's Roman Catholic church, and a member of the Holy Name society.

Four New Readers of the Tradesman.

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

Geo. E. Hunt, Grand Rapids.
Schust Company, Grand Rapids.
Stoddart & Buxton, Ionia.
Bayuk Cigar Co., Grand Rapids.

CONSERVING HISTORY.

Great Fund of Invaluable Information Near at Hand.

During the hazy days of last September I visited my birthplace near Milwaukee, Wis., in the township of Wauwatosa. I had not been there since 1860 and only one of the boys who were my schoolmates was living. Nearly all the people whose names I recalled were buried in the country graveyard which was a plot of ground very near my ancestral home.

There I sought a renewal of the old friendships. I was glad to find the burial place well fenced with an attractive entrance and the interior very well cared for. The area seemed completely occupied and there were no indications of fresh burials. In passing from one headstone to another and reading the inscriptions on the various shafts, I was surprised to find a majority of the names were familiar and I could recall when these people lived in the neighborhood. The given names of the children in the families and their faces came into my vision. But there were no stories written there which would give any clue to the lives and relationships of the recorded names to the community. The legends were some of them indices of character, but nothing further. I longed for the stories of these lives, but there is no record to which I could go to satisfy my desires. There was nobody of whom I could obtain information that would have given me the keenest satisfaction and no amount of research would reveal the inner history of the community.

This experience led me to think about our own Fulton street cemetery in Grand Rapids. It is the most important monument of the history of our community which exists. The story bound up in the memorials is more important and more perfect than is recorded in any printed volume. Much of it is lost, but if prompt action is taken there may be revealed a great fund of invaluable historic information and placed for preservation where it can be of inestimable value to succeeding generations. Having this in mind a few kindred spirits put their heads together and are already taking measures to perpetuate this memorial and adopt a constructive plan by means of which every detail of the cemetery will have sympathetic fostering care and, under the custody of the city government, an orderly, attractive condition maintained, so that the remembrance of the families which have been responsible for values which have been vital in the growth and development of our city and its vicinage shall be preserved and rendered useful for all time.

Connected with and made a part of this plan of preservation, from every available source information concerning the families represented there should be garnered, put in attractive and available form and placed in the vaults of the Grand Rapids public library.

As an object lesson I gave a little attention to one family whose members are all buried in a lot of this cemetery, and was greatly surprised at the amount of material that was still avail-

able in letters, family records, manuscripts and the memories of living people. If some common form for these records could be adopted, so that filing and indexing could be accomplished in a manner to make the material readily available, this work could be approached, developed and fulfilled in an orderly way under the direction of an accomplished librarian.

What more important service could our Historical Society enter upon in the promotion of the objects of the association? I have already approached members of a number of our pioneer families whose ancestors are inhabitants of this city of the dead and find they are responsive to my suggestions and I am satisfied if the Historical Society shall take on this function in a methodical way quite wonderful results could be accomplished.

And now a few words about the grounds of this cemetery and the manner of treatment if the city should acquiesce in the plan of taking over their custody in perpetuity.

Already a movement has been developing on the part of progressive citizens and whose judgment I am bound to respect to have this cemetery removed from the central area of the municipality, as it detracts from the value of property in the vicinity and stands directly in the way of one of the most important North and South avenues in the city. To many determined and substantial citizens who are consistent advocates of our comprehensive municipal plan the burial ground stands in the way of progress and should be removed to the new, fine Woodlawn cemetery, thus giving an opportunity for making Eastern avenue a straight and important thoroughfare the whole length of the city and extending it far into the metropolitan area.

What in particular would be gained by it? In the first place the topography would involve a rather serious engineering problem. In the second place this plan would absolutely ignore the sentiment connected with the burial place of our friends and relatives who have been called away. In the third place it would be a terribly expensive project with no compensating advantages.

Regarding the cemetery as our most important single historical monument and treating its preservation and care as a city obligation, there is a real advantage in routing Eastern avenue around the West side, curving the corners and making the entrance from the West attractive through the wise application of landscape art. The curve in the street would be no impediment to machines traversing the avenue and would give an admirable opportunity to emphasize the historical monument as one of the great treasures of the city. New York, Boston and many other cities take great pride in calling attention to their old cemeteries and protecting them from vandalism through great care, never making expense an excuse for thoughtlessness or lack of devotion to a wise appreciation of affection and sentiment.

I trust that a harsh utilitarianism will not overshadow a wholesome sentiment in the treatment of this interesting

feature of our city and that the example of older cities in honoring these historical burial places will be followed by our own municipality in its treatment of its oldest cemetery.

Charles W. Garfield.

Not in Favor of Capital Punishment.

Years ago we said that if ever Michigan enacted a capital punishment law we would move to another state. Our views are not changed as to the horrible aspect of vengeance meted by society upon the individual. Recent events have aroused Statewide and Nationwide clamor for certain justice to murderers. I say "certain" because no one can feel sure that a sentence of life imprisonment will be carried out. That would not only be far worse punishment than sudden death, but it would safeguard society from further danger from the condemned.

Before me is a most delicate green spray of fern with a little bunch of purple flowers tied with a white thread. It came to me yesterday from the church yard where the funeral of little Marion Parker was held. California to Michigan—a token of the precious lives that were blotted out there and here so recently. In Michigan the extreme legal penalty was pronounced without delay or indecision. When and what will be the pronouncement in California, which will accomplish more?

On one subject I am most decidedly persuaded. The governor of the state—any state—should not have the authority to pardon a convict, even with the consent or the recommendation of a pardon board. There should be a pardon board composed of at least five judges who become members of that board by fixed promotion rules after long and efficient service. The pardon should be issued by the Secretary of State at the order of the Board. And I think that not only the prison warden, but the prosecutor and judge who acted when the prisoner was on trial should, if living, be favorable to such pardon before it could be granted.

Since the days of Governor Begole the pardoning power has been more or less misused in this State.

There would be far greater satisfaction to the people, I think, in depriving the governor of the pardoning power than in enacting a capital punishment law.

E. E. Whitney.

The "F'apper" Hog Now in Vogue.

The "flapper hog" is in vogue. Such is the fact, according to a recent statement of the National Livestock and Meat Board.

Scientific facts have recently been brought forth by experimenters in animal husbandry with reference to the changing of various types of hogs, and in connection with these statements packer representatives have requested that producers change to a type of hog that best meets all the requirements of the consumers of pork.

It is a known fact that the type of hog which brings the highest market prices is that in greatest demand. This demand originates in the home, and the present-day home is characterized as "kitchenette." The housewife seeks small cuts of high quality, but with little waste, which she commonly calls

excess fat. Fat meat has gone out of style and, as some meat men say, what we need is a hog "of flapper style."

The consumer demand calls for a pig of a moderate weight, around 225 pounds, which is well finished but not wasty, nor does it carry an abundance of fat intermingled with the lean. Furthermore, packers are desirous of purchasing hogs that will yield a large percentage of the cuts most in demand. Another reason for objecting to heavy fat animals is that the foreign demand for lard has decreased.

Thus, because of this particular demand, which originates in the home and is passed on to the feeders and the producers by the packers, the livestock men of the country are endeavoring to produce in sufficient numbers the hog that is commonly known as "the present-day pig," which will be prolific, hearty, economical and profitable feeders, and yet yield a well-finished carcass of desirable weight, but not too fat or wasty, and cutting out a large percentage of loin, ham, and bacon. Furthermore, these cuts must be of fine quality lean, which exists in large proportion when compared to the amount of external and internal fat.

Novel Blank To Send to Delinquents.

L. K. Putney & Son, general dealers near Arcadia, have devised a blank to send to their delinquent debtors in the hope that it will be promptly executed and returned. The subject matter of the blank is so novel that the Tradesman takes pleasure in reproducing it, as follows:

L. K. Putney & Son
The Store of a Hundred Lines
R. F. D. Arcadia, Mich.

To-----

Dear Partner in Business:—

In checking over our accounts today we find you are owing us \$----- which is long past due and with heavy bills coming on we must ask for a check at this time.

You can send either a real check or a pencil check in some of the—below which will tell us the whole story why this matter has not been settled before.

L. K. Putney & Son.

—Can't possibly send a check to-day, but will before-----

—I am sending a check but it is post-dated a few days.

—We have already mailed you a check.

—We don't intend to pay—you will have to fight for it.

—Here is part of it to show you our heart is in the right place.

—Here is all of it—shut up, please.

—Sorry we got behind. Thanks for your patience.

—We know we have not done as we agreed but will not let it happen again if possible.

—We have the following to sell and will pay you out of the proceeds----

—We are working for Mr. ----- and as soon as he pays us we will pay you.

—We will give you a bankable note endorsed by our neighbor.

—We will execute a chattel mortgage on the following personal property to secure this account: Livestock, farm tools, household goods, automobiles, logs or wood, other items -----



For Quicker Action

Often the investor needs investment service in a hurry — to secure information about certain securities or certain companies — to turn a list of bonds into cash — any one of a dozen vital requirements.

The nation-wide scope of our activities — the markets we are constantly in touch with — our special statistical departments and private wires — the experience of our executives — the ability and training of our personnel — all these things contribute to provide unusually prompt and efficient service.

You will find it profitable to go over your present holdings with a member of this organization so that we can keep you automatically informed about developments which affect your interests. And remember always that quick action on your needs is as near as your telephone.

Howe, Snow & Co.

(Incorporated)

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NEW YORK
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SAN FRANCISCO
LOS ANGELES

MINNEAPOLIS
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ROCHESTER, N. Y.

MOVEMENTS OF MERCHANTS.

St. Clair—The F. W. Baby Co. has changed its name to the Baubie Coal Co.

Benton Harbor—The Heustis-Schrader Co. has changed its name to the Heustis Motor Sales Co.

Escanaba—The Fair Savings Bank Department Store has increased its capital stock from \$30,000 to \$75,000.

Lansing—Small's Men Shop, Boyd Small proprietor, has removed his stock to his new location, 211 South Washington avenue.

Lansing—Mrs. Rose Phelps succeeds Henry J. Dunnebacke as owner of the Lobby Cigar Shop, Prudden building, taking possession March 1.

Grand Rapids—The Piggly-Wiggly Johnson Co., 528 Fourth street, has changed its capitalization from \$105,000 to \$100,000 and 500 shares no par value.

Vicksburg—The Clapp Motor Sales, automobiles, parts and accessories, has sold its stock to Marin Derhammer, of Battle Creek, who has taken possession.

Holland—Mrs. G. Warren, who conducts a millinery store in Zeeland, has opened a branch store here on Washington street, between 18th and 19th streets.

Lansing — Brandl's, 214-16 North Washington street, has purchased the interest of Julius Brandl and is having a dissolution sale of its men's furnishings stock.

Allegan—The first chain store in Allegan was the A. & P. and announcement is made that a meat market is to be added. This will make the fifth meat market for this little city.

Flint—The Parkmore Drug Co., 3801 South Saginaw street, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Monroe—Nick Spillson and Gust Allen have leased the building at 120 East Front street and will occupy it with a modern restaurant as soon as the building has been remodeled.

Mancelona — Th's community was shocked last week by the death of the infant son of Sidney Madalie, general dealer and banker. The lad was only six months old and was a remarkably bright child.

Manistee—The Merten Drug Co., now operating one drug store here, will open another in the store now occupied by the Aarons clothing stock. The new companies hope to be doing business by June 1.

Kalamazoo—Emanuel Strass has resigned his position with the Remington Typewriter Co. and engaged in a similar business at 118 Portage street, under the style of the Woodstock Typewriter Sales Co.

Grand Rapids—The Hauger-Martin Co., 300 Monroe avenue, N. W., wholesale dealer in clothing, has changed its name to the Alexander-Martin Co., Inc., and increased its capital stock from \$35,000 to \$100,000.

Detroit—The Michigan Fruit & Produce Co., 2652 18th street, has been incorporated with an authorized capital stock of \$10,000, \$7,550 of which has been subscribed and paid in, \$150 in cash and \$7,400 in property.

Alpena—The Lake Fish Corporation,

foot of First avenue, has been incorporated to conduct a general fishing business with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Peck Drug Store, 1956 Portage street, has taken over the Glendening Drug Co. stock at 2050 South Burdick street and will continue it as a branch store. A modern soda fountain is being installed.

Detroit—J. D. H. Lowden, sales agent for the National Biscuit Co., in charge of the Detroit agency, has been awarded second prize in a contest conducted in 1927 for reduction of operating costs and management of agencies.

Kalamazoo—The Kalamazoo Haydite Tire Co., 106 Thompson street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$29,500 has been subscribed and paid in, \$24,500 in cash and \$5,000 in property.

Kalamazoo—Thom McAn will remove his shoe stock from his present location on East Main street to the International building, South Burdick street and will add lines of women's and children's shoes to his stock of men's shoes.

Detroit—The Mantilla Shop, Inc., 1246 Washington boulevard, women's ready-to-wear, has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in in cash.

Mt. Clemens—The Mount Clemens Co-operative Oil Co., Market and Walnut streets, has merged its business into a stock company under the same style with an authorized capital stock of \$60,000, \$54,705 of which has been subscribed and paid in in property.

Hart—Thomas Welch has exchanged his dry goods stock for the residence property of M. J. Watkins, 508 Ardmore street, Grand Rapids. Mr. Watkins has already taken possession. Mr. Welch will take up his residence among the idle rich on Ardmore street.

Chelsea—John Farrell, who has conducted a dry goods store here for 32 years, died at the Chelsea hospital as the result of a fractured skull sustained in a fall Feb. 17. He was 84 years of age. Mr. Farrell was one of the founders of the Farmers & Merchants Bank in 1908.

Cheboygan—The American Fur & Trading Co., Inc., 512 State street, has been incorporated with an authorized capital stock of \$25,000 preferred and 25,000 shares assigned to be used as bonus, \$3,000 being subscribed and paid in, \$1,500 in cash and \$1,500 in property.

Detroit—The Bell Furniture Co., 9709 Jos. Campau avenue, has been incorporated to deal in furniture at wholesale and retail, with an authorized capital stock of \$75,000, all of which has been subscribed and paid in, \$539.96 in cash and \$74,240.14 in property.

Lansing—Sheep's Seed Store, 114 East Ottawa street, has been incorporated to conduct a wholesale and retail business in seed, bulbs and garden accessories, with an authorized capital stock of \$10,000, of which amount \$2,-

000 has been subscribed and \$1,000 paid in in cash.

Detroit—The I-4-U Cookie Co. of Michigan, 147 Victor avenue, Highland Park, has been incorporated to manufacture and sell cookies, cake and other baked goods, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Negaunee—The Bon Marche, 202 Iron street, dry goods, women's and children's ready-to-wear apparel, has merged its business into a stock company under the style of the Bon Marche, Inc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Grand Rapids — Raymer's Book Store, 5 Division avenue, North, has merged its business into a stock company under the style of Raymer's Book Store, Inc., with an authorized capital stock of \$20,000, of which amount \$17,000 has been subscribed, \$877.07 has been paid in in cash and \$16,122.93 in property.

Royal Oak—The Henry Co., 125-7-9 South Main street, has been incorporated to conduct a five cent to a dollar store, with an authorized capital stock of \$50,000 preferred and 4,000 shares at \$25 per share of which amount \$87,500 has been subscribed, \$880.67 paid in in cash and \$50,119.33 in property.

Detroit — The Morrow Armaly Sponge Co., 1509 Franklin street, has been incorporated to deal at wholesale and retail in sponges, chamois and in Super-Glo and other polishes, with an authorized capital stock of 50,000 shares no par value and \$100,000 preferred, of which amount \$60,000 and 12,000 shares has been subscribed and paid in.

Detroit—Collins Bros., clothing and men's furnishings, has merged its business into a stock company under the style of Collins Bros., Inc., General Motors building, with an authorized capital stock of 5,000 shares of class A stock at \$50 a share and 125,000 shares at \$1 per share, of which amount \$125,000 has been subscribed and paid in in property.

Manistee—Miss Beckie Aarons, administrator of the estate of Harry J. Aarons, will close out the men's clothing business, which has been conducted here for slightly less than fifty years. Some of the fixtures will be purchased by Harry Johnson, employee of Aarons for twenty years, who will open a clothing store in an adjoining building owned by the Aarons estate.

Manufacturing Matters.

Kalamazoo—The Kalamazoo Blow Pipe Co., 408 North Church street, has changed its name to the Brundage Co.

Battle Creek — The Battle Creek Farmer Lubricating Devices, has been incorporated with an authorized capital stock of \$375,000, of which amount \$200,000 has been subscribed and \$100,000 paid in in cash.

Detroit—Blancett's, Inc., 608 Eaton Tower, Woodward avenue, has been incorporated to manufacture millinery for women and children, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Wyandotte—The General Porcelain Enameling Corporation, Fourth and Cedar streets, has been incorporated with an authorized capital stock of \$43,000, all of which has been subscribed and paid in, \$3,000 in cash and \$40,000 in property.

Grand Rapids—The Superior Foundry Corporation, 500 Watson street, S. W., has been incorporated with an authorized capital stock of \$75,000, \$48,000 of which has been subscribed and paid in, \$13,000 in cash, and \$35,000 in property.

Carson City—The Florin Manufacturing Co. has been incorporated to manufacture and sell washing machines and other household utensils, with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in cash.

Detroit—Williamson & Frederickson Manufacturing Co., 620 St. Antoine street, has been incorporated to manufacture special windows for houses and apartments, with an authorized capital stock of \$50,000, of which amount \$20,000 has been subscribed and paid in, \$10,000 in cash and \$10,000 in property.

Detroit—The Meyer Sleeve Motor Co., 1912 Lafayette avenue, East, has been incorporated to manufacture and sell internal combustion motors and accessories thereto with an authorized capital stock of 80,000 shares at \$4.64 per share, all of which has been subscribed and \$297,000 paid in in property.

Northville—The Northville Chemical Co. and the Dot Products Co., of Detroit, have been consolidated. The new company, to be located in Northville and called the Northville Chemical Co., has started excavations for a new building, which will be four times as large as the one occupied at the present time.

Sturgis—The Harvey Paper Products Co., manufacturer of paper cups and dishes and a line of kindred articles, has taken another stride forward having installed new machinery for waxing its own paper. A paper coating machine recently installed weighs approximately nine tons. The Harvey Co., not yet two years in Sturgis, continues to be busy. In addition to employing approximately forty persons at its factory proper, it provides home work for 150.

Allegan—The Defender Manufacturing Co., of this city, has been re-organized and the capital stock increased from \$25,000 to \$75,000. G. H. Tripp, president of the company, recently closed a contract with the Dodge Bros., Inc., of Detroit, to make bumpers for its cars and this called for a re-organization of the company and more capital. The officers are: G. E. Gagnier, Detroit, prominent in automotive circles, president; Grover H. Tripp, Allegan, vice-president and treasurer; Charles Gulick, Allegan, secretary. Mr. Tripp announces the first carload of bumpers will be shipped March 12 and thereafter production will be increased as well as the number of employes weekly until 100 are employed.

Wanted, a collar button that positively won't roll under the bureau.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.40 and beet granulated at 6.20.

Tea—The market has had a quiet week. There is a little business doing right along, but large buyers are still afraid of the market and are being very conservative in their purchases. Business has been so unsatisfactory that prices here and there are being shaded. The undertone is rather soft. India teas are a little firmer for the week.

Coffee—The market has had a rather firm week and the entire line of Rio and Santos is a fraction higher than a week ago. Mild coffees show also a slight advance for the week. Jobbing market for roasted coffee is feeling the strengthening effect of the advance in green coffees. The demand is about as usual.

Canned Vegetables—Peas are fairly well established as to price and corn is being quoted more extensively by canners in various packing areas. The local distributing trade is not speculatively inclined and is booking futures in moderate volume, showing that it is ready to anticipate normal requirements. In spring pack California spinach, the market on the Coast has shown greater firmness and some of the leading canners have advanced their prices on No. 2½s and on No. 10s. Spot corn and peas are in fairly good request for the medium grades at the inside quotation and more business would be passing if the buyer could do a nickel under the general price. Tomatoes have been rather dull since the pack statistics were announced as buying has been reduced to a minimum to see whether canners will weaken. Asparagus is in better jobbing demand and more attention is being paid to offerings on the Coast.

Dried Fruits—California prunes are the best seller among the dried fruits and they are outdistancing Northwestern packs. No pushing in retail channels is necessary as the fruit is selling itself, although the wholesale trade has been on such a conservative basis that the market has not made rapid progress toward the point where Coast buying for replacement is advisable. The strength of the Northwest market at the source prevents any reactions here where stocks of all grades are light. Apricots are doing better than peaches as there are light supplies of all grades in every quarter and the market is dependent entirely upon 1927 crop. Coast apricot assortments are broken and are short on the top grades. Choice is more abundant than other types. While 1926 peaches are down to small blocks, many of which are the tag ends of the pack and represent poor quality, they are offered in competition to 1927 goods and the whole market is affected. Peaches however, are in increasingly better demand as the spring trade is opening up. Currants have been quiet, but the tone of the market has been firm. Figs and dates are unchanged but are not pressed for sale. Raisins are weak on the Coast and this prevents advance buying in a way which changes spot conditions.

Canned Fish—Pink salmon continues to be the most colorful of the fish

packs. Seattle operators have firmer ideas and some of them are 10c over the former base price of \$1.75. On the spot \$1.80 is paid ex warehouse and frequent predictions are made that the market will go to \$2 before the end of the season. Chums have followed pinks in tone and in a tendency toward higher prices but reds so far have lagged behind and have been dull. Chinooks are scarce in the better grades. None of the other fish packs are vitally changed.

Salt Fish—As Lent is actually here, the demand for mackerel has improved and the market has firmed up. Prices have not actually advanced yet, as holders believe the demand would be interfered with by such a movement, but the undertone is quite firm. Only small sizes are lagging behind.

Beans and Peas—Market for dried beans has continued its firmness during the past week, although the only thing that has forged ahead has been California limas. The other varieties, however, are steady. Dried peas unchanged.

Cheese—The market has had a rather quiet and easy time during the week. Offerings are moderate, but ample for the light demand.

Nuts—During the spring, the market for nuts in the shell always becomes more active and the increase in retail and wholesale distribution has begun. A canvas of holdings of all varieties of nuts among retailers shows that stocks are unusually low as the trade has not been carrying heavy reserves. It has waited until almost out of goods and has been buying for replacement. The turnover is not heavy with individual buyers, but the aggregate is satisfactory resulting in a better undertone and to some extent a slight hardening in values in the wholesale market. California walnuts have been the best sellers as a nationwide sales campaign has been under way to increase the movement to the wholesaler and the retailer. Coast business for prompt shipment has been done, and cars now coming in are being moved right out as local stocks in all quarters have been reduced to a minimum. Other nuts have been without special development.

Rice—The most favorable feature of the rice market is the better movement at retail which has speeded up distribution all along the line, even as far as the miller. Distributors are of the opinion that transient trading is much above average even though it is confined to filling actual wants, but with no speculation and with careful buying stocks taken from the wholesale market are put right into consumption. Primary markets have been quiet but steady in tone with no accumulations since millers have not been operating freely, as they have realized the narrow demand in domestic markets. Rice is selling better over the retail counter than in many months. Some of the chain stores are offering grades at 5c per pound, which makes rice the cheapest food now available.

Sauerkraut—Bulk and canned kraut are steady, with no new features developing in the situation.

Syrup and Molasses—No change has occurred in either compound or sugar

syrup for the week. Demand for both lines fairly maintained, also price. Good grades of grocery molasses are selling fairly well, but buyers are not anticipating their wants and prices are just steady.

Vinegar—Limited supplies in retail and wholesale markets causes an unusual degree of strength throughout the market which the trade believes will continue until 1928 vinegar is on the market.

Review of the Produce Market.

Apples — Baldwin's, \$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—6½¢@7¢ per lb.

Beets—\$1.25 per bu.

Butter—Last week butter was a little soggy and fine fresh creamery went off ½ cent. Later, however, receipts were cut down and the market advanced 2c. At the present writing the market is steady and fairly active. Receipts about normal. Jobbers hold June packed at 43c, fresh packed at 45c, prints at 47c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2 per 100 lbs. for old; new from Florida, \$3 per 90 lb. crate.

Carrots—\$1.25 per bu. for old; new from Texas, \$2.50 per bu.

Cauliflower—New from Florida, \$2 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, \$2.25 per crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$8.35
Light Red Kidney8.50
Dark Red Kidney8.85

Eggs—The effect of the on-coming season of largest production has shown in the egg market day by day. Receipts are increasing and the market went off about 1c per dozen during the week. Demand for fresh eggs is good. Local jobbers pay 25c for strictly fresh.

Grape Fruit — Florida commands \$5@5.25 per crate, according to size and grade.

Green Onions—Chalotts, 65c per doz.

Lemons—Quotations are now as follows:

300 Sunkist\$7.50
360 Sunkist7.50
360 Red Ball7.00
300 Red Ball7.00

Lettuce — In good demand on the following basis:

Arizona Iceberg, 4s, per bu.\$3.75
Hothouse leaf, per lb.10c

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

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

100\$4.75
1265.50
1505.75
1766.50
2006.50
2166.50
2526.50

288 5.75
Red Ball, 50c cheaper. All sizes of Floridas are selling at \$6.

Peppers—Green, 65c per doz.

Potatoes — The market is a little firmer on the basis of \$1.50@1.66 per 100 lbs., generally over the State.

Poultry—Wilson & Company pay as follows:

Heavy fowls24c
Light fowls18c
Heavy Broilers26c
Light W. L. Broilers18c

Radishes—65c per doz. bunches for home grown hot house.

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

Tomatoes—\$3.50 for 10 lb. basket of hot house; \$1.25 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy19c
Good17c
Medium15c
Poor10c

Merchant Sixty-Two Years a Chapter Mason.

Traverse City, Feb. 28—The Masonic hall, rich in the memory of solemn ritual, saw perhaps the most impressive evening of all when Traverse City Masons met last Thursday night to commemorate the founding of their Chapter 60 years ago.

The most impressive moment of the evening came when about fifty Masons who have been members of the Chapter for over twenty-five years posed for a photograph with Mr. and Mrs. Prokop Kyselka. The program was devoted to honoring Mr. Kyselka quite as much as to remembering the anniversary for Mr. Kyselka was one of the charter members of the Chapter, and the only one remaining. His membership really antedates the charter by two years. He was one of the organizers of a provisional Chapter in 1886, but it was not until 1868 that a Charter could be secured. It is not every Mason who has the honor of posing for a photograph with one who has been a Chapter Mason for sixty-two years.

Dr. G. A. Holliday gave a short talk honoring Mr. Kyselka, "the only man I know," he said, "who has never had an enemy," and Mr. Kyselka responded with a few brief and modest remarks.

