

Mr 28 '28 HG

GRAND RAPIDS  
PUBLIC LIBRARY

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 21, 1928

Number 2322

A GENTLEMEN · A man that's  
clean inside and out; who neither looks  
up to the rich nor down on the poor;  
who can lose without squealing and  
who can win without bragging; who is  
considerate of women, children and old  
people; who is too brave to lie, too gen-  
erous to cheat, and who takes his share  
of the world and permits other people  
to have theirs.

Public Reference Library,  
Library St

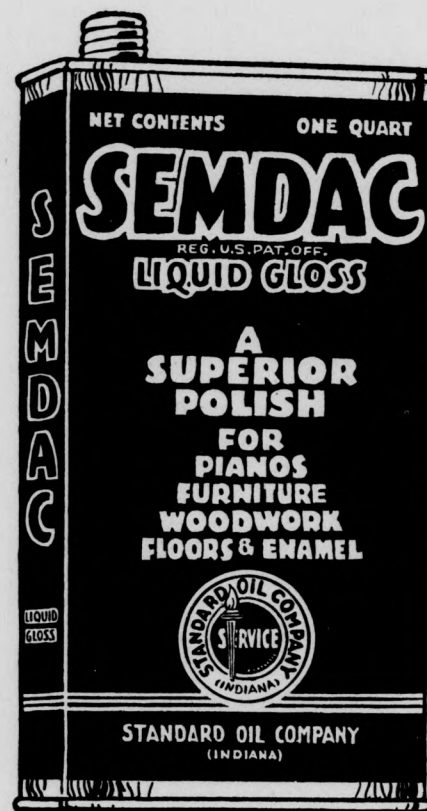
# SEMDAC LIQUID GLOSS *and* DEALER PROFITS

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

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

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

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



## SEMDAC AUTO POLISH

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

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

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

**STANDARD OIL COMPANY**  
[INDIANA]

. . 910 SOUTH MICHIGAN AVENUE CHICAGO, ILLINOIS . .





# MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, MARCH 21, 1928

Number 2322

## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

UNLIKE ANY OTHER PAPER. Frank, free and fearless for the good that we can do. Each issue complete in itself.

DEVOTED TO the best interests of business men.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

### MAXWELL HOUSE COFFEE.

#### Quotation of Brand Removed From the Tradesman.

Since no reply has been received from the Cheek-Neal Coffee Co. to the open letter the Tradesman sent the house regarding its discriminatory methods in selling chain stores its Maxwell House brand for approximately 10 cents per pound less than it permits independent merchants to purchase the goods, the Tradesman herewith discontinues the quotations of that brand in its Grocery Price Current, for which the manufacturer has paid us good money for several years past.

In this connection, the Tradesman urges every independent grocer who respects his calling to decline to handle this brand so long as he is treated as a mop rag by the manufacturer and asked to pay 48 cents per pound, while chain stores are selling it at 39 cents, 43 cents and 45 cents per pound, depending on locality. Only by taking drastic measures and presenting a solid front can the trade ever bring to time manufacturers who pursue such an unfair policy toward the dealers who handle 91 per cent. of the food products produced in the United States.

St. Paul, Minn., March 19—I am greatly interested in your open letter to the Cheek-Neal Coffee Co., and your statement in the succeeding issue that the Cheek-Neal Coffee Co. has not made reply thereto.

I happen to have on file quite a general survey of the entire country on Maxwell House coffee prices prevailing concurrently over practically the entire Nation. The variation is so glaringly out of focus that it constitutes an astonishing commentary on the question as to whether the price is an indication of its value or if there is not a plain case of swindling in operation.

It is my intention to feature your letter to the Cheek-Neal Coffee Co. in the forthcoming issue of the National Grocers' Bulletin, which goes to press on the 27th. Should you, in the meantime, have any further developments of interest in this case, I shall be glad if you will keep me advised.