Grocer Lake Now Druggist Lake Also

Petoskey, Feb. 28—John A. Lake and his associates have purchased the Fallas drug stock at 330 East Mitchell street. The sale covers the stock, fixtures and accounts.

The new firm will be known as the Lake Drug Co., the owners being John A. Lake, Kenneth E. Lake, Raymond J. Lake and Miss Grace A. Starmer. Kenneth E. Lake, who will be active in the management of the store under the direction of his father, John A. Lake, is a graduate of Petoskey high school, subsequently a student at Ferris Institute for three years and having three years drug store experience at St. Johns.

John A. Lake conducted a grocery business for a term of years as a member of Smith & Lake, that firm closing out all their stores except the Bay View branch about two years ago.

The new venture will result in Mr. and Mrs. Lake remaining as Petoskey citizens, which fact is gratifying to their many friends.

C. W. Fallas, who established the store about thirty-five years ago, has announced no plans for the future, except that he and Mrs. Fallas will continue to make their home in Petoskey where they enjoy a wide circle of friends.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Feb. 16—we have to-day received the schedules, reference and adjudication in the matter of Clyde H. Smith, Bankrupt No. 3364. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Stanton, and his occupation is that of a farmer. The schedules show assets of \$21,152 of which \$2,150 is claimed as exempt, with liabilities of \$18,544. The first meeting will be called promptly, and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Stanton	unknown
A. B. Leach, Stanton	\$ 37.50
R. L. Bentley, Stanton	4,500.00
State Savings Bank, Stanton	800.00
Eugene Strait, Stanton	500.00
City of Stanton	10,000.00
C. H. Carothers, Stanton	1,450.00
Strouse & Stebbins, Stanton	398.00
J. L. Crawford, Stanton	97.71
State Savings Bank, Stanton	1,750.00
Bell Fitzsimmons, Stanton	42.00
Norma & Lorene Harrington, Stanton	582.93
Harold and Ruth Griggs, Sheridan	321.33
Elizabeth North, Stanton	64.15
Florence Shepard, Stanton	3,407.25
Maria Smith, Stanton	431.00
Stanton Elevator, Stanton	23.89
M. McTosh, Stanton	12.00
Charles Percival, Stanton	14.45
R. D. Conklin, Stanton	20.00

Feb. 17. On this day was held the first meeting of creditors in the matter of Leah Schade, Bankrupt No. 3254. The bankrupt was present in person and represented by attorney Horace T. Barnaby. One claim was proved and allowed. Certain creditors were present in person. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The bankrupt was directed to pay the filing fee, upon receipt of which the case will be closed and returned to the district court as a case without assets. The first meeting adjourned without date.

On this day also was held the first meeting of creditors in the matter of Claude Bates, Bankrupt No. 3252. The bankrupt was present in person and represented by attorney Horace T. Barnaby. No creditors were present in person, but one was represented by Corwin, Norcross & Cook. No claims were filed. No trustee. Bankrupt sworn and examined without a reporter. The bankrupt was directed to pay the filing fee on or before ninety days from date, upon receipt of which the case will be 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 Frank J. Titus, Bankrupt No. 3258. The bankrupt was present in person and represented by Horace T. Barnaby, attorney. No creditors were present. 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 was held the first meeting of creditors in the matter of Ray Osburn, Bankrupt No. 3335. The bankrupt was present in person and represented by attorney Seth R. Bidwell. 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 Louis Schroeder, Bankrupt No. 3331. The bankrupt was present in person, but not represented. No creditors were present. One claim was proved and allowed. The out a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Feb. 18. We have to-day received the schedules, reference and adjudication in the matter of Holland Chair Co., a Michigan corporation, Bankrupt No. 3368. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Holland. The schedules show assets of \$189,113.88 with liabilities of \$65,413.45. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Holland	\$2,525.76
Nick Havenga, Holland	27.30
C. Bontekoe, Holland	98.78
H. Havenga, Holland	108.00
John Deur, Holland	83.48
L. VanDerHill, Holland	18.73
M. Wabeke, Holland	160.00
Tony VandenBerge, Holland	4.05
David Van Ins., Holland	300.40
Wm. Donley, Holland	80.30
Tony Hesselink, Holland	115.78
Wm. Trimble, Holland	164.71
Nick DeVries, Zeeland	110.00
John Redder, Holland	49.74
C. DeFouw, Holland	87.73
H. Weaver, Zeeland	85.73

A. Prins, Holland	436.26
A. Yunginer, Holland	35.00
J. Bokrove, Holland	123.76
James Baas, Holland	83.75
Martin DeVries, Holland	339.75
Chas. Stegenga, Holland	164.02
J. Haringsma, Holland	243.01
H. DeBegt, Holland	393.38
H. Ten Harmsel, Holland	151.07
Geo. Veldneer, Holland	111.56
R. Kraai, Holland	37.30
Edw. DenHouten, Holland	10.80
Ton Vanden Berg, Holland	304.63
Elmer Northouse, Zeeland	280.53
H. Arnoldink, Holland	265.88
Adeline Van Der Hill, Holland	117.00
Otto De Jong, Holland	19.50
Holland City State Bank, Holland	5,000.00
G. J. Diekema, Holland	375.00
D. B. K. Van Raalte, Holland	375.00
John Vander Veen, Holland	375.00
Con DePree, Holland	375.00
A. H. Landwehr, Holland	375.00
Charles Kirchen, Holland	375.00
Bonus Committee, City of Holland	5,000.00
American Cabinet Co., Holland	9.90
Acme Rag Co., Chicago	28.58
Associated Truck Lines, Holland	37.50
L. M. Ascherenka, Cincinnati	24.75
Robert F. Ahern, Indianapolis	32.07
Amer. Decalcomania Co., Chicago	12.29
Ault & Wilborg Co., Cincinnati	450.30
Artercraft Engraving Co., Kalamazoo	4.85
American Brass Co., Grand Haven	134.55
Ames Bag Co., Cleveland	2.90
H. R. Brink, Holland	179.86
Buss Machine Works, Holland	19.15
David Berg Ind. Alcohol Co., Philadelphia	54.60
Buhl Sons Co., Detroit	18.34
M. A. Baloyan, Grand Rapids	22.00
Bradshaw Praeger Co., Chicago	117.50
J. F. Bower, Erie, Pa.	463.53
Burke Engineering Co., Holland	38.13
Berry Bros., Detroit	18.85
John C. Chambers, Chicago	10.80
Shirley E. Coy, Huntington	76.70
Cen. Mich. Paper Co., Grand Rap.	10.24
Coulter Lumber Co., Grand Rapids	12.93
C. Cook Co., Holland	3.00
M. B. Cook Co., Chicago	33.20
Chase Bag Co., Milwaukee	2.44
Columbian Enamel & Stamping Co., Terre Haute	42.44
Cleveland Varnish Co., Cleveland	181.75
Cincinnati Varnish Co., Cincinnati	136.50
Chas. B. Crystal Co., New York	7.80
Cadillac Shellac Co., Ferndale	117.30
DePress Hdwe. Co., Holland	481.68
Dale Bros. Excel. Pad. Co., Grand Rapids	68.45
John A. Dunn Co., Gardner	90.74
DeVilbiss Mfg. Co., Toledo	67.43
Deur & Zwemer Hdwe. Co., Holland	.15
Jack L. Dugan, Columbus	14.70
A. E. Despres Wood Products Co., Grand Rapids	33.23
Harry Downey, Grand Rapids	101.15
Evans & Retting Lumber Co., Grand Rapids	47.48
Harry M. Eichman, Chicago	101.13
Eagle Wiping Cloth Co., Chicago	50.40
Fris Book Store, Holland	1.50
G. R. Fibre Cord Co., Grand Rapids	32.00
Faultless Caster Co., Evansville	4.30
H. A. Fuchs, Tampa, Fla.	1.78
C. E. Franche Co., Chicago	271.05
G. R. Wood Fin. Co., Grand Rapids	588.60
G. R. Dowel Works, Grand Rapids	7.72
G. R. Varnish Corp., Grand Rapids	161.48
John H. Garvelink, Grand Rapids	13.66
Geerds Elec. Co., Holland	37.70
G. R. Printing Co., Grand Rapids	11.83
G. R. Market Ass'n., Grand Rapids	200.00
Good Coal Co., Holland	76.69
G. R. Welding Sup. Co., Grand R.	.40
C. W. Golde, Los Angeles	280.03
A. L. Holcomb Co., Grand Rapids	1.95
Holland Bedding Co., Holland	918.70
Holland Lumber & Supply Co., Holland	1.08
Hayden Supply Co., Grand Rapids	27.18
J. Milton Hagy Waste Works, Philadelphia	30.77
J. Y. Huizenga, Holland	3.60
W. E. Haworth, White Water, Wis.	87.18
I. X. L. Machine Co., Holland	1.30
Dabney Varnish Co., Louisville	380.50
Klomparsen Coal Co., Holland	140.38
Keeler Brass Co., Grand Rapids	1.67
Keystone Friction Co., Williamsport, Pa.	113.89
Kewanee Boiler Co., Kewanee, Ill.	5.80
Kokomo Steel & Wire Co., Kokomo, Ind.	63.09
Kent Laundry Co., Grand Rapids	68.51
C. S. Kuhlman, Fostoria, Ohio	34.25
Kal. Wax Paper Co., Kalamazoo	20.00
Lyn Furn. Merc. Agcy., Grand Rap.	155.00
D. H. Lockart, Indianapolis	34.42
Brunswick Ewen Lbr. Co., Chicago	197.28
Latrobe Tool Co., Latrobe, Pa.	12.77
Andrew Mack, Jonesville	1.01
Mead Pub. Co., Grand Rapids	50.00
Metal Products Co., Chicago	4.72
Manning Abrasive Co., Troy, N. Y.	234.98
M. N. Miller, Williamsport	34.08
Henry Maisel, Buffalo	15.35
McBride Insurance Agency, Holland	57.40
G. V. McKee, Greenwich, Conn.	21.28
National Brass Mfg. Co., Cincinnati	274.83
National Shellac Co., Cincinnati	1.35
Ottawa Furn. Co., Holland	4.90
Overseas Reed & Cane Co., Ionia	647.04
O'Brien Varnish Co., South Bend	53.45
W. S. Orcutt, Olean, N. Y.	35.42
Frederick Post Co., Chicago	10.92
C. F. Pease Co., Chicago	12.68
Thomas W. Parker Co., Grand Rap.	105.68
Phoenix Sprinkler & Htg. Co., Grand Rapids	15.00
Palm, Feachtler Co., Chicago	6.34
Pittsburgh Plate Glass Works,	

Reliability through the years

You can give your customers Rumford Baking Powder and know they will come back for more. Its purity, wholesomeness and dependability insures better baking and will please the most critical housewife.

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Uncle Jake says-



"Stuffing the average man with flattery is like feeding cream puffs to a ditch digger; when you tickle the palate you soften the muscle."

We have learned much more about paper making from criticisms than we have from flattery.

We have improved our

K V P DELICATESSEN PAPER

as a result of suggestions made by its big users to a degree that we do not hesitate to recommend it to you as being better, far better, than the average papers on the market for the protection of your food products from your store to your customers kitchen.

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



Don't hire a juggler

to turn over your stock.

Continuous advertising plus the splendid character of the goods themselves does the turnover act for Beech-Nut Peanut Butter, Spaghetti, Pork and Beans, and the other good Beech-Nut things.

Beech-Nut

"FOODS OF FINEST FLAVOR"

Milwaukee	221.08
Lyman M. Paine, Chicago	52.00
Paine Lumber Co., Oshkosh, Wis.	342.85
Quimby-Kain Paper Co., Grand R.	56.99
John Rooks, Holland	399.45
Jas. H. Rhodes Co., Chicago	15.80
W. Rumsey Co., Romeo	9.43
Ridenour & Van Gundy, Port Elizabeth, N. J.	3.54
Geo. G. Robert Mfg. Co., Chicago	98.93
Steketee VanHuis, Holland	321.50
Scott Luger Lbr. Co., Holland	276.50
Bert Slag & Son, Holland	3.55
Syracuse Ornamental Co., Holland	102.98
Standard Grocer Co., Holland	26.72
Service Machine Shop, Holland	343.06
John A. Snyder, North Manchester	44.24
Wm. Slater, Holland	24.18
Standard Pulley & Mfg. Co., Cincinnati	150.00
Superior Cabinet Co., Muskegon	287.73
Tisch-Hine Co., Grand Rapids	1.05
Tracey Clock Co., Grand Rapids	11.25
Fred G. Timmer, Grand Rapids	100.00
U. S. Sanitary Spec. Corp., Chicago	48.00
Union Selling Co., Cincinnati	1.06
Vanden Berg Bros. Oil Co., Holland	20.60
Tyler Van Landegend, Holland	7.20
Van Dyk Construction Co., Holland	10.00
Van Camps Varnish Co., Cleveland	2.25
Vos Electric Co., Holland	4.06
West Furn. Co., Holland	110.07
W. P. Williams, Grand Rapids	8.24
J. Weiskopf & Son, Cleveland	55.89
Wood Mosaic Co., Louisville	1,522.88
J. E. Winholtz, Chicago	84.98
H. B. Young Co., Chicago	4.86
Zeeland Wood Turning Works, Zeeland	2.58
Zapom Co., Chicago	73.50
Postal Tel. Cable Co., Holland	4.45
Western Union Tel. Co., Holland	1.11
Michigan Bell Tel. Co., Holland	24.43
Board of Public Works, Holland	968.01
Mfg. Finance Co., Chicago	59.33
George Van DeRiet, Holland	5,400.00
Banner Furn. Co., Indianapolis	10.00
H. O. Baker Co., Charleston	1.25
Home Furn. Co., Huntington	5.50
Fred Harvey, Union Sta.	3.75
Jury Rowe Co., Lansing	2.50
Strouss Hirschberg Co., Youngstown	.50
G. A. Stowers Co., Houston, Tex.	90.24
Wright Bros. & Rice, Pomona, Calif.	4.75
Foster, Merriam Co., Meridan, Conn.	40.00
National Retail Furn. Agency, Grand Rapids	70.00
Lewis & Freeman, Cleveland	75.00
Louis B. Ridenour, Port Elizabeth, N. J.	350.00
C. W. Holmes, Grand Rapids	326.57
W. P. Williams, Grand Rapids	200.00
John Aresdhorst, Holland	550.00
West Dempster Co., Grand Rapids	85.12
John Rooks, Holland	50.00
Geo. F. Kerns Lumber Co., Chicago	100.00
Daily-Artisan Record Co., Grand R.	175.00
David Berg Ind. Co., Philadelphia	90.00
American Glue Co., Boston, Mass.	200.00
D. D. Battjes, Grand Rapids	1,500.00
Howard A. Shead Lumber Co., Grand Rapids	150.00
Reed Tandler Co., Grand Rapids	750.00
Buss Machine Works, Holland	100.00
Good Coal Co., Holland	200.00
S. C. Johnson, Racine	120.50
Atwood Coal Co., Grand Rapids	1,550.00
Atwood Lumber Co., Grand Rapids	300.00
Plunket-Webster Lbr. Co., New Y.	850.77
Softex-Hardwood Mills, Cookeville	886.65
Frank I. Abbott, Chicago	466.64
Klomparsen Coal Co., Holland	100.00
Thomas W. Parker Co., Grand R.	100.00
Service Machine Shop, Holland	110.00
Globe Carving Co., Holland	225.00
Brass Novelty Works, Grand Haven	240.00
Holland Bedding Co.	1,075.00
Blue Book Pub. Co., Grand Rapids	125.00
Dale Bros., Grand Rapids	35.00
Ottawa Furniture Co., Holland	1,969.00

Feb. 17. On this day was held the first meeting of creditors in the matter of Andrew C. Anderson, Bankrupt No. 3333. The bankrupt was present in person and represented by attorney John G. Anderson. One creditor was present in person. 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 Mike Danto, Bankrupt No. 3340. The bankrupt was present in person and represented by L. Landman, attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. C. W. Moore was named trustee and his bond placed at \$100.

Feb. 20. On this day was held the first meeting of creditors in the matter of William E. Worden, Bankrupt No. 3338. The bankrupt was present in person and represented by attorney Don E. Minor. 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

William T. Kelly, Bankrupt No. 3337. The bankrupt was present in person and represented by attorneys Phelps & Paley. 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 Mary J. Combs, Bankrupt No. 3346. The bankrupt was present in person and represented by attorneys Hilding, Hilding & Tubbs. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Hero Brat, Bankrupt No. 3330. The bankrupt was present in person and represented by H. H. Smedley, attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

In the matter of Clare H. Sexton, Bankrupt No. 3349, the funds for the first meeting have been received, and such meeting has been called for March 5.

In the matter of Earl Wright, Bankrupt No. 3358, the funds for the first meeting have been received and the first meeting has been called for March 5.

In the matter of Edward Kroll, Bankrupt No. 3365, the funds for the first meeting have been received and the meeting has been called for March 5.

In the matter of William T. Kroll, Bankrupt No. 3344, the funds for the first meeting have been received and the meeting has been called for March 5.

In the matter of Peter Timmer, Bankrupt No. 3356, the funds for the first meeting have been received and such meeting has been called for March 5.

In the matter of Elmer Vanhohensien, Bankrupt No. 3348, the funds for the first meeting have been received and the meeting has been called for March 5.

In the matter of Joseph J. Johnson, Bankrupt No. 3277, the funds for the first meeting have been received and the first meeting has been called for March 5.

Feb. 20. On this day was held the first meeting of creditors in the matter of Frank H. Crandall, Bankrupt No. 3341. The bankrupt was present in person and represented by attorney Charles H. Kavanagh. No creditors were present or represented. One claim was approved 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 Carl K. Meese, Bankrupt No. 3339. The bankrupt was present in person and represented by attorney Hugh G. Maddox. 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 Clarence L. Leverton, Bankrupt No. 3345. The bankrupt was present in person and represented by attorney George B. Gould. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of William A. Weatherwax, Bankrupt No. 3355, the first meeting of creditors has been called for March 13.

In the matter of Harry C. Knight, Bankrupt No. 3355, the first meeting of creditors has been called for March 31.

In the matter of Walter E. Morris, Bankrupt No. 3354, the first meeting of creditors has been called for March 12.

In the matter of Henry V. Filkins, D. B. A. Radiola Sales & Service, Bankrupt No. 3357, the first meeting has been called for March 12.

In the matter of Clyde H. Smith, Bankrupt No. 3364, the first meeting of creditors has been called for March 12.

In the matter of Holland Chair Co., a Michigan corporation, Bankrupt No. 3368, the first meeting has been called for March 15.

In the matter of Moses Baum, Bankrupt No. 3363, the first meeting of creditors has been called for March 15.

In the matter of Muskegon Scrap Material Co., Bankrupt No. 3343, the first meeting has been called for March 14.

In the matter of Arthur Anderson, doing business as Anderson Furniture Show Rooms, Bankrupt No. 3350, the first meeting has been called for March 13.



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GRAND RAPIDS



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POLITICAL DISTURBANCE.

Very little new is reported in the general business situation this week.

In addition to the sudden prominence given to unemployment conditions and the usual misgivings which attach to a Presidential election year, the mood of business has not been helped any by the many questions of economic bearing that are being threshed over at Washington. It was predicted earlier that the coming campaign would see few important economic issues to the fore and that the candidates were all "safe." The feeling of security engendered by this view has been rather rudely disturbed by the course of events and, while there may be a bit of "whistling to keep up courage," there is no gainsaying the adverse effect on business sentiment.

About the most hopeful evidence of a mending situation is likely to come from the success which automobile producers achieve in their selling from now on. The report of General Motors on retail sales for January was eminently satisfactory, but allowance was made for Ford's failure to get into any kind of production, owing to fatal defects in his new car which must be remedied before any one with any knowledge of mechanics will accept the imperfect car now offered to the public. January output for the automobile industry was about 6 per cent. under a year ago. On the other hand, it marked a sharper gain from December than in 1927. Building contracts are well maintained and only in the railroad equipment branch does the steel business find demand below normal.

The broad measure of business furnished by carloadings indicates that volume is still about 5 per cent. under a year ago. The loss is found chiefly in coal loadings, however, and the merchandise and miscellaneous groups are drawing closer to last year's figures.

MAY ANSWER PROBLEMS.

When the oil scandal was first attacked there were indignant cries of "muckraking" and "mudslinging." Just now any attention drawn to the unemployment situation is branded "politics." The Labor Department figures show the worst situation since 1922. It speaks rather well, therefore, for the politics that will bring such a condition to notice and at the same time suggest a means of remedying it, perhaps, by starting up public works construction as quickly as possible. This solution, it will be recalled, was evolved in the study of the last critical period in the country's business.

Along more abstract lines the whole employment question has been opened up to discover, if possible, what steps may be taken to remove the surplus labor problem more permanently. The effect of machine production has perhaps attracted most interest. Some observers hold that hope lies in new industries that will take up the workers released by the increased use of machinery. This is logical enough if the qualification is made that the new industry should not replace or impair an established one. From labor representatives, of course, come suggestions

for higher wages and reduced working time.

The strongest case, however, is made by those who advocate intensification of our export efforts. In that direction we have both investment capital and efficient production at our command. A diversion of some of our high-pressure selling, that is beginning to pall and create difficulties at home, to foreign markets might afford relief in several ways.

COMPULSORY INSURANCE.

Although six of the states of the Union have thus far attempted to deal by legislation with the problems arising from automobile accidents and the resulting injury to persons and property, no real solution has yet been found. Massachusetts alone among the states has listened to the widespread demand for out-and-out compulsory liability insurance, and its experience is limited to the year just past, during which the collisions, fatalities and injuries to persons all increased over the previous year. This would seem to fulfill the predictions of the opponents of compulsory insurance that drivers would become careless and reckless, knowing that they were protected. But the effect of these statistics is offset by the circumstance that the accidents in 1927 were fewer in proportion to the number of cars registered than in 1926 and by the further fact that the law has compelled the reporting of accidents which have hitherto not figured in the record.

All the other New England States have adopted a modified form of the Massachusetts act, requiring insurance or the establishment of financial responsibility to meet damage claims only under special circumstances named in the laws. None of these enactments has been in operation long enough to judge of the effect. These inconclusive results are interesting considering that in the last two years the subject of compulsory insurance was before the Legislature in not less than thirty-eight of the states.

WHAT BLINDNESS COSTS.

No financial estimate of the cost of blindness to those who are its victims or to the community could add to its pitableness, but it is just as well to realize the economic loss it causes.

Industrial accidents are responsible for 15 per cent. of our blind population and these particular accidents cost the industries of this country not far from \$10,000,000 a year. This loss is the more regrettable since the experience of many plants proves that most of these accidents are preventable. Another element of cost is the greater expense of educating a blind child over that necessary for one with sight. On the average it costs not two or three but ten times as much to provide an education for the child who has not the use of his or her eyes. All this leaves out of account the reduced efficiency of the blind person. The National Society for the Prevention of Blindness, which began in 1907 as a committee with two members, now numbers twenty-five thousand men, women and children and spends \$100,-

000 a year in the work of conserving eyesight.

Money expended in a cause like this is returned manyfold in the saving of financial loss to individuals and the public. But, of course, the greatest satisfaction in connection with it is the prevention of one of the most dreaded of human ills.

HOW TO USE DATA.

With so many problems connected with employment, distribution and production to the fore, a Nation-wide survey has been inaugurated by an eminent committee at the direction of Secretary Hoover. The caliber of this group is sufficiently evident to forecast that the work will be competently done. And yet the question is properly raised whether business has profited as much as might be supposed from similar findings and the mass of statistical data that are already available.

It has been pointed out that what the average business man requires is not more information but a knowledge of how to use what is provided. The various trade institutes which have been formed, and are forming almost daily, run against this real difficulty. The intelligent business man will guide his operations along the lines suggested by statistics on output, sales, shipments and stocks. The man who is either ignorant or overshrewd tries to "beat the game" and soon the entire industry suffers.

This situation is one that arises in the individual industry and emphasizes the education that will have to be done before intelligent control through statistical data becomes possible. But in addition there is needed a proper co-ordination of all industrial and trade data, so that out of the maze of figures may come a clearer light on business progress to the average business man.

DRY GOODS CONDITIONS.

February has not furnished results altogether satisfactory in retail trade. The season between January clearances and Easter selling is usually rather dull, and this year has been no exception in most cases. Adverse weather and the restraints imposed by unemployment, fear of it or the caution aroused by widespread comment have combined to hold down consumer buying a little more than usual since seasonal attractions are lacking.

However, as Easter comes earlier this year, the chances are that trade will soon pick up and the lost ground may be recovered. Comment is general among retail buyers that merchandise offerings are particularly attractive this season, both from the standpoint of style and value. Thorough testing out has been the rule and consumer response when spring goods begin to sell in volume should be better as a result of this efficient merchandising.

In the wholesale markets there is still some hesitation. The hesitation at present is traced not so much to doubts over values as to a desire to obtain a clearer idea of general business prospects and selling possibilities. Prompt deliveries are sought, and this is taken as an indication that stocks in distributive channels, at least, are not heavy.

FOR BETTER RACE FEELING.

Urban Leagues have now been established in forty-two cities. But what is an Urban League? It is an organization for bringing about a better understanding and feeling between the white and the colored people. On its executive board are representatives of both races. What is being accomplished by such a movement cannot be set down to any large extent in figures or lists of specific things done, but an idea of its varied activity may be gained from the item that the league in New York has helped to get special work for colored boys arranged by the Boy Scouts, and the additional item that an appeal to President Coolidge, based upon reports of unequal treatment of negro flood sufferers, resulted in the appointment of a negro advisory committee by Secretary Hoover. These are definite achievements, but the great work of such an organization lies in the amelioration of race prejudice and race envy and the development in Americans of the custom of acting together without regard to the color of one another's skins.

DRINKING IN SWEDEN.

Our profound discomfort under the yoke of prohibition drives us to point to other countries where, we say, such things are much better managed—Sweden, for instance.

But the Swedes also are by no means contented with their system, which we take to be the issuing of "responsible citizens" of "books," or licenses, allowing them to purchase liquor. Speakers at the recent Swedish Prohibition Congress complained that the "book" system encouraged regular, steady and habitual drinking. Not in the last sixty-five years, they said, has there been so much liquor consumed. Fifteen years ago few Swedish women drank, now 104,600 of them are the possessors of "books" and every year 40,000 new citizens are granted the freedom of the glass.

So they insist that a new method must be found and tried—possibly local option. They will try it and reject it and try something else and so on until man becomes a perfect animal and the hundred insoluble problems which are the price of being human have a solution.

THE DERBY'S RETURN.

The derby hat, long the emblem of respectability, has been elevated to the status of a symbol. Its recent popularity with youths of the so-called collegiate type signifies a reversion to Victorian formalism, in the opinion of Dr. William Allen Neilson, president of Smith College. "We have turned the corner and are now moving with our backs on the Jazz Age," he explains. Whether the high stock, the narrow trousers and the pointed, shiny shoes of an earlier and more somber generation will return he does not say, but already on city streets, as on any campus, one may observe the trend toward darker and tighter overcoats. Femininity, too, appears to be turning an interested eye toward the fashions of the past. It has been only a few weeks since one authority on hair-dressing referred to "the old-fashioned bob."

Echoes of the Better Business Merchandising Conference.

Detroit, Feb. 28—One of the many interesting exhibits at the second Better Merchandising Conference and Exposition held at the Book Cadillac Hotel, Feb. 15, 16 and 17 was that of the C. A. Finsterwald Co., one of Detroit's larger floor covering distributors. With the aid of the newest type of commercial moving picture machine the entire process of rug manufacture was shown from sheep shearing to finished products. The process included dyeing, spinning and rug weaving in the big mills of C. H. Masland & Sons, Philadelphia. The Finsterwald company in addition to carrying large stocks of floor coverings also sell the Masland lines. The display was in charge of Melburn Finsterwald.

To J. D. Viau, clothier, of Cheboygan goes the honor of being first registrant at the big show.

Wetsman & Shatzen, who belong to the younger generation of Detroit wholesalers displayed among other things in their men's furnishing goods exhibit a new line of rayon underwear for women. The rayon lines are recent acquisitions to this firm's stocks and according to M. Shatzen it is their intention to throw their efforts into the building up of this new department. Wetsman & Shatzen are both young men and received their early education in the retail field, later becoming affiliated with local jobbers in the men's furnishing goods business. The acquaintance they made as special representatives for their respective houses stood them in good stead when they embarked in business for themselves a few years ago. At least this one of the many reasons for their has been continuous and healthy business growth. Starting out with but one salesman they now employ seven in the city of Detroit and contemplate in the very near future an invasion into the Michigan, Northern Ohio and Indiana territories.

A conspicuous figure at the convention was that of Jason Hammond, Manager of the Michigan Retail Dry Goods Association, which holds its convention and exposition in Lansing next month.

Worlds champions in the field of athletics are heralded in a manner that brings their names and acts of prowess before the entire world but world champions in the field of merchandising is another thing entirely and when such a distinction comes to a person the news seldom spreads beyond the confines of his own organization. And until we got hold of the story that is where the tidings of "Pete" Hargrove's wonderful selling exploits would have remained. Mr. Hargrove's personality according to all who know him is simply irresistible but to this Pete's modest answer is that personality has nothing to do with his big sales volume. "It's the merit behind every pair of Blue Bell overalls that is sold."

Mr. Hargrove in 1926 was presented with a gold watch by his employer, the Blue Bell Overall Co., of Greensboro, N. C., in recognition of his services for that year. Inscribed on the watch were the words: "To Peter Hargrove, champion overall salesman of the world." That year his sales totaled \$3,750,000. To sell that amount of goods one needs have a superabundance of personality, stamina, force, power, energy and a few more things thrown in to complete the category. Mr. Hargrove was in charge of the Blue Bell overall exhibit at the Better Merchandising Exposition assisted by Mary Bonnie Cole, a Detroit young lady who acted as a model to display the good qualities of the overalls—and attract spectators to the booth. A Kralik & Co. is exclusive Michigan distributor of the Blue Bell overalls.

As was expected by the writer, the visitors to the exposition were pleasantly surprised at the women's and

misses' ready-to-wear displays. That Detroit has made such gains in this field during the past few years has not been generally known in some parts of Michigan and the knowledge that they can find so many and diversified stocks for immediate delivery at New York prices will go a long way toward enhancing the general value of this market for dealers in Michigan, Ohio and Indiana. The exhibits of women's ready-to-wear garments drew praise from the daily papers of this city because of their novel character and the unique fashion in which all ready-to-wear exhibitors participated. They included Annis Fur Post, Lou Littman, Alexander Licht, J. B. Burrows and the Small-Ferrer Co.

J. Edwin White, of Grand Rapids, representing the Hugh Lyons Co., of Lansing, was among the spectators who examined the exhibits of the exposition. Ed, who has devoted a lifetime to the store fixture business is always on the alert for new ideas and his studies and research work has made him one of the most valuable men in this field of work.

At the Booth of the Griswold-First State Bank booth stenographic and general banking services were extended free to the delegates. The display was in charge of Walter Jacobs.

Lacking the "prophet" style of conversation Frederick Stockwell of Edson Moore & Co., gave the dry goods delegates an intelligent discourse on the chain store competition and the common sense methods necessary to combat it. The independent retail store he said, must first copy some of the chain store ideas of store arrangement and not least important give the same quality of service and endeavor if possible to go them one better. The service, suggested Mr. Stockwell, must be practical and enlightened and worn out theories thrown into the discard, if the individual store keeper is to survive the rapid and sweeping development of to-day.

The Detroit Suspender & Belt Co. had a machine installed in its booth to demonstrate the manufacture of the company's special makes of men's garters. An interesting display of belts and suspenders also made by this company, was in evidence. Mr. Ziff, the president, was in personal attendance.

Wonderful! was the invariable exclamation of everyone who saw the exhibit of the Michigan Mutual Liability Co., of Detroit. A miniature industrial city, with the small factories in full operation and the usual complicated conflux of city traffic were vividly portrayed. Many object lessons in transportation courtesy were shown by the attendant through the operation of the vehicles that were shown in profusion. Several months' time were consumed in the building of this mechanical diminutive city.

As usual, Harvey Campbell acquitted himself with honor as toastmaster at the banquet held on Wednesday night. Mr. Campbell has established himself as Detroit's premier toastmaster and after dinner speaker. In his brief talk at the banquet he stressed the necessity of those who attended the Conference to return and sell the stay-at-home merchants on the tremendous benefits of an affair such as was held in their interest week before last.

The artistic arrangement of the displays of Edson, Moore & Co., drew unstinted praise from all who viewed it.

The season's new shades were reflected in all textile displays and added much to the appearance of the large hall with the dash of bright colorings that symbolized Dame Fashion's 1928 decrees. Of special interest was the showing of M. Starr & Co., who specialize in dress goods, wash goods and silks. Their booth drew much favorable comment.

It is impossible to go into details covering the talks of the various ses-

sion leaders—suffice to say that seldom in the history of such gatherings has there been a more careful selection of speakers made or such a large percentage who lived up to their jobs beyond all that was expected of them. Spelling the success of not only the 1928 conference but assuring future and larger gatherings.

James Golding.

How About the Home Merchant?

Grandville, Feb. 28—While on a farm something over a score of years ago, I had some experiences which satisfied me of the necessity for local dealers in merchandise for the farming community.

I lived five miles from the nearest railway town, and two miles from the nearest store, the latter known as "The Center Store," and liberally patronized by the surrounding farmers. It was here there was a splendid rural schoolhouse which I understand has gone out of business since the change in school management in our State of Michigan.

One day while I sat in the shade of a vine-covered porch a man called in the interest of an outside grocery firm at Toledo, Ohio.

"Seems to me you are a long ways from home," I suggested. Offering a cigar he sat down on a bench and began his spiel about the selling of groceries to farmers. These goods went everywhere, the farmers seeming to realize that at last they were out from under the thumb of the local dealer.

I had a pleasant visit with the agent, but declined to buy.

"Your neighbors are all taking goods, sir," he assured me, and I think in a measure this was true, but I could not see the advantage.

"We pay cash for groceries which you ship to our nearest railway station where we are summoned to get them. Well, I can buy nearer home even than that, and equally as cheap."

"Yes, but think of the difference in quality—"

I interrupted him to ask if he bought eggs. He did not. How about butter, chickens and various farm products? Nothing doing. It panned out that I must sell my products in the local market, take the money and send it to Toledo for my groceries which, when I got them, were no whit cheaper or better than I could buy at the Center store two miles away. The proposition did not appeal to me.

Furthermore, should all farmers patronize the out-of-town store, what would happen to our local merchants? They would be driven out of business. Small railway towns would be obliterated and the farmer would be compelled to send away to distant cities for everything. This fact alone would reduce the value of farming lands one-half, with no corresponding gain.

I noted that the agent for the Toledo house did not like my line of argument and even refused to stay to dinner which would soon be served.

I knew right well that the farmers were making a mistake in patronizing an outside firm to the exclusion of local merchants. For a time this state of affairs seemed to flourish, although local firms kept going on the custom still vouchsafed them from friendly rural folk.

The big outside grocer did not give credit. This in itself was not what the farmer desired. There were times during the growing season when it became necessary to ask for credit. Were all village and four corner stores driven to the wall, where would that credit come from?

I raised small fruit as well as peaches and built up a nice trade among the rural people, as well as at the small towns on the railway. This I found was more satisfactory than depending on distant shipments for my custom. There was less danger of loss of perishable stuff.

At one time I contracted for the

delivery of nearly 1,000 peach trees from a nursery and had expected to pay for them on delivery from the proceeds of the sale of potatoes in the spring.

When spring came my potatoes, buried in the field, were all frozen. Not a dollar was realized from them and there was the nursery stock soon coming to hand with no money to pay for it. I at once wrote the nurseryman, telling him the exact facts, stating that by midsummer returns from the sale of small fruit would be sufficient to pay the bill. Would he wait? If not, I must cancel the order.

What did that Kent county nurseryman do, think you? He sent the stock and waited for his pay until late June. Everything was satisfactory, when without that credit I would have been left without a peach orchard for at least another year.

"There is no friendship in business."

Never was a less truthful statement ever made. The friendships which come to people through their business transactions are worth more than all the riches of a Rockefeller or a Ford.

Friendship in business should be the most agreeable part of the work. Not only friendship between the business man and his customer, but also between rival business men. Traders should have no enmities simply on the ground of business rivalry.

Again I wish to affirm that the farmer who cuts his deal with the home merchant and goes outside for his goods is making a mistake which will eventually come to him with a force that in many cases will serve to open his eyes to the wrong he is doing a neighbor and a friend.

One wealthy farmer, who patronized the distant city merchant in buying groceries, made a purchase of several pounds of nutmeg. He believed in getting a plenty he said. The joke was on the farmer since that nutmeg was a standby in that house down to the third generation—a case of paying for your chickens before they were hatched.

Home stores, local villages where merchants are ready to give the farmer a square deal, and credit when necessary, are as necessary to farm success as is blood to the life of the body.

Old Timer.

Old Company Under New Name.

Jackson, Feb. 27—Last week you sent us a sample copy of your magazine calling attention to an article in which mention was made of our new company and also inviting us to subscribe to the Tradesman. Now the merits of the Tradesman are well known to us, as in the name of M. H. Lincoln we all have been reading it for a number of years and, of course, will continue to do so, as we find it not only valuable, but necessary.

The mention you made of our new company was a little misleading and we should like very much to put you right about it. The old M. & F. Lincoln Co. has been dissolved and our new company is in one of the former locations of that old concern (706 and 708 Williams). Our business is the retailing of fuel (coal, coke and wood), groceries and meat. The name of our concern is the M. H. Lincoln Co. The officers and directors of the new company are M. H. Lincoln, president, who has had thirty-two years' experience in the fuel, grocery and meat business in Jackson, and his two sons, Lee Lincoln, vice-president, and Nelson Lincoln, secretary-treasurer. We hope that with this explanation you may better understand our company and that if in the future you are kind enough to mention us in the Tradesman it will be in keeping with the accuracy which has always been a distinguishing characteristic of the Tradesman. Meanwhile we will continue to be strong supporters and continuous subscribers to the Michigan Tradesman. Nelson Lincoln.

SHOE MARKET

Making Your Time Pay Profits in Shoe Selling.

The shoe retailer has approximately fifty hours of business time a week. Organizing his time, his effort is to spend the maximum proportion on productive things, the minimum on unproductive.

Upon him are forced a hundred and one diverse activities. Salesmen's calls, office routine of various types, supervision of help, meeting customers, collecting, ordering merchandise by mail, banking receipts, attending the Chamber of Commerce, supervising window displays, writing advertising and scores of other things.

Widely known efficiency experts repeatedly have declared that the average merchant is less than 50 per cent. efficient. It is important that shoe retailers study carefully plans to make their window space produce the most—but, fundamentally, it is far more important they should study themselves to attain the greatest efficiency. The fact that the shoe retailer mixes high-return activities with no-return activities, and, haphazard, gets an average which "gets him by," is not enough. The efficient thing is to so divide personal time and effort among various activities that the wanted result, greatest net profit, is assured. The first step is to carefully analyze personal time and accurately redistribute it.

A Western merchant used for this purpose a time sheet form which Retail Statistics Service recommends. On pink paper 6½ inches by 11½ inches, a "Daily Register" form is mimeographed. This had at the extreme top two lines only. The first used the words, "Daily Register," and the second had, "By," with space for the user's name, and a date space.

There were three columns of figures straight down the page, spaced to give abundant room opposite each for use. The first column began, "8, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 9." It continued in such manner through to 12.55. The second column covered the afternoon hours, one o'clock to 5.55 o'clock. The third column covered the hours from 6 o'clock to 10.55. This merchant was thorough. He did evening work. Though the use for the evening column was much less than for the day columns, he had it for accurate use when needed.

For a period of three weeks, the merchant kept a daily time record on himself. His first task usually, on getting to his desk in the morning, was handling of mail. If he reached the store at 8:40 and at once went at letters, he would note the time when he completed the work on the form here described would draw a line from 8:40 to the concluding time—say 9:10. If then, a committee for the Community Chest drifted in and talked with him for twenty minutes, the disposition of this time would go down.

Fifteen minutes spent discussing window display plans with the store employe handling this work; five minutes lost in turning down a specialty man; twenty-five minutes used in

friendly conversation with Jim Stevens, city politician, on behalf of some candidate; half an hour spent with a carpenter, planning special shelving in the basement—all these went down with accurate apportionment of time consumed. It was not possible to attain one hundred per cent. accuracy, but a good approximation maintained.

Every so often would come a day "all shot to pieces," to use the dealer's words. There would be, perhaps, three customers in a row insisting that the proprietor himself serve them—followed by a salesman who must be seen because he was an old friend (no necessity otherwise, for spending an hour and a half with him.)

Before the three weeks were up, the merchant had, as a result of the time study, radically altered his routine. He found that he was devoting three times as much of his effort and time to the minor things about the store as he should—and was giving woefully less time than it would pay to give to promotion effort. Promotion effort, the time which will be most sensitively reflected in net profit, is shown by most time analyses to be neglected by the average merchant, simply because he permits minor things to compel his attention.

The merchant using the form here described made calculations which showed him, quickly, how inefficient was his distribution of personal time. To begin with, he took the salary he allowed himself—\$350 per month—and divided it by 200 to get the approximate per hour cost to the business of his time. This was \$1.75 per hour. To this he added a figure for overhead time. This was obtained by dividing all overhead by the total number of human hours in his store organization.

The next step was to compile figures on the amount of time spent meeting salesmen, talking with customers, attending luncheon clubs, handling office work—all figured at the personal plus the overhead, times the hours. It was a good thing to spend time greeting customers, he decided, but he hardly could afford to spend \$200 of personal time each month in doing so! He found that by watching situations, and making conversations with customers much shorter, he immediately effected a big saving here. Time spent with salesmen was reduced by setting aside certain afternoon hours during which salesmen would be seen. Time spent over window display was cut to a third by having a single weekly conference with the man handling the displays.

H. R. Simpson.

Jewelry Trade Would Like Action.

Sales of jewelry at wholesale here since the first of the year have apparently not borne out the promise of good 1928 business made by the relatively small percentage of memorandum goods returned after Christmas. Not so much was said about it last month, but it is no longer a secret that the trade would like to see things pick up. The medium-priced lines are most affected, as both cheap novelty goods and the high-priced pieces are doing quite well. Increasing unemployment and wage reductions in some parts of

the country are working against jewelry sales, and their effect has not yet been overcome by improving industrial conditions in other sections.

Formal Hats in Demand.

The formal type of town hat is in active demand, according to leading specialty shops. These hats are wanted for wear with the ensembles where trimming is negligible. The shapes favor the close-fitting models with such trimming as a nose veil, flowers or some type of ornament either of metal or in pasted feathers. Black is the biggest seller, with navy and beige following. The establishment of this type of hat as a vogue is considered a good omen by the wholesalers, who feel that by Spring and Summer there will be a definite demand for both the country and town hats, making for better business all around.

Printed Scarfs Popular.

Indian and East Indian printed silk scarfs are in demand for wear with the new sports frocks and three-piece ensemble suits. These scarfs are wanted because of their unusual color combinations. At present the popular and better priced merchandise is outselling the cheaper lines. These latter, however, are expected to move very quickly as Easter approaches, when there is a greater response on the lower grades. All shades of red and the new "blaze" lead, with beige combinations following.

Scarfs And Chokers Selling.

Fur scarfs and chokers are selling well in the medium and very fine grades. There is, however, this difference in the demand: In the better grades, pointed and silver fox scarfs are selling in double skins, the sables and baum martens in four skins, while beige and gray fox are wanted in single skins. In medium-priced scarfs natural red fox in single skins leads. There is also a big call at present for the extra large wolf scarfs in light colors only. These latter are selling from \$18.50 to \$35 apiece wholesale.

Open Stock Chinaware Favored.

Business since the opening of the new lines last month has been about equal to that of last year for the same period. One feature of the orders has been the greater demand for open stock merchandise, reflecting the tendency of many consumers to buy small

piece sets and then add to them as time goes on. The new color effects, particularly the combination of ivory with white, have taken well.

Shoe Ornaments To Match Jewelry.

New Shoe ornaments which bid fair to displace the conventional buckle with many of the younger set, for a little while at least, are now being shown in designs that match the Chanel jewelry. They come in various sizes and in more or less conventional designs, some being copied from flowers while others are combinations of triangles and squares. Large stones are used, especially clear white crystals, although several attractive patterns appear with green or blue crystals.



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OUT AROUND.

Things Seen and Heard on a Week End Trip.

With the thermometer hovering around zero and the pavements dangerous because of the slippery surface under the light fall of snow, it was deemed wise to deviate from the plans we had made for Out Around last Saturday. I always regret the necessity of making changes of this character, but act on the theory that discretion is the better part of valor.

The first diversion to receive attention was the food show, conducted by Manager Hanson under the auspices of the local organization of retail grocers. I found the entries this year somewhat less than last year, but this lack was more than made up by the quality of the 1928 exhibits and the artistic manner in which they were arranged and displayed. The aisles were made wider, the lighting arrangements were still further improved and the character of the people in charge of the exhibits and the employees as well were all that could be desired.

I have never cared for exhibitions of this character conducted by outside exploiters who jump into the game for a month or so and absorb the lion's share of the profits, but where the affair is conducted by local people, as this one is, and the profits are devoted to the promotion of the best interests of a local organization of grocers, I have nothing but commendation to offer, providing no coercion is used to induce exhibitors to come into the show on penalty of threats which involve the severance of trade relations.

So long as Secretary Hanson can handle a food show as successfully and satisfactorily as he has managed the exhibitions of 1927 and 1928, there is no reason why any Grand Rapids organization should seek elsewhere for a conductor.

I understand that the usual pressure was brought to bear on the management to employ union musicians, who would have produced music greatly inferior to that furnished by the House of David—at twice the price. With the knowledge that only 2 per cent. of the actual workers of Michigan bend their necks to the union yoke, union threats and coercion have ceased to have any influence on employers and so-called music produced by union slaves is in keeping with the slipshod products produced by union workers in all other lines. Unionism and the brothel are in perfect harmony. Unionism and the saloon were in accord, but unionism and music have nothing in common. If a man ever possessed any knowledge of real music, it would desert him the moment he joined the gang of sluggers and murderers who masquerade under the union banner.

I am frequently asked by country merchants what places an outsider ought to visit when he is in Grand Rapids and has a little time on his hands. I invariably answer: First of all, call on your jobbing friends, look them squarely in the eye, tell them your troubles (if you have any) and solicit their advice. Then visit the public library and note carefully the wonderful collection of books and

records which has been assembled by our world-renowned librarian, Mr. Ranck. If you desire specific information on any subject within the scope of his knowledge, by all means seek an interview with him. He is one of the most affable and accommodating men in the city. Then visit both of our city museums, situated on opposite sides of Jefferson avenue, within walking distance of downtown. An hour can be devoted very profitably to each museum. Half a block East of Jefferson avenue, on East Fulton street, is the art institute, where visitors are always cordially welcomed and can enjoy viewing the paintings hung on the walls. There is no charge for admission to any of the institutions. Masons always find a hearty welcome to the Masonic Temple, across the street from the art institute. On one of the upper floors, reached by elevator, is the wonderful collection of badges, jewels, pictures and manuscripts assembled by Grand (Lodge) Secretary Winsor during his long and interesting Masonic career. This collection is one of the largest of its kind in the world and many of the articles included in the collection are almost priceless. Roman Catholics always appreciate a visit to the cathedral on Sheldon avenue and all classes of Christians enjoy inspecting the stained glass windows in Park Congregational and Fountain street Baptist churches. If the brilliant pastors of these churches happen to be in their studies, and are disengaged, they will be glad to give any stranger a hearty handclasp and a word of welcome. The time of these men is so fully employed that it is not advisable to stay long. To a merchant who is especially interested in education a visit to one of our (five) high schools and the remarkable manual training school on Bostwick street is recommended. All of our high schools are equipped with printing offices and machine shops, as well as very complete gymnasiums.

During the summer season visitors have free access to our parks, boulevards and river drives, of which I will write more in detail at some future period. E. A. Stowe.

Mergers Seen in Garment Trade.

The trend toward mergers of manufacturers, already strongly evident in other lines, is going to manifest itself in the women's ready-to-wear field as well. Research and preliminary work is now being carried on, it was said, by banking interests and others with a view toward effecting consolidation. Hitherto highly individualistic, the entire complexion of the garment industry, these views indicated, is apt to undergo a change. The ultimate development of the merger idea, it was contended, will be large corporations controlling all steps of manufacture from piece goods to finished garments.

Detroit—The Detroit Chain & Service Co., 100 Morgan building, has been incorporated to manufacture and distribute sprocket chains and other power transmission devices, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

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FINANCIAL

Best Investments as Commodity Prices Fall.

Although the steady increase of investment funds flowing into the market has encouraged new financing through stock issues rather than by means of fixed interest securities, some farseeing investment bankers believe investors will find greater reward in the course of ten or twenty years in bonds or preferred stocks.

This view is based on the expectation that the buying power of the dollar will gradually recover what it lost since 1913 and that as commodity prices continue to drift to lower levels inventory losses must be constantly absorbed by commercial companies. Examples of similar conditions resulting from wars years ago are cited as precedents.

American wage earners who have become capitalists as a result of enlarged incomes are apt to reap losses in years to come through speculation, in the opinion of Arthur D. Mendes, president of A. D. Mendes & Co.

"Ten years ago great numbers of our people found themselves with an earning capacity which gave them a surplus above living expenses of large proportions," said Mr. Mendes.

"If they spent it on luxurious additions to their scale of living they got less for the dollar than at any time in their experience, as the purchasing capacity of a dollar was only forty cents of its pre-war value at that time.

"If they saved it and put it to work for them it produced a return or wage such as a dollar had not earned since the days of the civil war period fifty years before. Government bonds with a 4 1/4 per cent. coupon could be bought at eighty cents on the dollar. These were due in eight years at their face value, a direct return of more than 5 per cent. and an annual appreciation of 2 1/2 per cent. to maturity. Other bonds were selling at as tempting prices.

"But the pitfalls in their paths have been many, and the lure of the distant pasture has tempted many to enter the field of speculation, with disaster following more or less promptly.

"Since 1920 commodity prices have been coming down and the purchasing value of fixed income increasing, as it always has done for a decade or so after each great war, and the probabilities are that the price index of commodities will continue this course for many years to come.

"This assures, to every commercial and trading enterprise and the shares of stock representing them, a constant inventory loss to be made good out of trading profits. But to the holder of fixed return securities, it at the same time assures an increasing purchasing power year by year of his income, and, what is equally important, when he receives his principal ten or more years from now he will find that it will buy 50 per cent. or more in commodities than the amount of money would now buy.

"The decline in commodity prices and increase in purchasing capacity of the dollar over the next decade is confirmed not only by the experience of

the past seven years, which conforms to previous experiences after the Napoleonic and the civil wars, but is also confirmed by the record and outlook for gold production."

William Russell White.
[Copyrighted, 1928.]

Entitled To Profits For Improving Service.

The Federal Trade Commission's investigation of public utility corporations probably will require a year to complete and may eventually settle points of controversy.

Utility bankers take a hopeful view of the situation, for the commission has not been unfriendly toward large consolidations arranged in the public's interest. Most attention probably will be given to formation of holding companies and public financing incident to mergers.

Criticism leveled at holding companies in political circles has been based on the charge that they make exorbitant profits out of natural resources belonging to the people. Utility officials and bankers reply, however, that if there were no incentive for profits there would be no beneficial results from consolidations and unified management, pointing to the fact that power rates have been reduced as economies have been introduced by efficient managements.

Advantages obtained by holding companies in putting efficiency into operation were summarized recently by Glenn Marston of the American Gas and Electric Company. He said:

"The first function of the holding company is to group the isolated companies under a management more efficient than any single local company could afford by itself. If you have any doubts of the public benefits coming from group management compare our systems with those of Europe, where each plant goes it alone.

"The financial responsibility of the holding company is naturally greater than that of any one of the companies comprising its system. The holding company can, therefore, on its own credit, raise capital more easily than any local company. This money is then put into expanding each of the local companies more rapidly than any one of them could do it alone. The public, therefore, gets extended service more quickly and at less cost than would otherwise be the case.

"In case of fire, flood or other disaster a local company gets the immediate support of the holding company and is able to finance reconstruction at once, while if fighting the battle alone it might be forced into bankruptcy, as has actually happened. At least, it would be seriously crippled, both physically and financially.

"When you hear anyone criticizing the holding companies for making money, remember that we are all trying to make money, you and I, and everybody else, and that the holding companies are fairly entitled to make all the money they can, for they are, no matter what mistakes they may occasionally make, performing an extremely valuable public service. They are giving the public the benefit of cheaper and better light and power

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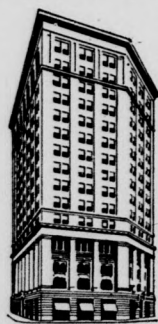
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service than has ever been provided in any other way.

"The ideas of the holding company are not patentable. They depend on human energy and foresight, but they are none the less valuable to the public. The holding company is, therefore, entitled to share with the public the benefits it provides."