C. H. Janssen,  
Sec'y Nat. Ass'n. of Retail Grocers.

Port Huron, March 18—Your attitude toward the Cheek-Neal Coffee Co., in my mind, should be just the beginning of a wonderful campaign by the trade papers and individual merchants all over the United States. I am proud to say that when the discriminating price became apparent to me, I threw out the product months before you advocated it. If all trade papers would preach the same gospel you have started, some of the seed would surely fall on good ground and produce a hundred fold. In my own mind I am beginning to question the patriotism of some of our large manufacturers. Our oath of allegiance says: "I pledge allegiance to my flag and the Nation for which it stands. One Nation indivisible, with liberty and justice to all." The manufacturer is surely taking all the liberty he wants by giving special price discounts and advertising allowances to some of the large chains whose stores represent about one-seventh of the retail groceries of the country and who only sell 12 per cent. of the merchandise and yet want to be friends with 300,000 other individual merchants who sell the other 88 per cent. of his products. It seems as though he has forgotten there is such a word as justice. When the individual grocer wakes up to the fact that he is the distributor, joins hands with his brother grocer and co-operates, he will be again given his proper position as the real asset to his community and a friend to mankind. Since you have started the ball rolling, please give it another push.

Harry C. Schubert.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 20—The airplane from Selfridge Field arrived here Friday and broke the contemplated fast at DeTour, after taking on a load of provisions at the Soo and a large quantity of mail. The plane left for DeTour at 10:30 a. m., arriving at DeTour about 40 minutes later, which was the first provisions reaching DeTour for sixteen days. The villagers were all out to celebrate the event and the schools were dismissed and a holiday was declared. The plane returned just as soon as the load was taken off. A boy seriously ill was brought to the Soo hospital, where he will receive the proper medical care. It is said that the chances for his recovery are favorable. Dr. Deadman, accompanied by Fred W. Leuning, a Milwaukee Journal correspondent, who were taking medical aid to the sick at DeTour and Raber with a seven dog team, had a thrilling experience in the severe snow storm Wednesday and Thursday, reaching DeTour at 10 p. m. Thursday night, completely exhausted, but happy at being the first relief expedition to reach the goal. The snow motor, with a load of 1,000 pounds of provisions, which left here Wednesday, broke down en route and is held up at Raber. The airplane will continue making several daily trips until the roads are open for motor travel. There are still over three tons of mail to go from here, but most of it consists of mail order catalogues. A movie camera was on the job and, no doubt, the world will soon have an opportunity to see an interesting sight, along with the vast amount of publicity this affair has had in the papers throughout the United States and through the broadcasting

stations for the past week. Telegrams from friends in all parts of the States are still making enquiries about friends in the snowbound districts.

John Moutstatson, who has been in the confectionery and soft drink business on Ashmun street, has closed the store and will leave the city shortly for Cadillac, where he will go into business with a brother.

Charles Nelson, who has been spending the winter at Saginaw, has returned and accepted a position as manager of the Lock City Mercantile Co. meat department. Charles is an expert meat cutter, with years of experience in the leading markets here and at the Les Cheneaux resorts during the summer.

Don't grumble at the man who talks exclusively about himself. Some people do worse when they talk about others.

Mike Catel is moving from his place on South Ashmun street to the building recently vacated by J. Moutstatson. He will occupy the two stores, which are being put into one and will be ready for business about April 1. Mike will carry a full line of confectionery and sodas, also serve light lunches.

On May 1 all of our banks will inaugurate a service charge of 50 cents on commercial accounts should the balance drop below \$50 during the month. While this will be something new here, it is said to be in line with many banks in other cities where the service charge is much more.

R. W. Ballensinger, the well-known merchant of Ashmun street, is going to sell out or close his place of business in the near future on account of chain store competition, which he says makes his business unprofitable. He says he used to believe that competition was the life of trade, but too much is plenty for him.

The Soo hikers were entertained by William Maxwell at his summer cottage at the Shallows Sunday. The snow is so deep at the Shallows that in some places the hikers could walk over the tops of cottages. Fred Shaw, who has just returned from an extended Western trip, was the honored guest, this being his first hike with the club this winter. Otto Supe, who recently has taken up motion picture photography, was along and made many pictures showing the hikers leaping from the roofs of buildings, snowshoeing races, etc., which promise to be an interesting exhibit.

R. W. Cowan has returned from a three weeks' trip to New York and the Bermuda Islands, where he received a good coat of tan. He had a delightful trip and was surprised at the amount of snow he found in his home town.

Some people can make a dollar go farther than others. They can also make a postage stamp do the same thing.

William G. Tapert.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, March 20—Charles Ford, who has covered the furniture trade for Foster, Stevens & Co. for the past seventeen years, has resigned to take a similar position with the Bassick Co., of Bridgeport, Conn. He will work out of the Chicago office, covering the trade of Wisconsin, Illinois, Indiana and Ohio. His successor with Foster, Stevens & Co. is V. W. Wheeler, who has been connected with the house in another capacity for the past six years.