William Russell White.
[Copyrighted, 1928.]

Trade Flow More Even in 1928.

Without ignoring the somewhat confusing mixture of influences at work on business a majority of the authorities in Wall Street cling to the view that 1928 will be as good if not a better year than 1927.

Perhaps the view expressed by the National Bank of Commerce in New York in its monthly bulletin, published to-day, may be taken as a fair example of banking opinion as March approaches: "It is still our opinion that the reaction of 1927 is over, and that business is tardily beginning a modest but real improvement. Activity in 1928 will probably be more evenly spread over the year as a whole and over varied lines of enterprise than was the case last year, with aggregate volume about the same." The bank here lays emphasis on a possibility not yet widely discussed.

It pertains to the likelihood of a more even distribution of business throughout the year instead of such swings as came last year. Even the long delay in Ford operations is looked upon by the bank as an assurance that activities in the motor industry will be spread "more evenly over the year than otherwise would have been the case." While the officials of the National Bank of Commerce expect the general level of business to hold up they make no attempt to gloss over imperfections in the economic structure that deserve study.

They draw attention to the fact that "there are few major lines of business which do not face difficult individual problems of productive capacity and competition of prices and reasonable profit-making. How these individual problems will bear on the 'general trend of business,' and how the trend will influence them are questions to be answered by time."

Last week's decline in the stock market is not discussed by the bank but no real fear for the bond market is seen in the recent advance of money rates. The demand for investment bonds of quality continues in excess of the supply and this virtually guarantees that good levels will be maintained by prime issues.

In times like the present when adjustments in the stock market have depressed sentiment the temptation for many men will be to judge the business future more by the market's performance than by the reports from industry itself. Paul Willard Garrett.

[Copyrighted, 1928.]

Workers Displaced in New Age.

Without waiting for Secretary Hoover's findings on employment, expected from the enquiry he launched at New York this week through the Bureau of Economic Research, statis-

ticians in Wall Street incline to the view that the difficulties revolve about the rise and fall in factory production.

The trend downward in employment is not a recent development but everybody assumes so for the reason that until recently declines in factory employment were offset elsewhere in industry. If we may judge the general state of factory employment by the Bureau of Labor Statistics' index, the trend has been persistently downward for two years and irregularly downward for four and one-half years.

A new age in machine production has revolutionized industry. Factories have been able for several years to turn out more goods than formerly, but, simultaneously with gains in production, they have cut down the number of workers through improvements in mechanical processes.

This reduction in factory employment that extends back to the beginning of 1926, or for that matter to the middle of 1923, largely reflects underlying changes in the character of production and not a long downswing in the prosperity curve. So long as the general level of industrial activity held up these reductions in factory employment were absorbed by the building industry, not to mention others. It was the late 1927 drop in industrial activity that produced the recent strain.

Demands for workers elsewhere were enough to offset the normal displacement in industry but not enough to offset losses created by a normal displacement in factories plus the late 1927 sharp contraction in industrial activity.

Unfortunately the Government has never undertaken to compile anything like representative figures on employment, but as nearly as can be reckoned over 1,000,000 workers have been displaced from their customary employment in the last four and one-half years. Doubtless a part of the employment slack will be taken up in the next two months by fresh demands of the season and by the promotion of Government work but it will probably take a revival in industry to set things entirely right again.

Paul Willard Garrett.
[Copyrighted, 1928.]

Domestic Citron To Be Grown Commercially.

Commonly confused with a small melon produced in America, the true citron of the Orient, which is marketed commercially in candied and preserved forms, ultimately may become a practical crop in the United States. Recently several orchards have been started with a view to supplying at least a part of the commercial demand. Several years, however, will be necessary for development before the domestic citron will become any sizable factor in the total deal. The fruit when ripe becomes a large, rounded, oblong object of handsome appearance and delicious fragrance, but entirely unfit for food in its natural state. Large quantities of citron, more than 3,000,000 pounds per annum in recent years, are imported into the United States, chiefly from Mediterranean countries. About half of the imports are candied, ready for use, and the other half held in brine for a sugar preserving process.

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MUTUAL FIRE INSURANCE

Common Fire Dangers in Homes.

It may astonish the housekeepers of this country to learn that most fires occur in homes, and that most fires start in kitchens. The loss and damage to homes in insured city dwelling houses amount to a total of about \$65,000,000 a year. It is estimated that more than 15,000 persons are burned to death each year in the United States, a majority of the victims being women and children. A very large percentage of this loss is preventable. That is the horrible feature of the matter. It is valuable to remember that most fires are due to carelessness. Taking the annual loss as a whole, about \$535,000,000 in 1925, it is estimated that 80 per cent. is preventable.

Considering that carelessness is responsible largely, then, we find that about \$428,000,000 is thus destroyed, the things put out of existence being commodities of use, thus increasing the cost of living and making the housekeeper's battle against high prices more difficult.

In one of the educational leaflets issued by the National Board of Fire Underwriters, the observation occurs that the numerous fatalities to which reference is made above due to carelessness in the handling of matches, gas, kerosene, gasoline, electrical attachments and numerous other factors makes it astonishing, for example, that any sensible woman in this enlightened age would use kerosene or gasoline to accelerate a sluggish fire. "In New Jersey, not long ago," says the leaflet, "a woman was fatally burned in just this way, although she was a school principal and should have known better."

Here is another: "The records are full of similar cases and one sad instance tells of the death of a three-year-old boy at Malvern, Iowa, who tried to pour coal oil into the kitchen stove from a cup 'as he had seen his parents do. That is a thought for the mother to take to heart; she should realize the force of her example. Every time she 'takes a chance' with fire she is endangering not only her own life but her children's lives as well."

We are informed by the same authority that the vapor from a gallon of gasoline, properly mixed with air, has an explosive power equal to 83 pounds of dynamite. And yet it is carelessly used for cleaning purposes in a room with open lights. As the writer of the leaflet observed: "It is to be regretted that, recently, penny saving suggestions urging the use of gasoline for clothes cleaning in the home have been widely circulated, for the women who carry out such dangerous instructions may lose their own lives and injure many others as well. It is no economy to finance a funeral instead of a small dry cleaning operation."

A woman in Schenectady had a waist to clean. She placed half a gallon of gasoline in a pan for the purpose. A few minutes later four persons were killed and four other crippled in that building. No home should contain a can of gasoline, and it should never be

used for cleaning purposes. Try carbon tetra-chloride. It is about as efficacious as a cleaner, and is entirely safe. It is not an explosive, and may be used as a fire extinguisher.

Oil cooking stoves and lamps of approved design when properly cared for and handled are approximately safe, but remembrance of their potential dangers should never be lost. They should be filled only when unlighted, and in a place where there are no open lights or flames. Burners should periodically be boiled in water containing soda-lye or a strong solution of soap. The wick should be smoothly trimmed where it shows above the burner, so that the flame will be an even one.

All oil lamps should be of metal, with broad, heavy bases. They should never be left with children unwatched. It is not safe to carry lighted lamps from place to place. An Iowa woman was carrying a lamp upstairs. She stumbled and dropped it, setting fire to her clothing, receiving burns from which she died.

Sausage Fire.

A spectacular fire occurred in Chicago recently when more than 8,000 pounds of sausage burned when a fire occurred in a building of a food products company. Chief Fire Marshal Michael J. Corrigan took charge of fighting the fire. The tons of fat made the fire burn intensely, which made it very difficult to bring under control. A dozen firemen who had crawled into one section of the blazing structure narrowly escape with their lives when the roof of an adjoining part caved in. Firemen rushed out and immediately afterwards the roof of the structure on which they had been operating hose likewise fell. The building was in the center of a small manufacturing district and for a time it was feared that the whole block would burn before the blaze could be brought under control. The sparks were blown by a stiff North wind across the street on a row of wooden dwellings and several firemen had to be detailed to throw streams of water on the roofs to prevent ignition. The fire was extremely difficult to reach because there was only one street leading to the building and it was necessary to stretch unusually long lines of hose. The intense heat of the flames roaring in the brick walls and the great clouds of black smoke that rolled out and settled down around the building added to the difficulty of the firemen's work. The street was flooded more than a foot deep for two blocks South of the plant by the water from the hose which the sewers, clogged with the grease, were unable to carry away.

Fire Loss.

A loss of \$1,000 in paper money will excite far more comment among the people than the loss of \$5,000 value in the barn where the money was hid, particularly when the news article reporting the occurrence says that the loss of the barn was fully covered by insurance.

This itself is a reflection of the fact that the people have not grasped the significance of their own part in

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Tornado—Automobile—Plate Glass

the loss. The loss of the paper money represents in itself no loss to the people. It means only that the man who owned the paper money has lost an evidence of ownership of \$1,000. The intrinsic value destroyed in this paper money would be but a few cents only.

The real loss to the community is in the loss of the barn even though it may have been covered by insurance. In fact the insurance coverage is the very thing that brings the loss directly to the door of the man's neighbors and of each citizen of the community. For the insurance companies have no treasure island to which they can go and dig up the money for replacing the value of the barn. They must collect it from the man's neighbors and from all those who live in his community. In this way, the loss of the barn is a distinct loss to each and every citizen. The loss is there whether he carries insurance or not since the insurance costs are added to everything that each citizen buys.

Another Peril in Fire Insurance.

So many farms in Washtenaw county have been contracted for by real estate dealers and others and small payments made on them that the Washtenaw County Mutual Fire Insurance Co. has taken steps to guard against trouble by amending a by-law, the latter part of which reads as follows:

"And in case the buildings so destroyed or damaged are shown to have been situated upon lands or premises sold under land contract not recognized by the terms of such policy, then the amount of such insurance shall be held as a trust fund in the hands of the company and used only toward the repairing or replacement of a building or buildings on said premises of like class and purpose as the building or buildings so damaged or destroyed.

"Or cash settlement may be made by vote of five-sixths of the Board of Directors."

It must be remembered that if the contracts are ever fulfilled and farms really sold they are intended to become the site of suburban subdivisions or country residences of wealthy city men and the old farm buildings would be wrecked. But they will not be sold to the fire insurance company.

E. E. Whitney.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Resort Properties Corporation, Grand Rapids.

J. P. Burton Coal Co., Detroit.

Byers Machine Co., Detroit.

Harold C. Simonds Construction Co., Detroit.

Geo. T. Bullen Co., Albion.

Citizens Company of Grand Rapids, Grand Rapids.

Chippewa Indian Trail Club, Grand Rapids.

Oral H. Olmstead, Inc., Battle Creek.

National Ice Co., Detroit.

Newhall Market Co., Detroit.

Awrey & Sons Bakeries, Ltd., Detroit.

Geo. L. Simmons Sales Co., Flint.

Don't try to be a "smooth" salesman, for people soon recognize smoothness and "slickness" and fight shy of men who operate in that way.

False Notes Have No Place in the Store

Sweet Adeline is a perfect example of harmony, but we have all heard it sung in ways that make us realize that some people could smell themselves to death on the fragrance of roses.

The exasperation of false notes is madly emphasized because they are usually made on instruments capable of producing sounds which incite the passions to lofty achievements or which lull the soul to sweet repose.

The more one knows of the mastery of a violin the more the wailing discord of a beginner grates on the nerves. There are many wierd and terrible sounds which endeavor to masquerade under the mantle of music. It would be hard to find more complete distraction from things musical than listening to a boy scout learning to lip a trumpet.

If false notes would only confine themselves to sounds, we might put cotton in our ears and miss most of them. Unfortunately, they are inclined to spread. In retail selling alone there are enough false notes to make a fair sized Chinese band. Let's line up a few of them and see what they do to business.

A poorly painted store front is a false note. It is all out of time with your paint department.

Dirty nails are the advance agent of dirty hands and they are false notes when tuned in on nickel plated ware or any other clean merchandise.

Smoking in the sales room is a false note to a lot of customers. It isn't done in stores that are getting most of the women's trade.

Talking politics or religion in the store is a regular midnight tom cat of discord.

Displaying one item in such a manner that it hides another salable item is a discord that reminds us of a tall basso who insists in standing directly in front of the small tenor in the quartette.

Store conversations which voice difference of opinions are false notes whenever they go above a whisper. When broadcast from one end of the store to the other they sound like the bray of a jackass in a concert hall.

Other common discords are the failure to straighten up stock after each sale, the failure to use a chamois on cutlery that has been handled or breathed on, the failure to pick up loose nails from the floor and put them in the right bins, the failure to suggest related items when sales are made. These are notes that are poured at random into the loud speaker that is supposed to relay harmonies to the customers who see and hear us every day.

Jackson — Arrangements have been completed by which the H. W. Gossard Co., of Chicago, acquires a substantial interest in the Jackson Corset Co. and the Jackson company, in turn, acquires a similar interest in the Gossard Co. The purpose is to enable both companies to exercise more efficient buying power. Erection of a three-story annex on the vacant lot on Cortland street is contemplated by the Jackson Corset Co.

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

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

**WE DO GET THE MONEY FOR YOU.
NO COLLECTIONS — NO CHARGES.**



INTERSTATE PROTECTIVE AGENCY INC.
INTERSTATE BUILDING — 13TH & LOCUST STS.
KANSAS CITY, MISSOURI

Class Mutual Insurance Agency

C. N. BRISTOL

H. G. BUNDY

A. T. MONSON

"The Agency of Personal Service"

INSPECTORS, AUDITORS, STATE AGENTS

Representing The Hardware and Implement Mutuals—
The Finnish Mutual—The Central Manufacturers'
Mutual and Associate Companies.

Graded dividends of 20 to 50% on all policies according to the class of business at risk.

FIRE - AUTOMOBILE - PLATE GLASS

308-10 Murray Building

Grand Rapids, Mich.

Merchants Life Insurance Company

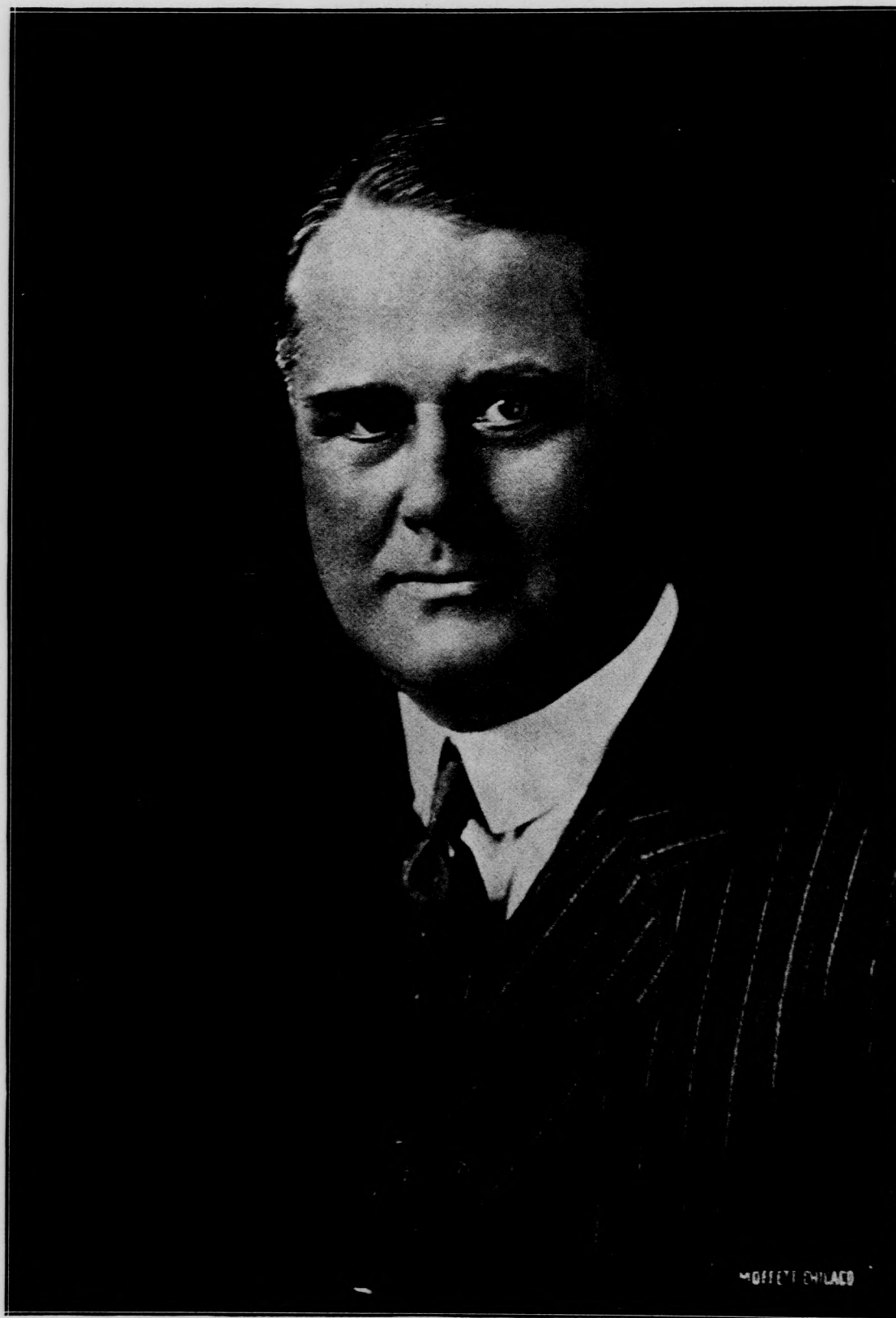
WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents



Col. R. W. Stewart.

MEN OF MARK.

Col. R. W. Stewart, President of the Standard Oil Co. of Indiana.

Whatever may be said of the men who, like meteors, have flashed from obscurity into the effulgence of prominence and popularity as marvels of ability, more or less meretricious but captivating to the public eye, the individuals who rise from a worthy and distinctly recognized origin, and make a good record in life from the starting point of good parentage and early training, although without spectacular or amazing exploit, are the more fortunate. We are prone to admire, laud and magnify the name and career of a man who makes his way upward in the scale of being from an extremely lowly, squalid and submerged juvenile condition to a position of prominence and power among the first in the land, because his is a luster that we credit to a genius that has fallen on him like an afflatus from the mysterious realm of the immortals. Yet such a life is liable to be dashed with violent contrasts, erratic episodes and calamitous climaxes. From the cave of gloom and degradation which was the cradle of our hero the evil genii emerge, ever persistent, and dog his triumphant march.

On the contrary, the man well born and well nurtured, in body and mind, who enjoys the thrill of great mental power and exaltation or the delight of receiving applause for the display of his commanding genius, is still conscious of a normal strength that will carry him through all the ordinary stress and strain of life with a reserve power that will be sufficient to wrestle with supreme exigencies. The man of good parentage and environment, with a well balanced and tutored mental and moral nature, usually escapes the hazards and calamities of the man of genius. His course is straight ahead, over an even highway. He naturally curbs inordinate ambition and extravagant desires. With a commonsense view of life he indulges no expectation of getting more out of it than should naturally fall to his lot. He does not center his mind on attaining any large measure of this world's goods, or power, or distinction among his fellow men, beyond what will come to him by a steady effort along reasonable and safe lines. He aims to be what in common parlance is called a "level headed" man. If wealth and honor come to him by industry, persistence in regular methods of advancement and good citizenship he will accept them as favors from fortune. But he will not set his heart on such exaltations as if his life's happiness depended upon their attainment. He will do the best he can and accept the result with equanimity. It were well if every individual in the community were governed by such characteristic motives.

As this is written, we have in mind a gentleman who is an example of the normal, steadfast traits referred to, as distinguished from the spectacular prodigy who accomplishes great things that make the curious public stare in amazement but is liable to shipwreck on the rocks of adversity, or to instant destruction by the explosive

force of his ill assorted mental components. This reference is to a man who belongs to a substantial class of citizens, who early learned the value of practical education, habits of industry, frugality, economy and, above all, good character. Thus beginning life he followed a natural course of taking hold of any legitimate occupation that came in his way, pursuing it constantly. Whenever a favorable opportunity was presented for advancement and betterment of his conditions, his training, his inclination and his principle to make the best of his chances were sufficient motives for progressive ventures.

E. A. Stowe.

In the year following the close of the civil war Cedar Rapids, Ia., was a struggling mid-Western village, often a two-fisted as well as a two-gun community, where a very considerable part of the population was of Scottish Presbyterian blood. They were pioneers who had fought their way West and settled. Near Cedar Rapids of that day lived a farmer-blacksmith by the name of William Stewart, a good citizen, a hard worker. Eliza Mills Stewart was his wife, and to her was born on March 11, 1866, a boy, who was christened Robert Wright Stewart.

As a boy Stewart worked on the farm or in his father's shop, he attended the village school and in due course entered Coe College at Cedar Rapids. When Stewart entered Coe, "Jim" Reed of Missouri was just leaving it to begin his own spectacular career, first as an Iowa and subsequently as a Missouri lawyer and Senator. The two are still friends and in many ways they are alike—domineering, suave when occasion demands, positive to the point of stubbornness, seldom, if ever, compromising.

After his graduation from Coe College in 1886 young Stewart decided to be a lawyer and announced that he was going to Yale. He was poor, but that worried him not at all. With what money his father could spare and what he could make working in New Haven he decided he could make the grade. He did, and for a year after he was graduated, in 1888, he worked as a law clerk in New Haven. But all the time the West was calling. The trouble was he was too poor, he did not have the railroad fare to go there, and he worked on for a pittance in New Haven.

A year passed. This was the early '90s. The territory of Dakota had been sliced and admitted to the Union as North and South Dakota. In a New York newspaper Stewart read that a place called Pierre, in the geographical center of the State on the Missouri River, was to be the capital of South Dakota. A local wrangle had been in progress for months over the site for the capital. Stewart decided Pierre would be a good place to make his start in law.

Stewart wanted to start right then for Pierre, but still did not have enough money for the railroad ticket. He had a gold watch, about the only thing of money value he possessed at the time. He visited an "uncle" and managed to negotiate a loan of suffi-

cient size to pay for his ticket. He bought one straight through, no stop-over privilege. He did not even stop at his old home in Cedar Rapids, which would not have been much out of the way. The moment he crossed the Dakota line his career began.

At Huron a man boarded the train. John Horner—of course, they called him "Jack," and as "Jack" Horner he was one of the best known lawyers in South Dakota—was the passenger. Pullmans were the exception in South Dakota in those days and Horner took a seat alongside Stewart. They struck up a conversation and when the train arrived at Pierre, Stewart had a job in Horner's office as clerk at \$50 a month.

Not long thereafter Stewart became Horner's partner. Stewart went to work before 8 o'clock and often before 7 and was busy as a hornet for the rest of the day. Before many years had elapsed he was Prosecuting Attorney for Hughes county and after that for two terms a state Senator.

About this time the storm clouds involving the Spanish rule of Cuba were gathering. The Maine went down and the United States declared war. Leonard Wood and Theodore Roosevelt set about organizing the Rough Riders, and Stewart, who could ride a horse like a Sioux warrior and shoot like a Buffalo Bill, took the train for San Antonio. He was commissioned a Major of the Rough Riders, but his was the battalion that was held in reserve in Florida.

Stewart returned to Pierre, and the Governor of South Dakota asked him to undertake the organization and training of a National Guard for the State. Stewart accepted and was commissioned Colonel of the Fourth South Dakota Infantry, the first military unit of the State. This is why they call him Colonel. For eighteen years Stewart directed the National Guard of South Dakota. He would probably still be the head of the organization had the Standard Oil Company (this was before the dissolution decree) won a certain lawsuit that a quarter of a century ago was pending before the Supreme Court of South Dakota.

The Standard sent one of its principal attorneys into South Dakota to fight the action. He fought all right, but he lost. Then, as the story goes, somebody told somebody in the Standard organization that "there's a fellow out there in Pierre" who could win the case. The fellow was Stewart. Stewart was asked if he thought it was possible to have the case re-opened. He said he would try. He did, and in the end won the case, and that was the beginning of Stewart the oil man.

The Standard of Indiana wired Stewart to come to Chicago and he was retained by the company. This was in 1907. Eight years later he was made general counsel for the corporation. Three years more went by and he was elected Chairman of the Board of Directors. From that moment he was the dominating figure in the company.

The Standard, if what one hears in Washington is true, needed a "boss" about that time and in Stewart they got one. He is autocratic, yet with it all he is approachable, loves a good

story, is a prize-fight fan, a golfer and an enthusiastic supporter of aviation. Right here it may be noted that he uses the airplane to a greater extent than any other "big business" man in the country.

The latest chapter in the busy life of Stewart was begun the first of this month when Stewart went to Washington to face the cross-examination of Senator Walsh, an old friend, it so happened, with whom he had matched wits when both were country lawyers in South Dakota late in the last century.

Walsh fired his questions at Stewart with machine-gun rapidity and Stewart, smiling and calm, took his time answering. He refused to be hurried. Walsh was trying to get information about the Continental of Canada. Stewart was on guard.

Walsh asked him how it was that H. M. Blackmer, former Chairman of the Board of the Midwest, got into the frame of mind where he was willing to follow his, Stewart's, instructions.

Stewart smiled and, with a "bless your heart, Senator," answered that if anything like that ever happened it was news to him.

Walsh remarked that somebody had made money out of the Continental deal.

"That's a cinch," replied Stewart, but he added he was not one of those who did.

Walsh was trying to get Stewart to admit that when he with Blackmer, O'Neil and Sinclair guaranteed the Continental deal he was taking a big risk.

"Would you guarantee my contract for \$2,000,000?" asked Walsh.

"Why, bless your heart, just try me. I would guarantee you 100 per cent.," replied Stewart and everybody in the room, except Walsh, joined the laughter that followed.

At the end of the hearing came the two questions that Stewart refused to answer. Just two simple questions—the first was whether any one had talked to him about the disposition of the Continental bonds and the second was whether he had ever discussed the bonds with Harry Sinclair.

Stewart replied that personally he had never received so much as a penny nor had he in any way or manner been involved in the disposition of the bonds. Yet under the circumstances he had to decline to answer even though it might mean a sentence in jail for as much as a year.

The upshot is that for the first time since the Continental trade was put through Stewart sees the possibility of a cell in the offing. Will he eventually change his mind and answer the two crucial questions? Some of his closest friends are authority for the statement that, "jail or no jail," Stewart "will stand hitched to the end."—L. G. Speers in N. Y. Times.

Don't think you can be low man on the store force without anybody knowing it. Just about everybody will know it, including the man to whom you apply for a job when you lose this one.

DRY GOODS

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

Programme For Dry Goods Convention in March.

Lansing, Feb. 28—We are pleased to submit what we regard as the practically completed programme for our convention, which will occur in Lansing, Hotel Olds, March 13, 14 and 15. There is no certainty that Governor Fred W. Green will be in the city on the date his name appears on this program, but one or two very capable substitutes have already been spoken for in case he is obliged to disapprove us on account of duties elsewhere.

In arranging this program one meeting was held at the time of our group meeting in Kalamazoo last November, at which our President and several of the members in that locality were present. Later another program meeting was held in Battle Creek, attended by members from Benton Harbor, Kalamazoo, Battle Creek Albion and Ypsilanti.

A final meeting was held in Lansing a couple of weeks ago and was participated in by D. M. Christian, Owosso; Henry McCormack, Ithaca; D. W. Robinson, Alma; J. H. Lourim, Jackson, and several Lansing merchants. Their counsel has been followed in every way possible, although we have not been able to secure certain speakers which were mentioned at these meetings.

The booths for the merchandise exposition will probably all be occupied. Some final arrangements are to be made during this week and next for certain persons.

An advertising booklet is being issued and will be sent to our members the week before the convention. This will contain the portraits of our officers and speakers at the convention, the completed program and half and full page advertisements for our exhibitors and other manufacturers and jobbers.

We hope that our members will give careful attention to these exhibitors and advertisers and in this way help them to feel that this co-operation with us is worth while.

The Convention Sessions.

Tuesday, March 13.

9 a. m. Lobby and exposition hall, Hotel Olds.

Registration of members, exhibitors and guests.

Official opening of merchandise exposition.

Reception by officers, directors and convention committee.

12:15 p. m. Luncheon.

President A. K. Frandsen, presiding. Short address by J. H. Lourim, Jackson, Vice-President of the Association.

1:30 p. m. Inspection of merchandise booths by officers and directors.

3 p. m. Wisteria Room, third floor. Call to order, official welcome and address of welcome by Hon. Laird J. Troyer, Mayor of Lansing.

Response and President's address—A. K. Frandsen, Hastings.

3:30 p. m. "What 1928 Holds for the Retailer," Arthur H. Brayton, editor Dry Goods Merchants Trade Journal.

4 p. m. Discussion and collection of questions for evening conference and question box discussion.

4:30 to 6:30. Get acquainted with exhibitors, guests and with each other. (Members wear blue badges; guests white and exhibitors red). Names on badge name plates.

8 p. m. Experience meeting and conference. Chairman, Arthur H. Brayton, Des Moines, Iowa.

"Getting Credit Customers; Getting

Good Will and Getting the Cash," Frank Gordon, member of Association, and President National Clothing Co., Battle Creek.

"Knowing Each Other and Working Together," Theron M. Sawyer, Secretary Merchants Association, Inc., Lansing.

Question box discussions.

Wednesday, March 14.

9 a. m. Inspection and purchase of merchandise ball room and exposition hall.

9:45 a. m. Call to order, President A. K. Frandsen.

10 a. m. "Michigan's Honest Advertising Law and Responsibility of Newspapers," Lee H. Bierce, Secretary Association of Commerce, Grand Rapids.

10:45 a. m. Discussion by George E. Martin, director of Association, and Manager Gilmore Brothers, Benton Harbor.

11:30 a. m. Stroll among merchandise booths.

12:15 p. m. Noon luncheon, jointly with Lansing merchants. F. H. Nissly, Ypsilanti, Vice-President of Association, presiding.

"Meeting Chain Store Competition," T. K. Kelly, President, T. K. Kelly Sales System, Minneapolis.

1:30 p. m. Give glad hand to exhibitors in exposition hall. Give attention to houses which are patronizing your Association.

2:30 p. m. J. B. Sperry, Port Huron, presiding.

"Direct Advertising as it Relates to the Retailer," Louis A. LeClaire, Jr., President LeClaire-King Co., Inc., Davenport, Iowa.

W. J. McCauley, Assistant Advertising Manager, J. L. Hudson Co., Detroit.

4:30 p. m. Circulate around. Get ready for the banquet. Tickets \$2.50.

7 p. m. Annual banquet and style show. Presiding, T. K. Kelly, Minneapolis, Minn.

Toastmaster, E. C. Nettles, General Traffic Manager, Postum Cereal Co., Battle Creek.

Address, Hon. Fred W. Green, Governor of Michigan.

Humorist, C. C. Bradner, Free Press, Detroit.

Music, dancing and entertainment until midnight.

Thursday, March 15.

9 a. m. Inspection of exhibits.

10 a. m. A. K. Frandsen presiding. "Planning for Problems of 1928," Prof. Carl N. Schmalz, Department of Business Research, University of Michigan, Ann Arbor.

11 a. m. "Maintaining Good Will With Your Banker," Homer Guck, Vice-President Union Trust Company, Detroit.

12:30 p. m. Luncheon of members and officers of Association.

Report of Manager.

Election of officers.

Report of Committee on Resolutions. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Selling Without Price Knowledge.

Production in our country to-day has attained such volume that selling or merchandising is the most important factor in the business profession. To accomplish better selling is to make for better prosperity.

Selling does not cover the general heading of merchandising as it should, because the foundation of merchandising starts with the drafting table. Considering that we have to-day splendid production measures, which are capable of producing ample material for all our requirements, then it behooves us as retailers and wholesalers to devise new ways of merchandising product without depending upon price. Selling without price knowledge is the

story of educating salesmen, whether selling in wholesale establishments or retail, the benefits of the product they sell—what the product will do for the ultimate user—how the product has produced a higher standard of living, that is, if it is a product of some importance and how a small unit sold in the retail store—through better merchandising—better salesmanship—can be sold to the user, not on price but on the quality of the product sold.

If we are to make the proper progress in holding prices on the right plane we must educate those selling our products in the knowledge of the products they are selling. So often representatives are given a price book, which gives them a thought that they are book-keepers instead of salesmen and the only actual knowledge they have of the product is price.

With volume production on every product countrywide, we are right at a time when merchandising is the most important subject that we could discuss, and the training of salesmen to be better salesmen is the first step in merchandising that will bring home to the wholesaler and retailer better prices for the product they distribute.

Examples of modern merchandising achievements will be given, quoting the improved methods used by some of the world's greatest merchandisers—in the restaurant business, in the grocery trade, in the entertainment or theatrical trades, in the oil trade and in general merchandising. C. W. Farrar.

Spring Hats Are Varied.

Indications of Spring styles in millinery, as seen in the early offerings for the Southern resorts, have crystallized into modes that are now being accepted in this market by the general trade. Basic fabrics remain the same as those of the resort lines, as do other materials which, in previous seasons, would have fallen into the category of trimmings. This season, through artistic manipulation, they have become an integral part of the hat.

There is word from Paris that cellophane has already passed the crest of its popularity in millinery, probably due to its exploitation there in other forms. This will not necessarily affect American offerings, according to a bulletin prepared for the Retail Millinery Association of America by Mme. Zayda Ben Yusuf, its fashion director. The high luster of the material is of considerable style value in combination with felt or dull-surface straws.

"Irregular brims continue to show new intricacies," the bulletin goes on. "Both narrow and medium brims are frequently wired. Brimless hats have assumed new interest through novel treatment. Ear tabs continue in popularity. However, they have lost their angularity, especially in the case of flower toques. Both interesting and new is the melon-shaped toque, which is worked out in wide, high-luster straw braid and other materials.

"There appears to be some consumer hesitation in accepting the nose veil, the tiny net eye veil being more readily taken up. So far these have been exclusive offerings, but they hold a hint of general popularity for this Autumn."

Large Stones Are Wanted.

So marked has the call for large gems for jewelry uses become in this market that anything under five carats in the colored stones seems small. Some of the stones, especially sapphires, now used for rings and bracelets are so large that they would have found places only in brooches a year or two ago. The rubies sought most for ring purposes by leading jewelers range upward of three carats, while the wanted emeralds run from five to ten carats in size. Large sapphires, some of them running up to twenty carats, are also wanted, but the largest are extremely scarce here. Most active of all, however, is jade, which is scarce and advancing steadily in the primary markets. Large aquamarines for brooches top the call for semi-precious gems.

Ensembles For Children Favored.

The ensemble idea is emphasized this season as much by designers of children's and junior clothing as by manufacturers of women's dresses. The usual style employs a long woolen coat, with a bodice of silk set on a pleated woolen skirt. Kasha is one of the favored materials for the tailored ensemble and flannels are also being used. Three-piece ensembles are also included in the current showings in knitwear for young ones. Among them are cape suits, the cape and skirt being of plain yarn and the sweater of a fancy weave. According to reports to the United Infants', Children's and Junior Wear League of America, the ensembles are among the most successful knitted offerings of several seasons.

Extreme Fancies Are Avoided.

A marked reaction away from extreme effects in patterns and colors is noted in practically all men's wear lines for the Fall. Instead, the mills are playing up neat effects, notably modified herringbone and chevron designs. In colors stress is placed on the darker tones of blue, gray and brown. In the blues and grays those of a greenish cast are being featured to a considerable extent. Oxfords are held likely to continue their popularity. In overcoatings the trend is still very uncertain. Blues by virtue of their popularity during the past season are well regarded.

Sees Business Recovery Ahead.

While several unfavorable factors are in evidence, there is no reason to modify the expectation that general business recovery will occur early this year, according to the Franklin Statistical Service. Gloomy reports concerning unemployment and dull business, poor earnings and depression levels for various business indices, the organization points out, come at the bottom of a recession and are in a sense indications of future improvement. Cited among the adverse elements is the January setback in retail trade.

SHIRTS TO MEASURE PAJAMAS

Samples on application

PHOENIX SHIRT CO.

39-43 Michigan, N.W., Grand Rapids

Truth About the Greatest War of All Time.

Grandville, Feb. 28—The American Magazine publishes in its last issue an article entitled "The Greatest War of all Time—Man Against the Insects."

No truer statement was ever made, and yet in this article, while the author pictures the immensity of the subject and holds that either man or insect life will one day hold complete sway over the world, not once does he get down to the foundation rock of the subject and explain why this great onslaught of insects has so increased within the last twelvemonth, and why it bids fair to exterminate the human race.

Birds were made for a purpose and one of those purposes was to devour insect life in great numbers. Because of the great flocks of birds the insects were kept in abeyance and man knew very little about them, much less of their destructive tendencies until recent years.

Living on a pioneer farm, where abundant crops of various kinds were raised year after year, not the least among them the apple, never once were we called upon to battle insects until the potato beetle put in an appearance, which seemed the one and only bug the birds did not take to as a food morsel. Well, we finally managed that beetle with a spray of paris green and continued farm operations with no further trouble.

Hosts of birds filled the woods and fields, from the smallest wren to the majestic buzzard and black crow. Not until the English sparrow was imported to eat worms from off the shade trees of Brooklyn was there any surplus of bird life.

These small chattering multiplied until they became a nuisance, to permit the farmer to tell it, and so the State Legislature took the matter in hand and decreed the slaughter of the sparrow, both by poison dope and the gun.

From that hour on great rejoicing was noticeable among the insects of the country. In the slaying of the sparrow boys and men managed to get away with a lot of other birds, until the fields and woods began to show depletion in feathered inhabitants. Slowly but surely insects began to multiply until now the greatest army ever assembled is as nothing in comparison.

What are we going to do about it? Crops cannot grow with such an army of bugs, beetles and aphids sapping the life from all vegetation. Last year was the most unfortunate in history, so far as armies of insects were concerned, and the coming year bids fair to outdo that record 100 per cent.

Truly the greatest war of all time is on and man proposes to fight this great battle unaided by the army of birds which have in former years been so helpful in the cause. Proposals for sprays, many of them of a poisonous nature, are suggested by the writer in the American Magazine.

What a senseless idea it is, that of attempting to neutralize the insect war on fruits and vegetables by the use of poison sprays alone. Out there in the wide expanse of our world are birds of various species waiting and anxious to come to the rescue, but their aid seems not to be desired by the all sufficient wiseacres of the schools and colleges.

The only safety is poison sprays that will kill these insects. Well, what a heap of extra work is piled on the shoulders of man by this decision. No one of our great scholars and statesmen seem to know a thing about the whys and wherefores of the bird entity in the problem.

Why some may ask, if the birds are such insect destroyers, have so many new insects come to the front, and why is it that new efforts are required to save crops from the destroyer?

The answer is simple and undeniable. Insects have increased in wonderful numbers because the birds have decreased throughout the land. The why of bird elimination is very plain. Man has committed physical suicide by this war on America's birds. This war has gone on until more than fifty per cent. of feathered friends have gone out of existence. This fact is known or, if doubted, may be easily ascertained by making a few investigations.

Every winter until the present one sparrows have been in abundance on the lawns, in the trees, among the shrubbery of Grandville's streets. This winter now and then a lone sparrow puts in an appearance. The war waged against that bird has been very successful and it is hoped the ones guilty of its slaughter may feel the pricks of an outraged conscience for a long time to come.

Even the crow is silent this winter when other winters his caw has been in evidence throughout the land. I suppose those who hate sparrows, crows, bluejays and the like are at present congratulating themselves over the victory they have won in this fight for bird extermination.

And now we have to face the millions of new insects and old timers added to pay for what we as a people have done along this line of wild bird extermination. Is the prospect a pleasant one to contemplate?

The American writer sounds the alarm and hails the farmers to meet the greatest war of all time. Why should man meet these insect enemies unaided by battallions of birds which might have been here to form a wing to the grand army of fighters for the salvation of human life on earth?

The agricultural colleges have turned a blind eye to the facts, wholly ignoring the true situation, ignoring their friends the birds, trusting man-invented sprays to do the job of insect killing which might have been so simplified had they done their duty to the wild birds of our land. Old Timer.

Hides, Pelts and Furs.

Green, No. 1	17
Green, No. 2	16
Cured, No. 1	18
Cured, No. 2	17
Calfskin, Green, No. 1	23
Calfskin, Green, No. 2	21½
Calfskin, Cured, No. 1	24
Calfskin, Cured, No. 2	22½
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

Production Balances Consumption.

Commenting on the reported need of still further curtailment of cotton goods production, a leading authority says that, in his judgment, no such necessity exists. Production is just about balancing consumption at present, he said, but jobbers and other operators are not buying in proportion to consumption. The result, he added, will be a shortage within the next few months that will send buyers scurrying for goods and bull the market. Curtailment of several types of colored cottons, especially gingham, chambrays and flannels, is quite marked, the executive said. The cut in chambray output, for example, is 27 per cent.

List your

Summer Cottages for Sale or Rent

Cut-over Lands for Sale

With the

KENT REALTY COMPANY, Inc.

We have reliable agents in the principal cities of Michigan, Ohio, Indiana and Illinois, where there is a growing market for

MICHIGAN RECREATIONAL LANDS

We deal exclusively in this character of properties and have the facilities for reaching the great mass of buyers in the States mentioned.

References: Grand Rapids Savings Bank
The Old National Bank
Grand Rapids, Mich.

KENT REALTY CO., Inc.

915 Michigan Trust Bldg.,
Grand Rapids, Mich.

PROTECTING THE FUTURE
of Your Estate
IS AS IMPORTANT AS CREATING IT



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Orla Bailey, Lansing.
First Vice-President—Hans Johnson, Muskegon.
Second Vice-President—A. J. Faunce, Harbor Springs.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

What Advertising For the Retail Grocer?

Continuing discussion of letter referred to in last article:

"Third. Say that \$25 per month is spent in newspaper advertising, is it natural to expect increased sales in the month to pay for the outlay. If you do not get returns, to warrant, what is to be done?"

Question One, put by this man, was how much should be invested—he said "spent," an expression I do not approve of—in advertising if \$30,000 sales are made annually. I told him $\frac{1}{2}$ to $\frac{3}{4}$ per cent., or \$150 to \$225 per year. His suggestion of \$25 per month shows that he invests 1 per cent. on sales, \$300 per year. That is progressive, yet as far as he should venture.

The question what to do about getting results is difficult to handle. For, of course, returns must come to pay for any expenditure; but how long to wait for them to show in advertising is hard to say offhand. As stated, advertising is an investment in future stability of a business. It is like plant, machinery, fixtures in that respect—a continuing investment which must be kept up to bring returns. Nobody would think of buying equipment, using it for a month "to see if it pays," then removing it into a back room if immediate value was not apparent in increased sales; yet such is the test to which advertising is constantly submitted.

Like other things, advertising must be proven—tried; but it must be tried with intelligence. Experience shows that locals in a newspaper are best for a beginning; and you will wisely be guided by such experience for a starter. But locals require to be written with as great care and thought as any other announcement or statement you would expect to be taken seriously by the reader. This means the exercise of discrimination and tact; for these are charged by the word. Make four words do the work of eight and six answer for eighteen. This can be done most happily once the system is understood.

And get this thought: Straightforward, plainly-worded messages may be taking hold well, yet you will get no perceptible response for a time. People must read your stuff several times before they are moved either to go to your store or say anything about what they have read. Persistence is therefore indispensable. If your offerings are worthy and your advertising in keeping therewith, you will not go far before you sort of "feel" the response.

But from the start, take counsel. Talk with newspaper men asking their frank advice, help and opinion; and do not get mad at them if what they say tends to rub you on the raw a bit. Work hard to get the right slant and do not give up. Others have done and are doing it; why not you? If you persevere you will soon begin to hear

people speak of what they read of your store, and they will say it as a matter of course. You must expect that, too, because while your store is everything to you, it is only an item in the lives of your customers.

Be not only persistent but consistent. Let your locals appear at stated intervals in about the same location in the paper and have them about the same length. If you write as you talk, what you write will accurately reflect your personality. This will occur without effort on your part other than simply to be yourself. Indeed, nothing will so completely defeat your own purpose as to strive after any effect, for then the machinery always becomes visible and the result is spoiled.

If, after extended trial, this system does not bring results, try another. But if you are wakeful, long before such a failure is registered you and your newspaper friends will have seen it coming and planned to sidestep it. Be certain of one thing: advertising pays and it will pay you; so never get the idea that "to quit" is among the "things to be done."

Question four: "Should advertising always feature prices?"

No: depends on circumstances. Definite offerings always should be priced. Note that there is neither effort to make prices too low, nor any apology for the figures asked. Merit and character should be sketched in few words; customers should be sold on what they will get before they come to order. Price is the proper clincher of such advertisements.

Next question: "Is there any way to check advertising?"

Experts devoted to this business exclusively all their lives are still seeking ways to check advertising definitely. The best plans attain only fair and partial results.

For the retailer the best thought I can give is that there is no longer any question in anybody's mind that advertising pays. That remains true, regardless of whether the advertiser under question makes money out of his advertising. For it has been shown times enough to be convincing that when an advertiser fails to get results, his trouble is with his goods or his service or his personality or some element in the deal aside from advertising.

Therefore, the wise course for the retailer is to ascertain, as near as possible, the best kind of advertising for him to do, then modify his plans in line with experience. But let him be sure that advertising, in and of itself, pays. It will pay him if other factors in his business do not handicap it too heavily.

The best practical check on it is, let me say, in the "feel." You will sense that your returns are coming in by enlivened business; and, as stated, it may yet be some time before anybody tells you that your advertising brought her in.

Paul Findlay.

Ignorance of the right way to do a thing may be a perfect explanation of why it was done wrong, but it is not an excuse for the ignorance.

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

Meat Advertising and the Housewife.

A handbill on meats given out by a certain retailer who specializes in low prices for big business was handed to us the other day by a housewife-buyer who wanted to know whether the prices and quality mentioned were right. We read the handbill over very carefully and were forced to admit that some of the statements made were inaccurate. It was possible for us to reach this conclusion because we were very familiar with the quality of meat this market buys and had bought in the instances referred to. Such careless things as calling Medium beef Prime and mature lambs genuine Spring were among the several things we observed. This particular concern renders a public service in the communities in which the stores are located, because it sells meat at a reasonable gross margin of profit and the meat handled is fairly high in quality in most cases. There is no reason why the operator of this business should be so indifferent to facts as to improperly describe what he has to sell. The chances are inaccurate statements do not bring him increased trade, and they certainly do not bring increased confidence or satisfaction. People who promise more than they deliver seem to have little understanding of practical psychology. If a person is promised a certain thing or a certain degree of quality whether the price demand is low or high there will be an automatic unfavorable reaction if what is delivered is not as good as what was promised. There is sure to be harm done because of the attempt to give something poorer, even though what is received is a bargain. On the other hand, there is great actual satisfaction in receiving something better than was expected. Any dealer who promises something he does not intend to give invites dissatisfaction and criticism, and frequently loss of business. Besides, he is making things very bad for the person who tells the truth about what he advertises. The quality of both look the same on paper, and when one price is a great deal lower than the other the one quoting the higher price is apt to be looked upon as asking unreasonable profits, when, in reality, he may be doing an honest, legitimate business. Consumers who buy their food in shops that advertise should take quality into consideration before condemning those who have always satisfied their quality demands. Calling things by their wrong names should be discouraged.

Smoked Pork Loin.

The numerous ways in which pork can be prepared adds materially to the number of distinctly different dishes in the home and, consequently, to the pleasure from its use. Fresh pork cuts are always good whether eaten hot or cold and the smoked products, such as hams, bacon, shoulders and tenders or smoked butts are always appreciated. Cured pork has its friends and many prefer pork this way. A ham placed in pickle for two or three days or less and then roasted will give those trying it for the first time a distinct surprise. The smoked pork loin,

though its use is rather universal, is not used in quantities large enough to make its friends as numerous as might be. There is no need to tell our friends about the qualities of the loin of pork. Pork chops and roast pork loins have been favorably known to pork eaters as long as they have known the taste of pork and they have never grown tiresome. Because loins in a fresh state are so popular it has seemed to most dealers a travesty on good methods of preparation to make them ready for the cook in any other way. But if the loin is so good in a fresh state it surely must be just as good when cured and smoked, providing, of course, the work is well done. The curing should be mild, which means that the meat should be placed in a mild solution of salt and pure water, with a little saltpetre added, if thought advisable. The saltpetre is not necessary, and unless the one preparing the meat uses good judgment in using it the meat might be better if it is left out. Saltpetre gives color to meat under proper conditions. That is, the meat will be somewhat red in color if the saltpetre has had time to make its action observable. Five to seven days is plenty long enough for the meat to remain in cure and there will be little change in color due to saltpetre in so short a time. If the meat is not red inside don't worry about it for it will be just as good. The smoking should be by means of what is known as a cold smoke and while done long enough to give the meat a nice brown and distinct flavor, not long enough to darken the meat too much or give it an intense smoky taste. The meat may be cooked as a delicious ham or smoked butt is cooked, and should prove very appetizing.

Eat "Home-Grown Food" at Banquet

Sandusky, Feb. 27—Approximately 1,000 residents of the thumb of Michigan attended the first "Thumb Products Banquet" here one night last week and partook of food produced almost entirely in the fertile fields of the thumb.

The menu included beans from Snover, beef from Marlette, Port Austin and Bad Axe; cabbage from Decker, fish from the waters of Port Huron, pork from Minden City, potatoes from Port Sanilac, chicory from Port Huron blended with coffee, cherries and walnuts from Lexington, butter from Deckerville, cream and milk from Sandusky, pies from Snover and Lexington apples, flour from Port Hope, honey from Redman and eggs from Roseburg.

Even the napkins and table cloths came from a Port Huron paper company.

The banquet was given under auspices of the thumb of Michigan Association. Harvey Campbell, of the Detroit board of commerce, presided as toastmaster. Preceding the dinner, the board of the thumb of Michigan association decided to send a caravan advertising the thumb May 23, to Bay City, Saginaw, Flint, Pontiac and Detroit.

A report by John D. Martin, chairman of the association's agricultural committee, recommended the association aid the farmers of the thumb in obtaining lower taxes through building up the resort property along the lake, improving means of transportation, developing local markets and advertising.

Success crowns perseverance.

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

EASTER

CANDY EGGS
CHOCOLATE TOYS
COTTON TOYS
BASKETS

Get Your order in NOW before the line is broken.

EASTER SUNDAY APRIL 8

NATIONAL CANDY CO., Inc.

PUTNAM FACTORY

GRAND RAPIDS, MICHIGAN

Fenton Davis & Boyle

Investment Bankers

Chicago
First National
Bank Building

GRAND RAPIDS
Grand Rapids National Bank Building
Phone 4212

Detroit
2056 Buhl
Building

MR. STOWE Says: We are on the square.

So will you after you have used our Collection Service.

Only one small service charge. No extra commissions, Attorneys fees, Listing fees or any other extras.
References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper, or the Michigan Retail Dry Goods Association.

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

MIRRORS—ART GLASS—DRESSER TOPS—AUTOMOBILE—SHOW CASE GLASS
All Kinds of Glass for Building Purposes

501-511 Ionia Avenue., S. W.

Grand Rapids, Michigan

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

HARDWARE

Michigan Retail Hardware Association.
President—Herman Dignan, Owosso.
Vice-Pres.—Warren A. Slack, Bad Axe.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

ARRANGEMENT AND DISPLAY.

What They Mean To the Modern Hardware Store.*

You have already discussed in this convention, several topics of vital importance to hardware dealers. At the opening session you studied "The New Competition". Later, "Merchandise and Merchandising" was presented and this was followed by "Business Control". All of these have been ably presented and the value of them cannot be over-emphasized. It is quite evident from studying the Hardware Survey, published by the National Association, that conditions are different to-day from what they were a decade ago and it becomes more impressed upon us all the time that the merchandising of hardware has certain scientific principles which cannot be violated. Thus, the more we know about our job and the more we realize the competition which exists in the struggle for the consumers dollar, the better hardware merchants we will become.

It is also necessary that you exercise some degree of control over your business. You have studied how this can be done. A very eminent authority, in predicting what 1928 will be, says that "The business that is controlled in 1928 will return a greater profit for the owner than the one that is not".

Each of you want to make a legitimate return from your business operations and as the only means you have of securing this revenue is from the buying and selling of hardware, you are and should be, interested in learning ways of improving your efficiency.

It would seem that by selling more hardware you should make more money. During the past few years this has been the motto of a large number of hardware retailers, as well as all types of commercial men. Nearly everyone believed that bigger sales and bigger profits were synonymous terms. In order to secure the bigger sales, merchants added extra sales people to their forces, sent out canvassers, and spent huge sums of money for advertising. They did everything they could to force people to buy—just the thing which they resent. Little attention was given to the improving of the re-arrangement and display of the merchandise inside their stores.

Not only has this been an expensive method of securing increased sales, but in the majority of cases it has proven unprofitable. I say this without any thought of depreciating either sales people or advertising. Both are essential and success is dependent upon them, but they must be rightly used.

"Goods well displayed are half sold" has been heard for years. As a rule, hardware merchants believed this in a rather half-hearted manner and thought that it possibly might be true for the grocer or the variety goods dealer, but that hardware was a technical

product and required the services of an expert salesman. While we were deluding ourselves with such conceptions, a well-known merchandiser made sufficient profits to erect the tallest building in New York City, by openly displaying all of his merchandise, including a lot of hardware items. He employed no salesmen nor did any advertising. This should be proof that merchandise well displayed is more than half sold.

During the past few years, consumers buying habits have changed. The tendency now is to buy and not to be sold to. If we wish to retain our places in the commercial world, we must change our merchandising methods to conform to the buying habits of those to whom we wish to supply. We must so arrange our displays that the consumers may see and select what they want easily. More sales are being made through suggestion to-day than ever before. Our stores can no longer be merely storage places for merchandise and long survive.

Merchandising becomes a science when certain standards are set up. You have already set up standards for management through Business Control. It is just as essential to have standards for display.

Practically all stores can be classified under one of three groups. The first of these are what we know as the "single stores" and include those from 16 to 25 feet in width. The next group are known as, "a store and a half" and include those from 25 to 33 feet in width, and "double stores" are those between 33 and 44 feet wide. The only difference between the minimum and maximum under each of these groups will be in the width of the aisles. The arrangement of the fixtures and the general plan of display is identical. Regardless of the width of the store, the method of planning the rearrangement remains the same.

Because consumers to-day are more concerned with the attractiveness of the merchandise display than they are with the quality of the merchandise itself, it is necessary to plan the arrangement from the front door to the back so that nothing will detract from the appeal made to the public. This means then, that a thoroughly planned store starts from the front of the building and doesn't stop until the back door is reached.

The store front is the first part of your establishment which catches the attention of your prospective customer, and attractiveness, efficiency and economy should all be given consideration in determining the type of a front which would be best suited to your own individual building and needs.

A few years ago, the National Association developed a plan for a store front which could be used in buildings varying in width from 20 to 40 feet. It is known as the type "C" front, which front provides for two side windows 30 inches deep and from 24 to 30 inches above the sidewalk level. In the center is a third window which is from 4 to 6 feet deep and from 7 to 20 feet wide, depending upon the width of the building. The floor of the window is on'y 12 inches above the side-

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

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

Call 67143 or write

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

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Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

WE
NOW
CARRY



A
COMPLETE
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND
VARNISHES

Foster, Stevens & Co.
Founded 1837

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

*Paper read at hardware convention at Detroit by Paul Mulliken, of Elgin, Ill.

walk. This window is recessed approximately 5 feet from the street line and forms a lobby to which the public may enter for a closer inspection of the merchandise displayed.

This type of a front permits the displaying of the small merchandise, which comprises the majority of hardware dealers' stock in either of the side windows and allows for the use of the large window for the larger items, such as, ranges, refrigerators, washing machines, or large mass displays of the smaller items.

This type of front provides for two entrances, the doors being on either side of the large center window. The door should not be less than 3½ feet in width and 7 feet in height.

For buildings between 20 and 40 feet wide, this type of front is recommended.

The attractiveness of a store front is probably more dependant upon its condition than up its construction. Too many stores selling paint neglect to keep their store fronts attractive by applying some of the merchandise they sell. The value of a neat, attractive front can scarcely be over-estimated.

Show windows should be so planned that they may be easily, quickly, frequently, and economically trimmed. For that reason, windows for the displaying of small merchandise should not be over 30 inches deep. This permits the making of a good display without using all of the merchandise carried in stock. It is much easier for the public to concentrate on a few items well displayed in a window than it is upon a mass of merchandise carelessly placed, especially when that mass consists of fifty or more different types of merchandise. In the February issue of Hardware Retailer, a series of articles was started on, "How To Best Use The Hardware Show Windows". This series, which will be accompanied by illustrations on how to trim the window, has been prepared by C. V. Haecker, of the Frank Burke Hardware Company of Waukegan, Illinois, and we recommend that you follow this closely. The windows outlined are easily trimmed and are practical. Furthermore, all of them have been used in the Burke Hardware Co. and have produced results. May I suggest the careful planning of the window trims and the making of some type of schedule in advance? This insures the displaying of all merchandise at the proper time and will also assure the changing of the window displays regularly.

Artificial light in the windows should be so placed that they do not shine directly in the eyes of the public looking at the displays but should be directed upon the merchandise displayed. The bonnet type of reflector is recommended.

This discussion was intended to deal primarily with the arrangement of the interior of the store and we shall devote the rest of the time to that part of the entire plan, although no discussion will be complete without considering the factors already outlined.

For practical purposes, we shall assume that all stores have two side walls and in this outline, we shall assume

that they are straight, not having any offsets of any kind.

There is a sort of a tradition that the fixtures on the right hand of the store as you enter, should be used for the storing and display of tools, builders and general shelf hardware. This has been based on the assumption that more people are right eyed and right handed, and while that may be true, the fact remains that the hanging of the door has more to do with the prominence of one side of the store over the other than does the natural inclination of people to look one way or the other. Whenever possible, an entrance door should be right handed. This will tend to counteract any tendencies that people may have to look to the right and will make the left side of the store just as valuable as the right side, which is as it should be.

Yet, if all conditions were normal, I would suggest the using of the right side of the store for tools and builders and general hardware, because that is the more universal practice among hardware men everywhere and you know how the public have approved the similarities of store layouts of chain systems by their continued and increased patronage of them.

Before entering into details of the discussion, let us set up one standard that we should endeavor to follow in making the rearrangement of any store. This chart shows a plan for a room 20 x 86 feet inside. Prior to the changing of this store to the present plan, this merchant had his fixtures arranged just as they are to be found to-day in a great many stores; that is, a customer aisle down the center and counters and show cases lined up on either side in front of the shelving against the walls. Under those conditions, we find by measuring, that there was approximately 135 lineal feet of display open to the customer when he came into the store; that is, there was 135 feet of what we want to call "customer frontage."

Now, if we are going to increase sales through suggestion and are going to so arrange our merchandise that more people will see what we have to sell, it is evident that we must increase the amount of display that the customer can approach. Bear in mind, that in this store, which is 20 feet wide and 86 feet deep, we had approximately 135 feet of customer frontage. We shall see what happens to that after we have changed arrangement of the fixtures.

In this store as it was, and as a great many are to-day, it was not possible for the purchaser to examine the merchandise in the tool case. This may account for some of the decrease in the sale of tools that has occurred over the past few years, even though tools are universally recognized as a hardware store item.

If we shall plan for the displaying of tools such as hammers, hatchets, saws, planes, squares, levels, braces, and breast drills in the front of the store on the right hand side, let us suggest an open case for these with brackets on which the merchandise may be hung. This case should be 18 or 20 inches deep above the base

and 24 or 30 inches deep below. It should not exceed over 7½ feet high and the merchandise should not be behind sliding glass doors. This is a conclusion which has just recently been reached. Many instances can be given of dealers who have removed the sliding glass doors from in front of their tool display and have immediately noted an increase in sales.

An 8 foot section ordinarily provides sufficient room for the displaying of large tools. Immediately following that, we recommend the use of cabinets the same size as the tool section but on which are hung panel doors. Onto these doors are sampled the smaller tools; first, carpenters, then mechanics, and then builders and general hardware. The number of doors necessarily depends upon the size of the stock carried but it is usually safe to assume that there should be between two or three times as many lineal feet of panel door sections as is required of open sections for tools. The merchandise on the panel doors is in the open—not behind glass. Merchandise sampled on the door is properly lacquered before mounting and if this is correctly done, the sample will remain in as good condition as though it were behind glass.

Panels may be constructed of either wall board or veneer board, the latter is preferable, and in either case should be covered with orange paint or felt. The same back ground should be used in the open tool case.

The doors in the base section should be used for the displaying of the larger items of merchandise of the lines displayed on the doors of the upper section. On all panel door displays, the stock is carried in the rear of the door front opposite that from which the display is made.

At the rear of this wall we ordinarily find the bolt rack. While individual tastes differ, we have found from observation, that the open bolt bin gives the most satisfaction.

On the left hand side of the store is found the display most appealing to the ladies. All of the shelving on this side is open shelving. The sporting goods, if carried, can well be displayed in the first section, then followed by fancy kitchen wares, aluminum and enamel ware, and tin ware.

Paints and varnishes are shown to the rear of the kitchen wares on this plan. Some dealers prefer to have their display of paints in the front of the store. It doesn't seem that a can of paint should in itself possess a sales appeal equal to that of a piece of aluminum ware, yet dealers find that paint sales are increased almost in direct proportion to the prominence with which they display it. No definite rule can be set up which would say paint should precede house furnishings or follow them.

The shelving on the left hand side of the store should be the same height as that on the right hand. Both base and upper cabinets should be open shelving and the depth should correspond to the cabinets on the right hand side of the store. In extremely crowded stores, provision may be made for

(Continued on page 31)

TER MOLEN & HART

SALAMANDERS for
CONTRACTORS

Successors to
Foster Stevens Tin Shop,

59 Commerce Ave.
GRAND RAPIDS, MICHIGAN

J. CLAUDE YODAN

ATTORNEY AND COUNSELOR

Special attention given creditors proceedings, compositions, receiverships, bankruptcy and corporate matters.

Business Address:
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Expert Chemical Service
Products Analyzed and Duplicated
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Consultation and Research

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Ship By
Associated Truck

GRAND RAPIDS, LANSING and
DETROIT.

Every Load Insured. Phone 55505

BIXBY

OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

Postma Biscuit Co.
QUALITY
RUSKS and COOKIES

Grand Rapids, Mich.

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



A delicious, more
nourishing toast-
baked from fresh
eggs and whole
milk. *Try it!*

Michigan Tea Rusk Co.
Holland, Michigan

DUTCH TEA RUSK

A HEKMAN MASTERPIECE

HOTEL DEPARTMENT

Why Interstate Commerce Commission Should Be Abolished.

Los Angeles, Feb. 24—I am very glad that President Coolidge took a fall out of Congressional lobbyists, in one of his recent addresses. The "third house" of Congress always begins its sessions a few days before the regular body, in order to have the skids properly greased, and the membership is by no means limited, in this body of pernicious and brazen element. If, as is claimed by most congressmen I have conversed with on the subject, they are absolutely without influence upon legislative affairs, why does not Congress take some action to force these lobbyists into the open and not allow this much talked of stigma to rest against them. There must be some fire accompanying this smoke or the Nation's chief executive would not have felt called upon to decry it. It is quite likely that the majority of congressmen do not know all about the lobbyists and their influences. Unless some investigation is started, as suggested by President Coolidge, nothing will be done, the people will continue to talk about it, but Congress will continue in ignorance concerning something which amounts almost to a scandal. However these lobbyists have the right of all American citizens to present their side of any important measure to Congress. That is a right which legally, cannot be taken away from any citizen of the United States, but what the President took exception to was the alleged statement of one of this element who, when a certain important measure was being considered, said that he represented interests involving billions, who did not propose to allow a particular measure to pass Congress unless it was radically changed. For this, one of many reasons, they should be forced into the light, that it may be shown whom they represent when they propose or oppose any particular legislation. They can, and should be compelled to pursue an open and above-board course in their efforts, the same as the ordinary citizen, or organization. A law should be passed which will require all paid lobbyists to register at the Capitol, with such other information as to their intentions as may be considered informative. Such laws are already in force in Massachusetts and Wisconsin, governing these lobbyists in their several state legislatures. The names of all persons employed as legislative counsel or agents are entered upon dockets, together with the names of their employers, the names, residences and occupations of such employees, together with dates of employment, agreements entered into, and the subjects of legislation upon which they are engaged, with the titles and numbers of bills. Wisconsin goes somewhat further than Massachusetts, in that legislative agents or counsel enrolled upon these dockets must file, under oath, not more than thirty days after the close of any particular session, complete detailed statements of expenditures incurred on such work. In both states penalties are provided in such laws, if their provisions are violated. This country is entitled to know what influences are making themselves felt in Congress, and why. The public has that right, and if there is objection to an increase in the number of laws, Congress is, in reality, a law unto itself, and can provide rules, accompanied by penalties, which will answer the same purpose, and by so doing can safely follow the lead of the two states mentioned. The lobbyists in the halls of Congress must be forced into the open, that their plans may be judged on the basis of their merits, as is that of the ordinary citizen who desires recognition from the major legislative body.

Uncle Sam wants the Volstead de-

partment to have alcohol so doped that it will have a terrible taste, and yet, at the same time, not be dangerous to the user. If Uncle Sam could taste of some of the products passed off nowadays as pre-war beverages, he would very easily understand why it would not work out in practice. No one ever claimed, even in the days of "King William" and "Three Feather," that the stuff tasted good. It was the afterglow which furnished the appeal. However, a scheme like this would be infinitely preferable to poisoning free-born American citizens and their associates.

The death is announced of Henry F. Bechman, Battle Creek, Vice-President of the Duplex Printing Press Co., of that city. I mention it here for the reason that Mr. Bechman was an acquaintance of forty years' standing and for a quarter of a century has been intimately identified with Battle Creek industries and civic affairs. Forty years ago, when I was representing Barnhart Bros. & Spindler, type founders, of Chicago, Henry Bechman was superintendent in the machinery department of Schneidewend & Lee, electrotypers and manufacturers of printers' perquisites. The latter firm was later on merged with a new corporation, the Challenge Machinery Co., at that time of Chicago. Mr. Bechman went to Battle Creek many years ago and associated himself with the Cox press manufacturing company, the inventors of the first rotary newspaper machine to print direct from type, instead of stereotyped forms, afterwards developing more efficient stereotype presses than had been previously used, resulting in building up one of Battle Creek's most important industries.

The announcement of the closing of one of the oldest Massachusetts academies for want of patronage and the reasons given for same by members of the faculty are interesting in a general way. For instance, the particular college I mention has made it a rigid rule not to admit anyone not mentally equipped to take up its curriculum understandingly. Then all students were under surveillance at most times to ascertain if they were absorbing properly what was offered in educational features. And here is one of the reports which has been made public: Out of every hundred applicants for entrance to the college twenty were refused because of apparent unfitness to take up collegiate work; fifty, after due observation, were dismissed because they were cheating their parents or guardians, using the college as a vehicle for pleasure and not for improvement. Further observation developed the fact that pupils dismissed were taken in by much exploited institutions of learning, utterly without regard as to their adaptability to the work at hand, to be afterwards thrown upon the world as barnacles upon society. This condition was touched upon at a noonday luncheon of the Rotary Club, at which I happened to be in attendance, the other day. One large metal worker, a large employer of labor, had this to say:

"It is claimed that in Los Angeles there are 100,000 individuals out of work, and that a very large percentage are of a class who are highly educated, many from colleges of high repute. From experience I have learned that the college bred individual is not adapted to the ordinary walks of a business career. I believe I am not prejudiced against them, but I am a close observer of my own employees and I find the average college product is not enthusiastic or practical. He is inclined to a feeling of superiority, has a better way of handling affairs than his superiors, and is a time destroyer rather than a wage earner."

The gentleman further explained that certain mannerisms acquired in colleg-

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



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.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

MORTON HOTEL

Grand Rapids' Newest
Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop

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.

HOTEL FAIRBAIRN

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon -- Michigan

HOTEL GARY

GARY, IND. Holden operated

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

C. L. HOLDEN, Mgr.

iate work were not compatible with success in the business world and were a handicap in the fight for supremacy. In explanation, he was good enough to state, however, that for the professions, that type of education was more essential and adaptable. I think, however, we may go far beyond this reasoning, where we will discover that one of the principal reasons for failure in the world's struggle is due largely to home environment prior to taking up college work. It is the old story of the struggles of the parents to gain a place in world work and a desire to discover a shorter route to success for their offspring. It cannot be accomplished, as a rule. Nothing like the rough and ready seasoning will prove up in the final analysis.

If Dempsey isn't going to fight any more and all the other candidates are considered merely as set-ups for Tunney, why not let Tunney have his way and give all his attention to his golf game? There isn't any reason why a flock of Americans should pay fancy prices to watch a couple of athletes play tag.

The large increase of automobile accidents seems to me to be due to lack of etiquette on the part of intelligent people who ought to know better. A man may be a gentleman at home and a cad on the highway. He may be persuasive and "you first, Gaston," in his business affairs, but iam in ahead regardless of all contenders at an intersection. When the throttle tickles him he is a honking, screeching maniac that steals and kills. The steering wheel offers complexes for the psychologist to study. Even some alienists might here find a fruitful field for research. One thing is apparent—the public highway will not be safe for democracy until motorists learn better manners. One cannot safely be a gentleman at home and a hog on the public thoroughfares.

Out here in California billboards, along the highway, are not looked upon with especial favor. This blatant and highly colored method of appealing to the public for patronage, once the exclusive offering of the circus or state fair, has been much overdone, according to the notion of some people, and legislation discouraging the use of same has been adopted. While the bill board may be a thing of beauty from the standpoint of the advertiser and, possibly, the bill poster, the traveling public who desire to see the scenery enroute are not greatly in favor of them. But advertisers must advertise and the public like to read the announcements in a way, consequently it has devolved upon California to uplift this industry, with the result that instead of the unsightly billboards, their mission is being perpetuated with artistic monuments and sculpture. In many conspicuous places in Los Angeles, and scattered along the roads leading to the city, are scores of new advertising landmarks, beautifully conceived from an artistic standpoint and strikingly well executed. They have all the appearance of genuine granite, marble and bronze; but, of course, they are made mostly of cement, concrete and waterproof plaster, coated with metallic substances. Theaters and dance palaces, gas stations, restaurants and even the motion picture houses are artistically exploited by these seemingly expensive pieces of sculpture, which, in most cases, stand out conspicuously atop a massive base of concrete, worn and polished smooth and coated to represent natural rock. One notable advertisement directing those who read to the "Rubiat" ball room is representative of Omar Khayyam, and Persian sculpture. Atop a base seven feet high, stands a shade tree, beneath which sits a poet and his ideal, with the conventional jug of wine and loaf of bread. "A jug of wine, a loaf of

bread—and thou" at once recurs to the spectator, whereupon he reads of the beauties of the Persian palace, which he may reach by continuing straight ahead. A film theater has caused to be erected in various conspicuous locations an Egyptian sedan, which rests upon what appears to be an onyx slab, and in which sits an Egyptian dog. At the top of the drapes of the palanquin, the ornamental uprights are carved with lotus flowers and are supposed to represent ivory. Still another is the sacred elephant of India blanketed with rich tapestries and ridden by a turbaned youth. If one must go outside the journalistic channels to advertise, why not do it artistically by such methods as these?

Even the staid old United States Senate, which never conceives an idea of any kind, according to tradition, seems to have discovered that the rate regulating practices of the Interstate Commerce Commission are not only destroying all vestige of competition between rail carriers, but are working a hardship on different sections of the country as well. Hence they have adopted resolutions asking the Commission why they "place an embargo upon the products of certain states in favor of the products of certain other states to certain markets," and asks the Commission to cite its power to make decisions on that ground. It has been a matter of common knowledge for many years that the commerce body referred to had usurped a lot of authority, which it was never intended by Congress it should possess, and that its rulings have, perhaps seemingly or perhaps by coincidence, been uniformly in favor of the transportation company and against the shipper, the individual supposed to be protected by the enactment of the commerce act. The war and the pusillanimous McAdoo (Wilson's King of Spades) gave the Director General Pooh Bah, supreme authority over everything in the transportation line. He also began encroaching upon the rights of the states. Once begun, subjugation was soon completed. The Interstate Commerce Commission automatically became a clearing house for railroad interests, and when they couldn't find a written law to apply to any particular case an "unwritten" one was promulgated to fit the exigencies of the case, resulting in the loss of all semblance of authority by the states in regulation of transportation activities and charges. The United States Senate has, seemingly, just discovered what has been known by shippers ever since the war, and upon which proposition our own Attorney General Potter took a firm stand several years ago when he was serving as State Railroad Commissioner. The Interstate Commerce Commission has outlived its usefulness, even if it ever had such a sphere. We used to hear a lot about the small shipper which this Commission was to protect. About the first thing they accomplished, was the annihilation of the little fellow, which should have been their "cue" for exiting from the stage. But No! They must needs regulate something. Once having stirred up the animals, among their regular "daily dozen" comes interference with everything except religious matters, and if I am not mistaken they go so far in that line as to regulate strawberry festivals and the portions of berries to be served thereat. It is a matter of exact fact that they do regulate the size of portions upon dining cars. And now that the Dear Old Senate has made this discovery, the child may have been born who will live long enough to see them do something about the matter. What it ought really to become is a campaign issue in the presidential election. Or some live congressman might become famous over night by proposing the abolition of the Commission. He must be live enough to fight against great odds and his ac-

tions will be retarded by the fellows who have fallen into the notion that it "cannot be done," but it can be and some day some enterprising member of the lower house—a tenderfoot probably—will do that very thing, become famous, and the other fellows will wonder why they didn't think of it. Volsteadism may and may not become a paramount issue in the activities of our Congress, but the regulation of commerce is vital to us all, so instead of whining about the former, why not make an effort to save the country from the blight of an oligarchy, the influence of which affects us all—the shipper, the farmer, the consumer and the traveler?

Ward B. James, manager of Hotel Tuller, Detroit, is the newly-elected President of the Detroit Hotel Association, with Preston D. Norton, as Vice-President. Both are live wires who will do their utmost to accomplish something besides oratorical feats.

Frank S. Verbeck.

Senate and Third Term Foolishness.

Grandville, Feb. 28—Our U. S. Senate has passed a resolution intimating that another nomination of Coolidge would be "unwise, unpatriotic and fraught with peril to our free institutions."

Could anything be more idiotic? Is it not surprising that a great assembly of high public officials can be found so lacking in common horse sense as to make such a break? Every senator who voted for that resolution should be remanded to private life at the next election.

This third term bugaboo is the veriest nonsense. If the people of the United States desire to continue a man in the presidential chair for one to a dozen terms that is their lookout and not the business of anybody else. This is supposed to be a free country. There is no constitutional ban on electing a man to the presidency as many times as the people see fit.

What harm could possibly come to our free institutions by the election of a man three times in succession to the presidency? Will some of these sapient senators please enlighten us? All of the talk about third termism is absolute bosh. The people themselves should be the arbiters and not congress.

Some of the doings of Congress are weak and silly to the last degree. This third term bugaboo has been brought up from time to time since Grant was President. Although another term for Coolidge would not be a third term, nobody but an imbecile believes that, yet even were it so there would be no call to make such a silly ado over it.

How about U. S. senators? We elect them term after term and the Government at Washington still stands. If it is the proper thing to deny a president three terms, why does not the same law affect senators and representatives? It should of course.

If the people of this Republic cannot be trusted with the matter of deciding on how many times they want a man for president, why trust them with any legislation at all? Why not let the wisecracks of the Senate decide who shall and who shall not be our lawmakers at Washington?

The surprising thing about the recent foolishness at Washington is that a body of public servants so large as our Senate could be found so absolutely lacking in common sense as to pass such a resolution.

A band of small boys playing at government might perhaps be expected to do something of the kind, but full grown men capable of forming a governmental body like our U. S. Senate to do such a thing is confounding.

Senseless idiocy could go no farther. What will the outcome be? Will there be a submission of this much talked about third term question to the people at the ballot box? If so the Ameri-

can citizen will know how to dispose of it once and forever.

One might consider in time of war how necessary it might be to secure the re-election of a president for the third time. There is no necromancy in numbers. Even a fourth term, providing the people say so, would not crack the Constitution or endanger the liberties of the citizen. Where these august senators got their fears does not appear.

There must certainly be matters closely concerning the welfare of our people which should concern these senators without spending nearly a week's time bloviating about the dangers of Cal. Coolidge being elected another term to the presidency.

It is not likely that Cal. refused to run again simply that he might be coaxed into accepting another nomination, with the wicked intent down deep in his heart to abolish the Constitution and make wreck of American liberty should he again be chosen by the people to the presidency.

The action of the present Senate leads one to imagine this was the case, however. Might it not be well enough to let this question of succession to the presidency be left to the people to decide, while the present Congress gets down to brass tacks and repeals some of its unrighteous tax laws, more especially the late increase in postage on newspapers and postal cards. The raise in postage rates failed of its object to increase postal revenues. There is nothing nearer to the humblest citizen than the postal expenses. Give them back the old rates and let this third term nonsense go to the scrap heap.

Boards of supervisors have been known to make some foolish moves on the chessboard of lawmaking, but we have yet to find such a board that has fallen quite so low in the scale of intelligence as has the U. S. Senate in its latest stab at the people's interests.

The Government of the United States has existed for a hundred and fifty years without realizing the danger it has been in from the election of a president for the third time. It remained for our present Senate to make this frightful discovery and expose the danger to the Nation by resolution.

Plainly this act of our upper house of Congress has been an eye-opener which will resound down the aisles of time. It is a wonder the discovery of this National danger has been so long in embryo.

The taking from the people the right to say how many times they may choose one man for president would be an act of despotism such as has not yet been injected into the political field even though a century and a half has passed since the foundations of the Government.

We may well have fears of what a Senate may do which passed such a resolution as that of a few days ago. The people should ever be on their guard.

Old Timer.



HOTEL BROWNING

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

DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.
Coming Sessions—Grand Rapids, March 20, 21 and 22.

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.

Shortage on Exempt Preparations.

Druggists often find a shortage in the stock of exempt preparations, and have no safeguard.

The main cause and about the only cause is failure to record sales.

This happens also as to other merchandise sold on credit. If a sale is not recorded, there is no way to account for the missing exempt preparations.

The two most misleading words in the Harrison narcotic law are "exempt preparations" and "untaxed narcotic preparations and remedies." Both deceive and confuse.

"Exempt" is defined by Webster as "excepted from the operation or burden of some law;" to "except or excuse from the operation of a law."

In the Harrison law it is interpreted oppositely.

We would suggest substituting "record preparations" for "exempt preparations." And we offer the following suggestion to correct the shortage evil.

Place all exempt preparations, such as camphorated tincture of opium (paregoric), syrup of sedatol, pruni codeine, cocillana, cheracol, codeine cough sedative, elixir terpin hydrate and heroin, etc., in a separate case. The law does not require this class of preparations to be kept under lock and key. Install at the top of the case a red electric light adjusted by a switch, so that when the case is opened the red globe lights up. This will mean something to the person making the sale, and when he finds an exempt narcotic book in the case and a small label on each bottle reading, "Sale must be registered under the Harrison law," the reminder will be complete.

Some stores have rules of their own. The following conditions are made in some stores:

One ounce limit on paregoric. Cough remedies containing exempt amounts, not over four ounces.

If customer's appearance suggests he is not buying for medicinal use, refuse sale.

Customer buying too often, is reason for doubt, turn down sale.

Refuse sales where person is making round of drug store.

Casein Massage Cream.

Skimmed Milk 1 gal.
Powdered Alum 1 oz.
Boric Acid 3 drs.
Glycerin 3 ozs.
Oil Bitter Almonds 20 drops
Oil Rose Geranium 10 drops
Solution Carmine, N. F., enough to tinge

Heat the milk in a suitable vessel to about 170 deg. F. Add the alum, dissolved in four pints hot water; add it slowly, with constant stirring, and continue the heat and stirring until precipitation is complete. Do not allow the mixture to boil. Let stand until cool, pour off the clear liquor, add to the precipitate one gallon of water, stirring and breaking up the magma as much as possible. Allow to stand until the precipitate separates, pour off as much as possible of the water, collect the precipitate on a cheese-cloth strainer, squeeze out all the water possible, then dry the precipitate between sheets of filter or blotting paper. Do not use artificial heat, as the casein has a tendency to granulate in very hard grains almost like sand. Place the casein in a large mortar, and add the glycerin, in which the boric acid has been dissolved by heat; beat and rub until absolutely smooth and soft. Let stand about six hours, pour off the water that separates, then beat in the oils and carmine, adding a little more glycerin to bring to the proper consistence. When perfectly smooth the product should be placed in glass jars and so sealed that it will be air and moisture proof. The cream is very hygroscopic and absorbs moisture very readily.

If possible the casein should be ground with the glycerin in a paint mill, as it is difficult to beat it smooth in a mortar; if it is at all gritty it will not prove a success.

Z. O. Cream.

Adip. Lanae Hydr. 18 ozs.
Zinc. Oxid. 54 ozs.
Liq. Carb. Deterg. 3 ozs.
Aq. Calc. 36 ozs.
Ol. Oliv. 36 ozs.
Ol. Geran. 1 dr.

Essence of Life.

The following formula for this preparation is found in Pharmaceutical preparations:

Angelica Root 300 gr.
Myrrh 240 gr.
Gentian 240 gr.
Aloes, Socotrine 240 gr.
Rhubarb 120 gr.
Zedoary 120 gr.
Spanish Saffron 60 gr.
Camphor 60 gr.
Castor 60 gr.
Diluted Alcohol 16 oz.

Reduce the drugs to moderately fine powder, add the liquid, macerate for 5 days, agitating frequently, then express and filter.

Skin Balm.

Zinc. Sulph. 160 gr.
Aq. Rosae Tripl. 4 ozs.
(or Aq. Sambuci Tripl.)
Pulv. Trag. 300 gr.
Eau de Cologne 6 drs.
Tr. Benzoin Simp 6 drs.
Glycerin 8 ozs.
Chlorof. 12 min.
Aq. 80 ozs.

Salicylic Acid 4 drs.
Benzoic Acid 2 drs.
Benzoated Lard 4 ozs.
Soft Paraffin 16 ozs.

Mercurial Soap.

This preparation is sometimes used for treating dogs and other animals, and for preserving skins in taxidermy. A representative formula is as follows:

Corrosive Sublimate 1 dr.
Alcohol 1 oz.
Soap 4 ozs.

Dissolve the sublimate in the spirit and incorporate in the soap, previously reduced to shavings.

Skin Cure.

Paraff. Moll. 700
Ac. Salicyl. 7.5
Zinc. Oxid. 175.5
Ampli 350
Liq. Plumbi 24
Pulv. Cretae Gall 100
Carmin. et Terpeneol q. s.

Vanex Skin Salve.

Zinc. Oxid. 2
Sulph. Sub. 6
Ammon. Ichthyol 2
Ac. Salicyl. 1
Adip. Benz. 32
Paraff. Moll. 16
Ol. Eucalypti 1

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Colfax Gibbs, the notorious stock salesman, who gloats over the number of men he has ruined, is now engaged in promoting the Trans-Canada Life Insurance Co., with headquarters in Montreal, Canada. How Gibbs has succeeded in keeping out of prison in view of the crooked work he engaged in in promoting two Grand Rapids companies—both now out of business—is more than most people can understand. He is a shark of the worst description and should be restrained from repeating in Canada the wreckage he precipitated in Michigan.

A Federal Court in Texas has ordered a Texas company to cease manufacturing pharmaceutical goods under the term "Listerated," which the court held infringed upon the registered trade-mark of the Lambert Pharmacal Company of St. Louis. The latter company for years has used a trade-mark Listerine. The Texas company was ordered not only to cease the manufacture under the name Listerated but to destroy all labels bearing that name. The books of the Texas company were ordered audited and all profits shown to be paid over to the Lambert company.

The Brenard Manufacturing Co., Iowa City, Iowa, is up to its old tricks again. Originally it sold store service, then pianos, then talking machines, and now radios. In all cases it obtains negotiable notes in advance, which immediately turn up in the hands of "innocent third parties," who are sometimes relatives of the Main family who masquerade under the name of the Brenard Manufacturing Co. Of course, any merchant who signs any kind of a note as the purchase price of goods of questionable merit is putting his head in the lion's mouth, so to speak, because in this day and age such an expedient is not necessary. The demand that goods be paid for before they are shipped or have been inspected by the purchaser, is prima facie evidence of fraud and a sure indication of trouble ahead. Such notes can have the sting taken out of them by writing the words "Not Transferable" across the face, but where this



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

**GRAND RAPIDS
SHOWCASE CO.**  **WELCH-WILMARTH
CORPORATION**

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

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



is done they would not be accepted by the sharks who resort to this kind of practices. The only way to deal with men who demand advance payment or signatures to notes is to invite them to leave the store and then quietly ride them out of town on a rail, with the addition of a nice coat of tar and feathers. If this course was adopted in dealing with creatures of this ilk, the scheme note method of selling goods by taking negotiable notes would soon become very unpopular.

The Morlock Manufacturing Co., manufacturer of house dresses and aprons at Aurora, Ill., has invented a new scheme to entrap the merchant. It sends out shipments of goods without an order therefor and in some cases, at least (possibly in all cases), the shipment is short one garment. When the consignee receives the goods and reports the shortage the company sends on a proof of loss, carefully filled out, to be signed by the consignee. If consignee does this, he automatically becomes responsible for the entire shipment and cannot very well avoid paying for same. This trick is certainly a new one and we doff our hats to the concern on having invented an entirely new way to "stick" the merchant on shipments of this character. The singular feature is that an old and honorable institution like the Home Insurance Co., of New York, would consent to be a party to this trick.

New York, Feb. 27—For a while, "Blind Partners," was engaged in sending unordered neckties through the mail (three ties for \$1). But following investigation by the Bureau and action by Inspector R. T. Allen of the Post Office Department, it exists no longer. Joseph Hecht of the Fan Tan Mills, 440 Broadway, New York City, following the example of "Necktie Tyler" and "Pawnee Bill," took as

special colleagues in "Blind Partners," two blind men, John Joseph Allen and Manuel Suarez, and paid them \$12 to \$15 per week each. Then pathetic letters were mailed with packages of ties to many thousands of names with requests to return one dollar or the merchandise. According to Hecht, over \$5,000 was received since the concern was formed last September. On Feb. 25, in the office of this Bureau, Joseph Hecht, John Joseph Allen, and Manuel Suarez signed statements that "Blind Partners," was dissolved and that Hecht would not engage again in an enterprise of this type.

Toothache Essence.

Camphor	1 oz.
Alcoh. Isopropyl.	3 3/4 ozs.
Chlorof.	2 1/2 ozs.
Ol. Carpoph.	1 oz.
Tr. Op'i	2 3/4 ozs.
Tr. Pyreth.	4 ozs.

Compound Yeast Tablets.

Pulv. Cerevis. Ferm.	gr. iv.
Pulv. Gum. Acac.	gr. 1/4
Mag. Calc. Pond.	gr. 3/8
Sacch. Lact.	gr. 3/8
Sod. Bicarb.	gr. j.
Ol. Carophylli	q. s.

Scurf Lotion.

Euresol	6 drs.
Eau de Cologne	4 ozs.
Alcohol	14 ozs.
Aq.	ad 24 ozs.

Metal Polish, Powder.

Kieselghur	8 ozs.
Tin Oxide	30 ozs.
Pipe Clay	30 ozs.
Tartaric Acid	3 ozs.

Don't form the habit of putting things off until to-morrow unless you enjoy working overtime.

Did you ever notice that the soap box orator never says a good word for anyone but himself?

"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		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	12 1/2@20	Cubebs	6 50@6 75	Benzoin	@2 28
Boric (Xtal.)	15 @ 25	Eigeron	7 50@7 75	Benzoin Comp'd.	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharadics	@2 52
Muriatic	3 1/2@3 15	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 18	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	16 1/2@25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2@3 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	50 @ 60	Lavender Flow.	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n.	85@1 20	Digitalis	@2 04
Water, 26 deg.	06 @ 16	Lemon	4 00@4 25	Gentian	@1 35
Water, 18 deg.	05 1/2@13	Linseed, raw, bbl.	@ 78	Gualac	@2 28
Water, 14 deg.	04 1/2@11	Linseed, boiled, bbl.	@ 81	Gualac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld. less	88@1 01	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	85@ 98	Iodine, Colorless	@1 50
Balsams		Mustard, artifl. oz.	35 @ 35	Iron, Clo.	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,	2 85@3 25	Nux Vomica	@1 80
Peru	3 00@3 25	Olive, Malaga,	2 85@3 25	Opium	@5 40
Tolu	2 00@2 25	green	2 85@3 25	Opium, Camp.	@1 44
Barks		Orange, Sweet	5 00@5 25	Opium, Deodorz'd	@5 40
Cassia (ordinary)	25 @ 30	Origanum, pure	2 50 @ 25	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00@1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 25@3 50	Lead, red dry	13 1/4@13 1/4
Soap Cut (powd.)	20 @ 30	Peppermint	5 50@5 70	Lead, white oil	13 1/4@13 1/4
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	@ 2 1/2
Fish	@ 25	Sandelwood, E.	@ 50	Red Venet'n Am.	3 1/2@ 7
Juniper	10 @ 20	I.	10 50@10 75	Red Venet'n Eng.	@ 4 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	@ 5 8
Extracts		Sassafras, arti'l	75 @ 100	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Spearment	8 00@8 25	Whiting	5 1/2@ 5 1/2
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. F. Prep.	2 90@3 00
Flowers		Tany	7 00@7 25	Rogers Prep.	2 90@3 00
Arnica	1 75@1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 68	Acetanald	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	75 @ 88	Alum	@8 @ 12
Gums		Wintergreen,	6 00@6 25	Alum, powd. and	09 @ 15
Acacia, 1st	50 @ 55	leaf	6 00@6 25	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	Wintergreen, sweet	3 00@3 25	trate	3 15@3 40
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 100	Borax xtal or	
Acacia, Powdered	35 @ 40	Worm Seed	5 00@5 25	powdered	6 1/2@ 15
Aloes (Barb Pow)	25 @ 35	Wormwood	15 00@15 25	Cantharades, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Potassium		Calomel	2 72@2 82
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Capsicum, pow'd	50 @ 60
Asafoetida	50 @ 60	Bichromate	15 @ 25	Carmin	7 00@7 50
Pow.	75 @ 100	Bromide	69 @ 85	Cassia Buds	35 @ 40
Camphor	85 @ 90	Bromide	54 @ 71	Cloves	50 @ 55
Gualac	@ 80	Chlorate, gran'd	23 @ 30	Chalk Prepared	14 @ 16
Gualac, pow'd	@ 90	Chlorate, powd.	16 @ 25	Chloroform	53 @ 60
Kino	@ 1 25	Cyanide	30 @ 35	Chloral Hydrate	1 20@1 50
Kino, powdered	@ 1 20	Iodide	4 35@4 55	Cocaine	12 85@13 50
Myrrh	@ 75	Permanganate	20 @ 30	Cocoa Butter	70 @ 90
Myrrh, powdered	@ 80	Prussiate, yellow	40 @ 50	Corks, list, less	40-10 1/2
Opium, powd.	65 @ 19 92	Prussiate, red	@ 70	Copperas	2 1/2 @ 10
Opium, gran.	65 @ 19 92	Sulphate	35 @ 40	Copperas, Powd.	@ 4 10
Shellac	65 @ 80	Roots		Corrosive Sublim	2 25@2 30
Shallac	75 @ 90	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Tragacanth, pow.	@ 1 75	Blood, powdered	35 @ 40	Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Calamus	35 @ 75	Dextrine	6 @ 15
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Dover's Powder	4 00@4 50
Insecticides		Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Ginger, African,	30 @ 35	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07 1/2	powdered	30 @ 35	Epsom Salts, bbls.	@ 3 1/2
Blue Vitriol, less	09 @ 16	Ginger, Jamaica.	60 @ 65	Epsom Salts, less 3 1/2	@ 10
Bordea. Mix Dry	13 @ 22	Ginger, Jamaica,	60 @ 65	Ergot, powdered	@ 4 10
Hellebore, White	18 @ 30	powdered	45 @ 50	Flake, White	15 @ 20
powdered	18 @ 30	Golden seal, pow.	@ 80	Formaldehyde, lb.	12 1/2 @ 30
Insect Powder	40 @ 50	Ipecac, powd.	@ 60	Gelatine	80 @ 90
Lead Arsenate Po.	13 1/2 @ 30	Licorice, powd.	20 @ 30	Glassware, less 55%	
Lime and Sulphur		Orris, powdered	30 @ 40	Glassware, full case 60%	
Dry	08 @ 23	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Paris Green	22 @ 32	Rhubarb, powd.	@ 1 00	Glauber Salts less 40%	@ 10
Leaves		Rosinwood, powd.	@ 40	Glue, Brown	20 @ 30
Buchu	@1 00	Sarsaparilla, Hond.	@ 1 10	Glue, Brown Grd	16 @ 22
Buchu, powdered	@1 10	Sarsaparilla Mexican,	35 @ 40	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Squills	70 @ 80	Glue, white grd.	25 @ 35
Sage, 1/4 loose	7 @ 10	Squills, powdered	70 @ 80	Glycerine	24 @ 45
Sage, powdered	@ 25	Tumeric, powd.	20 @ 25	Hops	75 @ 90
Senna, Alex.	50 @ 75	Valerian, powd.	@ 1 00	Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Seeds		Iodoform	8 00@8 30
Uva Ursi	20 @ 25	Anise	@ 35	Lead Acetate	20 @ 30
Oils		Anise, powdered	35 @ 40	Mace	@ 1 50
Almonds, Bitter,		Bird, 1s	13 @ 17	Mace, powdered	@ 1 50
true	7 50@7 75	Canary	10 @ 18	Menthol	7 50@8 00
Almonds, Bitter,		Caraway, Po. .30	25 @ 30	Morphine	12 83@13 93
artificial	3 00@3 25	Cardamon	3 25@3 50	Nux Vomica	@ 2 30
Almonds, Sweet,		Coriander pow.	25 @ 30	Nux Vomica, pow.	15 @ 25
true	1 50@1 80	Dill	15 @ 20	Pepper, black, pow	50 @ 60
Almonds, Sweet,		Fennell	35 @ 50	Pepper, White, pw.	65 @ 75
imitation	1 00@1 25	Flax	7 @ 15	Pitch, Burgudry	20 @ 25
Amber, crude	1 25@1 50	Flax, ground	7 @ 15	Quassia	12 @ 15
Amber, rectified	1 50@1 75	Foenugreek, pwd.	15 @ 25	Quinine, 5 oz. cans	@ 7 50
Anise	1 25@1 50	Hemp	8 @ 15	Rochelle Salts	31 @ 40
Bergamont	9 00@9 25	Lobelia, powd.	@ 1 60	Sacharine	2 60@2 75
Cajeput	1 50@1 75	Mustard, yellow	17 @ 25	Salt Peter	11 @ 22
Cassia	3 00@3 25	Mustard, black	20 @ 25	Selditz Mixture	30 @ 40
Castor	1 50@1 75	Poppy	15 @ 30	Soap, green	15 @ 30
Cedar Leaf	2 00@2 25	Quince	1 25@1 50	Soap mott cast.	@ 25
Citronella	1 25@1 50	Sabadilla	45 @ 50	Soap, white castle	
Cloves	2 50@2 75	Sunflower	11 1/2 @ 18	case	@ 15 00
Cocoonut	27 1/2 @ 35	Worm, American	30 @ 40	Soap, white castle	
Cod Liver	2 05@2 25	Worm, Levant	5 25@5 40	less, per bar	@ 1 00
Croton	2 00@2 25	Tinctures		Soda Ash	3 @ 10
		Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
		Aloes	@ 1 54	Soda, Sal	02 1/2 @ 08
		Arnica	@ 1 50	Spirits Camphor	@ 1 20
		Asafoetida	@ 2 28	Sulphur, roll	3 1/2 @ 10
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure	2 25@2 50
				Zinc Sulphate	06 @ 11

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

DECLINED

Some Cheese
Smoked Meats
Lard

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 3 00
Quaker, 24, 12 oz. case 2 50



AXLE GREASE

48, 1 lb. ----- 4 35
24, 3 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz. dz 2 25
Royal, 10c, doz. ----- 95
Royal, 6 oz., 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. ----- 6 85
10 lb. size, 1/2 doz. ----- 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



BLUING
The Original
Condensed

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

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 135 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 202 ----- 2 00
Krumbsies, No. 424 ----- 3 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70
BROOMS
Jewell, doz. ----- 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. ----- 9 40
Fy 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 60
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
Tumbler, 40 lbs ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 15@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 00
Blackberries, No. 10 7 50
Blueberries, No. 10 ----- 12 50
Cherries, No. 2 ----- 3 25
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 15 00
Loganberries, No. 10 8 50
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 2 25@2 60
Peaches, 10 ----- 3 50
Pineapple, 1 sli. ----- 1 35
Pineapple, 2 sli. ----- 2 45
Papple, 2 br. sl. ----- 2 25
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2, sli. ----- 3 00
Papple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 8 50
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 50
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 ----- 15 00
Rhubarb, No. 10 ----- 6 00
Strawb's, No. 2 3 25@4 75

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

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sli. 1 50
Beef, 3 1/2 oz. Qua. sli. 2 10
Beef, No. 1, B'nut, sli. 4 50
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 62 1/4
Potted Meat, 1/4 Libby 92 1/4
Potted Meat, 1/4 Qua. 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbell's, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 95
Fremont, No. 2 ----- 1 25
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@1 75
W. Beans, 10 ----- 7 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh 1 75@2 40
Beets, No. 2, cut 1 10@1 25
Beets, No. 3, cut ----- 1 40
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 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
June ----- 2 25
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 60
Pumpkin, No. 10 4 00@4 75
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@2 50
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 10 6 00@7 50

CATSUP.

B-nut, small ----- 1 90
Lily of Valley, 14 oz. ----- 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s ----- 1 35
Paramount, 24, 16s ----- 2 25
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 oz. ----- 1 25
Quaker, 16 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 ----- 27
Longhorn ----- 28
Michigan Daisy ----- 27
San Sago ----- 38
Brick ----- 28

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentone ----- 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 ----- 1 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

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



COFFEE ROASTED

1 lb. Package
Melrose ----- 35
Liberty ----- 45
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
Carolene, Tall, 4 doz. 3 80
Carolene, Baby ----- 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 55
Quaker, Baby, 8 doz. 4 45
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 4 80
Carnation, Baby, 8 doz. 4 70
Oatman's Dundee, Tall 4 80
Oatman's D'dee, Baby 4 70
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 4 80
Pet, Baby, 8 oz. ----- 4 70
Borden's Tall ----- 4 80
Borden's Baby ----- 4 70
Van Camp, Tall ----- 4 80
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 Dellosos ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 16
Pure Sugar Sticks 600s 4 00
Big Stick, 20 lb. case 18

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 Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

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

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 22
Italian Bon Bons ----- 17
Banquet Cream Mints. 27
Silver King M. Mallows 1 25

Bar Goods

Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c ----- 75
Malty Milkies, 24, 5c ----- 75
Lemon Rolls ----- 75
Tru Luv, 24, 5c ----- 75
No-Nut, 24, 5c ----- 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 ----- 42

DRIED FRUITS

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

Apricots

Evaporated, Choice ----- 23
Evaporated, Fancy ----- 27
Evaporated, Slabs ----- 18

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 16
Evap. Ex. Fancy, P.P. 18

Peel

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

Raisins

Seeded, bulk ----- 9
Thompson's sales blk 8 1/2
Thompson's seedless, 15 oz. ----- 10
Seeded, 15 oz. ----- 11

California Prunes

60@70, 25 lb. boxes. @08 1/2
50 @ 60, 25 lb. boxes. @09
40@50, 25 lb. boxes. @10
30@40, 25 lb. boxes. @10 1/2
20@30, 25 lb. boxes. @16

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 09 1/2
Cal. Limas ----- 10
Brown, Swedish ----- 08 1/2
Red Kidney ----- 10 1/2

Farina

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

Hominy

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

Macaroni

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

Bulk Goods

Elbow, 20 lb. ----- 07 1/2
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

Chester ----- 4 25
3000 ----- 7 00
Barley Grits ----- 5 09

Peas

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

Sage

East India ----- 10

Tapioca

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

FLAVORING EXTRACTS

JENNINGS
PURE
FLAVORING
EXTRACT

Vanilla and
Lemon

Same Price
7/8 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
4 oz. 5 00
8 oz. 9 00
16 oz. 15 00

2 1/2 Ounce
Taper Bottle

50 Years Standard.

Jiffy Punch

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz. ----- 35

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 ----- 24
 Fancy Mixed ----- 25
 Filberts, Sicily ----- 22
 Peanuts, Vir. Roasted ----- 12 1/2
 Peanuts, Jumbo, std. ----- 17 1/2
 Pecans, 3 star ----- 40
 Pecans, Jumbo ----- 50
 Pecans, Mammoth ----- 40
 Walnuts, California ----- 27

Salted Peanuts

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

Shelled

Almonds ----- 68
 Peanuts, Spanish, ----- 12 1/2
 Filberts ----- 32
 Pecans Salted ----- 89
 Walnuts ----- 58

MINCE MEAT

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

OLIVES

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

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins ----- 11
 8 oz., 2 do. in case ----- 14
 15 lb. pails ----- 15
 25 lb. pails ----- 25

PETROLEUM PRODUCTS.

From Tank Wagon.

Red Crown Gasoline ----- 11
 Red Crown Ethyl ----- 14
 Solite Gasoline ----- 14

In Iron Barrels

Perfection Kerosene ----- 13 6
 Gas Machine Gasoline ----- 37 1
 V. M. & P. Naphtha ----- 19 6

ISO-VIS MOTOR OILS

In Iron Barrels

Light ----- 77 1
 Medium ----- 77 1
 Heavy ----- 77 1
 Ex. Heavy ----- 77 1



Iron Barrels

Light ----- 65 1
 Medium ----- 65 1
 Heavy ----- 65 1
 Special heavy ----- 65 1
 Extra heavy ----- 65 1
 Polarine "F" ----- 65 1
 Transmission Oil ----- 65 1
 Finol, 4 oz. cans, doz. 1 50
 Finol, 8 oz. cans, doz. 2 25
 Parowax, 100 lb. ----- 9 3
 Parowax, 40, 1 lb. ----- 9 5
 Parowax, 20, 1 lb. ----- 9 7



Semdac, 12 pt. cans 2 75

Semdac, 12 qt. cans 4 65

PICKLES

Medium Sour

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

Sweet Small

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

Dill Pickles

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

PIPES

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

PLAYING CARDS

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

POTASH

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

FRESH MEATS

Beef

Top Steers & Heif. ----- 22
 Good St's & H's 15 1/2 @ 19
 Med. Steers & Heif. 18
 Com. Steers & Heif. 15 @ 16

Veal

Top ----- 21
 Good ----- 20
 Medium ----- 19

Lamb

Spring Lamb ----- 25
 Good ----- 24
 Medium ----- 23
 Poor ----- 21

Mutton

Good ----- 18
 Medium ----- 16
 Poor ----- 15

Pork

Light hogs ----- 11 1/2
 Medium hogs ----- 10 1/2
 Heavy hogs ----- 10 1/2
 Loin, med. ----- 15
 Butts ----- 15
 Shoulders ----- 12
 Spareribs ----- 11
 Neck bones ----- 06
 Trimmings ----- 10

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

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb. @ 23
 Hams, Cer., Skinned ----- 22
 16-18 lb. ----- 22
 Ham, dried beef ----- 22
 Knuckles ----- 24
 California Hams ----- 17 1/2
 Picnic Boiled ----- 20 @ 22
 Boiled Hams ----- 24
 Minc'd Hams ----- 18
 Bacon 4/6 Cert. ----- 24 @ 31

Beef

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

Liver

Beef ----- 20
 Calf ----- 65
 Pork ----- 8

RICE

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

ROLLED OATS

Silver Flake, 12 New ----- 2 25
 Process ----- 2 25
 Quaker, 18 Regular ----- 1 80
 Quaker, 12s Family ----- 2 70
 Mothers, 12s, M'n'm ----- 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
 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
 Milklers, Kegs ----- 1 10
 Milklers, half bbls. ----- 10 00
 Milklers, bbls. ----- 18 00
 K K K K Norway ----- 19 50
 8 lb. pails ----- 1 40
 Cut Lunch ----- 1 65
 Roned 10 lb. boxes ----- 15

Lake Herring

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

Mackerel

Tubs, 100 lb. fancy fat 24 50
 Tubs, 50 count ----- 8 00
 Pails, 10 lb. Fancy fat 1 75

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

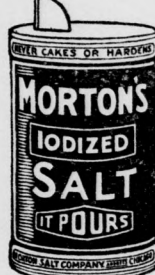
STOVE POLISH

Blackene, per doz. ----- 1 35
 Black Silk Liquid, dz. 1 40
 Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 35
 Enameline Liquid, dz. 1 35
 E. Z. Liquid, per doz. 1 40
 Radium, per doz. ----- 1 85

Rising Sun, per doz. 1 35
 654 Stove Enamel, dz. 2 80
 Vulcanol, No. 5, doz. 95
 Vulcanol, No. 10, doz. 1 35
 Stovoll, per doz. ----- 3 00

SALT

Colonial, 24, 2 lb. ----- 95
 Colonial, 36-1 1/2 ----- 1 25
 Colonial, Iodized, 24-2 ----- 2 00
 Med. No. 1 Bbls. ----- 2 70
 Med. No. 1, 100 lb. bg. ----- 90
 Farmer Spec., 70 lb. ----- 95
 Packers Meat, 50 lb. ----- 57
 Crushed Rock for ice
 cream, 100 lb., each ----- 75
 Butter Salt, 280 lb. bbl. 4 24
 Block, 50 lb. ----- 40
 Baker Salt, 280 lb. bbl. 4 10
 24, 10 lb., per bale ----- 2 45
 35, 4 lb., per bale ----- 2 60
 50, 3 lb., per bale ----- 2 85
 28 lb. bags, Table ----- 42
 Old Hickory, Smoked, ----- 4 20
 6-10 lb. ----- 4 20



Per case, 24, 2 lbs. ----- 3 40
 Five case lots ----- 2 30
 Iodized, 24, 2 lbs. ----- 2 40



BORAX

Twenty Mule Team
 24, 1 lb. packages ----- 3 25
 48, 10 oz. packages ----- 4 35
 96, 1/2 lb. packages ----- 4 00

SOAP

Am. Family, 100 box ----- 6 30
 Crystal White, 100 ----- 4 05
 Export, 100 box ----- 4 00
 Big Jack, 60s ----- 4 50
 Fels Napha, 100 box ----- 5 50
 Flake White, 10 box ----- 4 05
 Gdma White Na. 10s ----- 3 90
 Swift Classic, 100 box ----- 4 40
 Wool, 100 box ----- 6 50
 Jap Rose, 100 box ----- 7 85
 Fairy, 100 box ----- 4 00
 Palm Olive, 144 box ----- 11 00
 Lava, 100 box ----- 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
 Cocoa, 72s, box ----- 2 85
 Fairbank Tar, 100 bx ----- 4 00
 Trilby Soap, 100, 10c ----- 7 30
 Williams Barber Bar, 9s ----- 60
 Williams Mug, per doz. ----- 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 3 dz. bx ----- 3 75
 Bon Ami Cake, 3 dz. ----- 3 25
 Brillo ----- 35
 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 ----- 3 85
 0z. ----- 4 00
 Rub No More, 20 Lg. ----- 3 85
 20 oz. ----- 3 85
 Sani Flush, 1 doz. ----- 2 25
 Sapollo, 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, Cochinchina ----- @ 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
 Cassia, 5c pkg., doz. ----- @ 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
 Tumeric, 2 1/2 oz. ----- 90

STARCH

Corn

Kingsford, 40 lbs. ----- 11 1/4
 Powdered, bags ----- 4 50
 Argo, 48, 1 lb. pkgs. ----- 3 60
 Cream, 48-1 ----- 4 80
 Quaker, 40-1 ----- 07 1/2

Gloss

Argo, 48, 1 lb. pkgs. ----- 3 60
 Argo, 12, 3 lb. pkgs. ----- 2 96
 Argo, 8, 5 lb. pkgs. ----- 3 35
 Silver Gloss, 48, 1s ----- 11 1/4
 Elastic, 64 pkgs. ----- 5 35
 Tiger, 48-1 ----- 3 50
 Tiger, 50 lbs. ----- 06

CORN SYRUP

Corn

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

Imit. Maple Flavor

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

Maple

Green Label Karo ----- 5 19

Maple and Cane

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

Maple

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

TABLE SAUCES

Lea & Perrin, large ----- 6 00
 Lea & Perrin, small ----- 3 35
 Pepper ----- 1 60
 Royal Mint ----- 2 40
 Tobasco, 2 oz. ----- 4 25
 Sho You, 9 oz., doz. ----- 2 70
 A-1, large ----- 5 20
 A-1, small ----- 3 15
 Capet, 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 ----- 23
 Congou, Choice ----- 35 @ 36
 Congou, Fancy ----- 42 @ 43

Oolong

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

TWINE

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

VINEGAR

Cider, 40 Grain ----- 26
 White Wine, 80 grain ----- 25
 White Wine, 40 grain ----- 19

WICKING

No. 0, per gross ----- 75
 No. 1, per gross ----- 1 25
 No. 2, per gross ----- 1 50
 No. 3, per gross ----- 2

FOREST WEEK.

Background of Patriotism in Its Observance.

As a preliminary to a few thoughts concerning the condition of our forestry efforts in this country we can well consider what Col. William B. Greeley has to say about forestry in France: "It is felt necessary to make the love of forests and the realization of the necessity for their wise use a part of French national life."

Our Forest Week, in its essential reality, seeks to lay the foundation for that same loyalty to forests and to stimulate the sentiment of "Forestry as a Patriotic Duty."

We are proposing that old and young use some part of forest week to make a trip to reforestation projects where can be seen the actual process of forest building or where the improvement of forest growth and conditions is being carried forward to establish a forest of good timber trees.

It is to get in touch with the fact that weed trees can take up valuable space and take plant food elements which will furnish much greater ultimate return when utilized in the growth of the highest grade of timber trees.

It is to go out where the competitive activities of various types of forest growth can be seen at first hand and the fact comprehended that human mind and energy can direct various forces in the necessary ways that shall maintain the best timber trees in a thriving condition.

I read some years ago of a family that made this idea the basis of their plan for their summer vacation, going far out in the great outdoors and studying how and actually doing the work to help conserve the vigor of the best timber trees. This outdoor study of actual conditions in the growth of forest trees will bring a better comprehension of how human activities may guard or help or hinder the development of forest resources. April 22 to 28 is a time of year in which young pine seedlings of the woods can be easily seen and an idea gained of the swift destruction that would happen if there was even a thin line of surface fire swept over them. It is a fine time of year to notice the growth of seedling pine far from the parent tree if nothing has happened to interfere with the natural scattering of seed by the wind. We can then notice the little piles of pine cone scales left by red squirrels after their meal of pine seeds and we can appreciate that the activities of the squirrels can have a disastrous effect on the natural reproduction of white pine and seriously limit white pine growth unless we are on the spot when the squirrels cut the cones from the trees and we take time to gather and properly store the cones. We can find sometimes a bunch of six or seven tiny one-year white pines in a space not larger than a penny and perhaps snuggled closely in a clump of arbutus roots. A little cutting with a knife and the threadlike roots can be disentangled and the seedling trees spaced out several inches apart to have a chance to grow. And we find three- and four- and five-year-old seedlings

growing much too close together and a sharp pointed shovel is carried in order to transplant such trees to have them properly distributed.

We find some of these older seedlings coming up in a tangle of rose willow or bush honeysuckle sprouts or in other ways crowded by bush growth that will hamper and retard or maybe result in mis-shaping the pine tree, therefore we take time to free the pine. All the older pines that may be growing under other kinds of trees must be carefully watched and work done in lopping interfering branches or crashing the entire top of the less desirable tree.

We find some widely scattered jack pine trees showing the characteristic lopsided scrubby growth in such situations and not far away another area closely seeded to the jack pine, the best of the trunks five inches in diameter and some of the smaller sizes evidently doomed to be suppressed and killed by the competitive action of the dominant trees. In this close stand we can see the evidence of a tendency to grow up in better form than those growing in the very wide spacing and can begin to understand that spacing in a forest growth is quite an important factor in developing the best characteristics of the different kinds of trees and emphasizes one of the prominent arguments for planting seedlings on any area in order to establish a better paying forest of more even aged growth and effect economies in harvesting.

We should regulate the forest growth to bring the best development and secure, through human activities, the best possible results. As we turn from the pines the bare limbs of other kinds of trees give us a good opportunity to study their make-up. We find an oak with a high branch shooting straight out from the trunk to a prodigious distance, tough and unbending and seemingly like an uncompromising claim to a wide sweep of surrounding space. A pine tree is growing under it and the terminal shoot of the pine will shortly suffer abrasion as the wind sways the pine against the oak branch and therefore we trim the oak.

We may go on to some beech and maple timber having a fringe of pin cherry and other weed trees. There may be some hemlock coming up under the hardwoods. While we study the limb formation of the hardwoods we take note of the tops of the hemlocks and discover they don't shoot upright like the pines, but have usually a half circle droop to the tip or latest year's growth and it is very slender and flexible. We can appreciate the usefulness and absolute necessity of such a characteristic in a tree growing among the hardwoods. It preserves the terminal growth from much distortion that would result if the hemlock terminal growth was as definitely upright as the pine.

I have presented a few items that will count among the opportunities along a one-day's trail through the woods. There is always in view something interesting to lift your ideas out of any rut or start you on the way to lifelong effort as a friend of the forest. There are great numbers of conditions brought on by competitive ac-

tivities of the trees in the forest. What we can do is to watch the oncoming of various conditions limiting the best grade of timber trees and make the upward path of this best forest growth a steady progress into free, ample sunlight and ourselves develop with the forest growth in a more comprehensive usefulness to the world at large.

The forest is a good type of school room. The hush of the dewy morning brings a keener sense of the many surrounding sights and you can realize no tongue of tree clamor to be heard, but the lesson is there and the eager quest of your mind for facts brightens all your faculties and marks the beginning of a worth-while day. Long hours may intervene before you reluctantly leave the friendly woods and at every step of that entrancing day you begin to wonder at some new manifestation of the developing changes throughout the encompassing woods. You begin to realize that these changes are very much worth while for you to study and you begin to comprehend that forestry deals with near-at-hand problems full of human interest and of importance to the welfare of all people.

You see wherein community action is desirable to protect and promote the best development of all forest growth because changes for the better in forest growth are a matter of long years to secure the desired consummation and is likely to overlay the vigorous term of any one life, consequently community sanction and beneficial activity will assure the right conduct of forestry developments where individual intention might fail of complete accomplishment.

You see things and learn facts that linger in your memory and later on, maybe after other trips to the woods, the various conception of the intimate relation between general prosperity and the wise use of forest land and how unscientific it is to allow waste land to become really useless. We begin to understand that bankrupt land coming into the possession of the State constitutes a problem that can be solved when we used trained intellect and the needed brawn to maintain good State forests.

And this is one of the salient points in the proposal of this way of observing Forest Week. There is a background of patriotism in the observance—to see, to know, to get in touch with the realities of forestry—which will build a force of public opinion which can adequately cope with misunderstanding and failure to act at the proper time. Frederick Wheeler, President Michigan Forestry Assn.

Plate Glass Prices Advanced.

Price advances on plate glass were announced by several leading manufacturers during the past week and occasioned some surprise. Virtually the entire list in standard glazing sizes and automobile glazing sizes is affected. Other producers are expected to announce similar increases shortly. The plate glass demand was active, capacity operations being the rule at several leading production units. In the window glass definite action regarding the organization of a proposed statistical department is being taken.

If a man can't profit by his own work, who is going to get the profit? Ask the communist that question and see him hedge.

The expert didn't become one by dodging all hard jobs.

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

Nucoa

KRAFT K CHEESE

"Best Foods"

Salad Dressing

"Fanning's"

Bread and Butter Pickles

Alpha Butter

Saralee Horse Radish
OTHER SPECIALTIES

COCOA
DROSTE'S CHOCOLATE
Imported Canned Vegetables

Brussel Sprouts and French Beans
HARRY MEYER, Distributor
816-820 Logan St., S. E.

GRAND RAPIDS, MICHIGAN

United Detective Agency, Inc.

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ARRANGEMENT AND DISPLAY.

(Continued from page 23)

the using of the top of the base section on the left hand side for the displaying of small household items by the forming of compartments by using bulb edge glass. At the extreme rear of the store, ranges should be displayed against the wall and shelves may be built above these for the displaying of larger household items, such as, washers, tubs, pails, etc.

In the center of the store room has occurred the greatest change in the general plan of display counters, and counter show cases have been entirely eliminated, and floor show cases are rarely used. The most modern up-to-date store does not contain a single show case.

As mentioned before, the store arrangement formerly used by the dealer owning the store, for whom this chart was made, had counters and show cases extending the entire length of the store on either side of the main customer aisle. These prevented the public from approaching the shelving whereon was carried the majority of the stock contained in the store, thus making it necessary for the sales people to wait upon every customer for every item they wished to buy.

The tendency now is to make it possible for the customer to select his own merchandise from the open displays which are placed within reaching distance, and in order to secure the largest amount of accessible display, we arrange the fixtures in the center of the store in a horse-shoe shape. This means the placing of a table specially designed for displaying cutlery, cross ways of the store between 7 feet and 10 feet from the front door. This table is 7 feet long and 32 inches wide. It is 34 inches high and is provided with rolling glass doors on top, making it possible for the salesman to display half of the stock of cutlery at one time by opening one door. The case is on display in the Association booth in the Exhibit Hall and is worth your seeing.

Immediately to the rear of this case, or the show case if one is used for the cutlery display, will be placed flat top display tables. Such tables are all similar to the one designed by the National Association and known as their No. 118, and although they may vary in length, the recommended width of 32 inches is rather uniformly held to. These tables are divided into compartments by the use of a bulb edge glass divider. The size of the merchandise to be displayed upon the table determines the size of the compartments, and as many or as few may be made per table as is required.

Special clips have been devised for supporting the glass and making possible the adjusting of the compartments on the table to various sizes.

Because we wish customers coming into the store to cross from one side to the other, a cross aisle is provided back of the first lineal table, and to increase the amount of display, we set another table across the end just as the cutlery table formed the front of this battery of tables.

Cross aisles in a store should be 6 inches wider than the lineal aisles in

order to secure a free passage from one side of the store to the other.

Back of the first battery of tables is placed a second battery, usually composed of six tables, two cross tables and four lineal tables, two on either side. It is not advisable to place tables in any larger groups than these in order that cross aisles may be provided for every 20 feet.

Back to the rear of the second may be started another battery of tables with one cross table and to the rear of that, the nail counter. The approved type of nail counter has sliding galvanized drawers for the nails and is so placed that the drawers open to the customers aisle in order to facilitate the selecting of the size of nails by the purchaser.

Opposite this nail counter may be placed a platform for the displaying of wheeled goods; lawn mowers, oil cookers, or other large seasonable items.

The placing of the wrapping counter and the cash register is a rather important one. Theoretically, it should be as far to the rear of the store as possible in order to draw the customer back into the store. This, however, does not always work out well in practice and we recommend the placing of it to the front of either the first or second cross aisle. By placing it at the front of the cross aisle, the merchant can watch the store while wrapping the merchandise or making the change and is always close enough to the customer to permit him to suggest additional purchases while they are wrapping the merchandise already so'd.

One of the most important factors in proper arrangement and display is the price ticketing of the merchandise. Every item displayed should carry a price ticket. As a rule, price tickets in hardware stores are conspicuously absent. It is just as essential to have the merchandise priced as it is to have it displayed. Merchandise does not create a desire to possess it in itself. At least half of it is in the price tag. People passing through your store are much more interested in what they see if they find all of the articles with a price ticket showing in large plain figures, the selling price.

The pricing of merchandise is just as essential on the wall cases as it is on the open top display tables.

In conclusion, let me say that there are just three fundamentals of arrangement and display which, if followed, will increase your sales. The first of these is the store must be properly arranged. The wall cases and tables must be so arranged as to not only permit but to induce your customers to circulate throughout the entire store, bringing them into direct contact with all of the merchandise. This means the increasing of the customer frontage. In the new plan we find that the customer frontage has been increased approximately 150 per cent. This is considerably more than double the number of feet of display which the customer could approach and the display is a thousand times more valuable.

The second fundamental is the proper merchandising display. It is no less important and must be carried out in detail to insure the success of your

store lay-out. These two principles are so closely allied that one cannot be successful without the other.

In the average hardware store of to-day, little or no attention is paid to the displays. Merchandise is merely laid out on the tables without any particular thought and then left there indefinitely without further attention. Such displays cannot produce results.

Display your merchandise as nearly as possible according to selling merits. This means that if electrical supplies sell twice as fast as does cabinet hardware, either give it twice the space or a space twice as valuable. If an article is selling well, display it in more than one place in the store. Just recently I saw in a syndicate store, fuse plugs on display in five different places, all within a radius of 25 feet. Customers were also buying them from all of the displays.

The third fundamental to be followed is price ticketing. All of these must be observed in order to ensure success.

As a test for your own store, check up when you get home and see whether 90 per cent. of your merchandise is visible to the customer; whether 90 per cent. of it is accessible to the customer and whether 90 per cent. of it is price ticketed. This is the test for the efficiently arranged store.

Canadian Chain Stores To Invade Chicago.

Plans have been completed for the invasion of Chicago by the United States branch of the Loblaw Co., a Canadian grocery chain system. It is planned to open twenty stores in the Windy City. The first Loblaw Groceries made its appearance in Toronto in the fall of 1919. The experiment proved financially successful and in 1920 a number of branches were opened. The chain spread until to-day there are sixty-three groceries in Ontario. In 1924 business continued so on the upgrade that plans were sketched for new fields to invade, with the result that it was decided to organize an American company and open stores in United States centers. Two or three branches were opened for a beginning in Buffalo, where the head office of the American company was established. At the present there are twenty-five stores in American cities, the majority in Buffalo, with branches located in Rochester, Lockport, Dunkirk, Batavia and other smaller centers.

Glove Orders Ahead.

One of the large domestic manufacturers of women's washable capeskin gloves states that orders for next Fall are ahead of last year's. He attributes this increase to the styling factor, which in turn has attracted the attention of the consumer. The gloves most in demand are tailored models, with new strap arrangements and unusual cuff treatments. So far the colors wanted are the beige, wood tones and English tans, with some grays in light and dark shades. Paris dispatches, however, have caused many firms to add new gray numbers to their lines.

When a man refuses to profit by the experience of others, his usefulness is ended.

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.

We have businesses for sale or trade all over Michigan. What are you looking for? Michigan Business Market, 75 Market Ave., Grand Rapids, Mich. 785

WANTED—General store and gas station in good locality in Central Michigan. On good roads. A real opportunity. Address No. 786, c/o Michigan Tradesman. 786

Business Openings—Money-making opportunities in twelve states. To buy or sell a business, write Chaffee's, 20 E. Jackson, Chicago. 787

FOR SALE OR TRADE—A good hardware stock in a town of 14,000. Good location. Fixtures and stock inventory \$7,000. Will sell for part payment, or exchange for good real estate. Good reason for wishing to discontinue business. Address No. 788 c/o Michigan Tradesman. 788

SHOE BUSINESS FOR SALE—WELL established. Stock and fixtures. Known as "Cash Boot Shop." Doing a cash business. Only exclusive shoe store in Plymouth, which is county seat town of 5,000. Good location and a splendid business opportunity. Lost health reason for selling. Address inquiries OVERMYER & ANDERSON, Plymouth, Indiana. 789

GENERAL STORE — Old, established business located Climax, Mich. Stock, business and equipment for sale. Building, with dwelling connected can be bought or rented. Reason for sale, must settle estate. Write or inquire, T. E. Sinclair, Climax, Mich. 790

For Sale—Grocery located north of Bay City. Seven miles from any other store. Doing good cash business. Owner unable to give it his personal attention. Address No. 780, c/o Michigan Tradesman. 780

REDUCTION SALES—CLOSING OUT SALES—Dissolution of partnership sales, removal sales. Twenty years' experience. No men in my employ. Get my personal service for successful sale. Address W. A. Anning, 549 McAllister Ave., Waukegan, Ill. 781

For Sale—General store doing good business. Best located country store in county. Good reason for selling. Large store building, seven-room dwelling; all in fine condition. Very reasonable rent. Small amount of capital will make deal. New Haven Cash Store, Middleton, Mich. 782

For Sale—Grocery stock and fixtures. Best location. Price, wholesale inventory. Established thirty years. William Green, Olivet, Mich. Home of Olivet College. 784

FOR SALE—To close an estate, fully equipped wood working factory located in city of 6,000 population with two railroads. E. W. Cone, Administrator, R. F. D. 6, Charlotte, Mich. 773

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

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

FOR SALE—Modern grocery and meat store, stock and fixtures. Doing \$2,000 per week. Will lease to suit. Ill health reason for selling. Write to W. G. Durkee, 3422 Fenton Road, Flint, Mich. 772

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.

America May Yet Welcome the Feudal System.

Written for the Tradesman.

The feudal system existed in Europe for hundreds of years. It could not have been all bad nor mostly bad. It must have been tolerable. It had its place in the development of government. It served to unite small groups of the common people for defense against invaders. It gave them a head; it supplied leadership. There was service rendered by the barons and overlords to the people, as well as by the vassals to their lords.

There is possibility that a similar system may yet develop in America. Its beginnings are already seen, and if certain trends continue without interference there is probability that a modified feudal system will materialize.

Note some of the present conditions which point toward this: The percentage of farms operated by owners is steadily decreasing and the percentage of tenant farmers correspondingly increasing. Men of wealth are investing in farm lands to lessen income taxes, as a speculation, as a safe depository of funds or with a view to future residence in the country.

Farm papers, implement dealers, manufacturers of farm machinery, equipment, fertilizers, prepared stock rations, etc., try to make the farmer believe that along these lines of modern progress he can reap more profits. Farm papers are continually trying to instill into the minds of their readers that the farmer's family ought to have running water, hot and cold, in the house and barns, electric lights, electric power, abundant heating plants, radios, musical instruments, up-to-date literature, Federal loans, farm bureaus, farm co-operative societies, milk testing associations, community houses, consolidated schools, recreations and amusements like unto the city people. Anything and everything possible to make the farmer strain to the utmost to keep pace with the times, thereby keeping him on the verge of physical, mental or financial collapse.

One-third of the taxes paid by farmers go to build and maintain roads and fill the pockets of grafting commissioners, contractors and overseers, not to mention the slackers employed by them.

Another third of his taxes goes to maintain schools, the teachers of which receive for thirty-five hours in the school room each week as much or more money than the owner of a small farm gets for six long days' work, supplemented by the help of wife and children. From these returns for farm products the farmer must pay many expenses. The teacher owns an auto, has a house in town with rent to pay and household expenses, if married. If not, she pays for room and board where she can have all the advantages of city life. Years ago she boarded with farmers and was content to accept one-half or one-third the wages paid to-day.

It is sad to see or know that there are so many deserted farms and unoccupied farm houses where once nearly all were occupied by contented, thriving farmers. But unoccupied farm

houses, untilled fields, building depreciation, noxious weeds invading fertile fields and other undesirable conditions present are not so bad as to see those premises occupied by alleged farm laborers who do not attempt to till the lands, seldom pay more than a few months' rent, but still stay on, work for farmers now and then when they feel like it, but fail to appear when most needed.

They pay no taxes, but sometimes have to be cared for by the poor commissioners in winter. Chicken thieves, bootleggers, moonshiners and undependable, thriftless people, driven from the cities by high rents and seasons of unemployment, seem to have no trouble in ensconcing themselves in deserted farm houses. Some of the farms have been purchased by city men without ever seeing the place—bought as a gamble on the representations of some sleek real estate agent. They have no thought of securing dependable tenants to till the soil; they do not worry about income from rent or farm products; just waiting for some turn of the wheel to reap a profit from a sale.

During the first twenty years after the civil war the farmer who had a good farm and was out of debt could live comfortably and have some leisure. He could hire laborers by the day, month or year, according to his needs and the size of his farm, and lay by something each year. In those days the aged couple who had no sons to carry on the farm could let the fields to neighbors on shares, or they could move to a village and depend on their income from the farm for a living. The same could be said of the widow, spinster or orphan who owned a farm.

To-day the man, woman or child who owns a farm can expect no aid from it when occupied by a tenant who pays money rent or shares. Taxes, insurance and absolutely necessary repairs absorb the owner's income from the farm.

Hence, the farmer who has established himself in business in town and has had a few years' experience with tenant farmers is anxious to sell his farm or to trade it for city property.

Here and there are farms whose wealthy city owners spend money on them freely, hire competent managers to care for high-grade live stock, properly till the fields and keep everything tidy and attractive, whether there be any profit or not. It is the rich man's diversion. One such said his farm was "just a plaything and it did not have to pay expenses." One man set the limit of his annual deficit at \$10,000, asking his manager to try to keep it down to that figure.

We know one of those fine old farms whose owner must have been quite wealthy and all made, we believe, from farming. Two sons and two daughters lived past middle age, but no grandchildren. Shortly before her death the elderly maiden lady who lived in town told someone that the man who then carried on her farm, and had for four or five years, was the first one who had made any money for her off the place. It had been twenty-four years in care of tenants.

Here and there are once fine farms

whose present owners are grandchildren of the men and women of New England ancestry who cleared the land, fenced, ditched, built commodious houses and abundant barns and stables and sheds. To keep all these buildings painted, roofed and repaired is beyond the limit of present owners. Few will be in the family of the next generation. They will be sold. If the owners then are actual farmers they will be mostly of foreign birth—people who can and do live in content on far less than Americans do.

If they pass into the ownership of wealthy city men their tenants will probably be of a like class—Europeans. The city owners may be individuals, but eventually wealthy men will buy groups of farms and combine them into large estates. The owners will not be all individuals, but syndicates and corporations. The latter class will, in course of time, provide schools, churches, recreational features and control township and perhaps county business so that the vote of the individual must be in the power of the employer.

There will be little moving of families from place to place in the endeavor to better their condition, for similar work, surroundings and corresponding wages will obtain elsewhere. Tens of thousands of families are moving here and there, robbing their children of home ties, flowers, gardens, endearing scenes, permanent friendships, devotion to studies, beneficial duties, definite plans and pursuits.

Scattered on and among the partly wooded hills on the border of a beau-

tiful winding river are the mansions of a dozen millionaires. There are private roads, winding drives, a golf links, country club building, with water, light and power systems. Adjoining is their dairy farm with a hundred, more or less, pure bred cows, big cow barns, silos, ice house, office, cottages for superintendent and foreman, boarding house for single men, horse barn and machinery buildings. It is all pleasant and attractive. Men to-day prefer to work in groups instead of singly, as the farmer or his hired man must often do. Hence such enterprises have no lack of hired laborers, no anxious times when the crop resulting from a season's labor and care is jeopardized for lack of help.

The time may come when lovers of home and country will say that this system of proprietorship and labor is preferable to the conditions which are more and more in evidence because of the disintegrating influences progressing among us.

False valuation of farm lands increase taxes above the just proportion; the burden of machinery equipment for small farms; the high rate of wages demanded by those who condescend to work on farms; the cost of building and repair material; the wages of painters, carpenters and masons—\$1 to \$1.50 per hour—are prohibitive of proper maintenance of buildings. These are tending to force the farmers to sell and seek cheaper lands or become an employe of others. E. E. Whitney.

The average prisoner lives according to his conviction.

1,000 DEATH CLAIMS ABOUT 30,000 PERSONAL INJURY CLAIMS

BY AUTOMOBILES IN MICHIGAN EACH YEAR

Mr. Automobile Owner, the death rate by automobiles in Michigan and the United States averages about one per thousand, and the personal injuries average thirty per thousand. Therefore, about one thousand are killed by automobiles each year in Michigan. In case you have a serious accident, causing personal injuries or death, it is important to be insured in a company that specializes and has its home office in the state. About twenty thousand claims were settled last year by this company without litigation. A local agent and adjuster will give you service on all small claims. If it is of sufficient importance, you can drive to the main office within a few hours and know that your matter is receiving proper attention by experienced men.

ASSETS, OVER \$900,000 INSURE TODAY

It pays to know the CITIZENS' MUTUAL AUTOMOBILE INSURANCE COMPANY of Howell, Michigan, and its agent in your neighborhood.