John J. Berg (Pitkin & Brooks) is

walking on air these days. He has purchased a Royal Dictator Studebaker car. He recently met an accident while driving with Alfred Meyer, five miles South of Mancelona. Mr. Meyer's car was so badly broken up that it cost him \$310 to have it repaired. Mr. Meyer received slight injuries on one hand. The occupant of the other car, which was a ford and was smashed beyond the possibility of repair, was the manager of the Michigan Acreage Co., who received a broken knee cap. He was taken to Cadillac and placed in a hospital there. The accident occurred where the snow was piled twelve feet high. A high wind was blowing at the time and the road was so badly drifted that the drivers of both cars were making extra effort to reach their destinations.

John Riechardt, proprietor of the Book Shop at Grand Haven, has gone to Europe for a six weeks' trip.

Gilbert H. Moore, the well-known traveler, was elected President of the sales auxiliary of the Michigan Sheet Metal & Roofing Contractors Association at the organization's annual meeting at Kalamazoo last Wednesday.

P. G. Behan, who covered Petoskey territory several years for the Grand Rapids Dry Goods Co., has been transferred to Central Michigan territory by the C. J. Farley Co. He covers St. Johns on the North, Brighton on the East, Leslie on the South and Lake Odessa on the West. He will not move his family from Petoskey to Grand Rapids, which will be his headquarters hereafter, until the close of the school year in June.

Benjamin Franklin Parmenter died Sunday and was buried on Tuesday. The funeral was held at Spring's undertaking parlors, being conducted by Rev. J. W. Fifield, pastor of the East Congregational church. Mr. Parmenter was best known all his life by the familiar name of Frank. For many years he conducted a grocery store on West Bridge street, afterwards on old Canal street under the style of Parmenter & Coppes and on Monroe avenue under the style of Parmenter & Withey and Parmenter & Ireland. For about twenty years he traveled on the road for the now defunct wholesale grocery house known as Ball, Barnhart & Putnam Co. Mr. Parmenter was born Sept. 7, 1839, and would have been 89 years old if he had lived until Sept. 7. His wife's maiden name was Frances Hubbard. She died about twenty years ago. He was the father of two sons—Charles B. and Roy B.—both long-time residents of Grand Rapids. Mr. Parmenter was regarded as one of the best posted grocerymen in the city. He was the soul of honor, a jovial companion, a good citizen and a man who enjoyed the confidence and esteem of all who knew him.

Charles W. Garfield and wife are slated to leave De Land, Florida, March 29 and reach home March 31.

Charles Trankla, head of the Boston Store, is reported to be ill in Florida.

The Schaefer-McKinnon Co., dealers in general merchandise at Merrill, renew their subscription to the Tradesman and write as follows: "We always enjoy reading the Tradesman as it has a lot of interesting reading matter."



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The office of the Toco Development Co. has been located at 512 Building & Loan Bldg. The firm of Shifflet, Cumber & Co. has handled the sale of the bonds ever since the issue was placed on the market, less than a year ago. Of the total issue of \$200,000, over half has already been marketed. The property covered by the bond issue is the townsite of Toco, twelve miles West of St. Augustine, on the St. Johns River, which is seventy-five feet deep and four miles wide at the location of the town.

Lapeer, March 19—The telephone in the office of the Almont elevator rang on Tuesday of last week and Frank Bishop, the proprietor, answered it, little thinking that as a result he would be \$1,650 out of pocket.

The man on the phone said: "This is Lee & Cady, Detroit. Have you any beans for sale?" Mr. Bishop knew Lee & Cady, wholesale grocers. He had 200 hundred pound bags, and quoted a price. The man on the phone said it was pretty high, but he'd consult the boss and call Mr. Bishop back. He did so five minutes later, saying: "Lee & Cady, Detroit. That price is O. K. Our truck is going to Pontiac to make deliveries this afternoon. If they have time they'll call for the beans and pay when they get them."

Late in the afternoon the truck came, Mr. Bishop and his man helped load it, the driver gave a check for \$1,650 bearing Lee & Cady's name, both printed and written, and drove off.

On Saturday the check came back, declared a forgery. Lee & Cady said they knew nothing about the transaction. Sheriff Courter and officials in several counties have been trying to trace the beans and the men, but haven't succeeded.

Grayling, March 17—What do you know of F. P. Barton Co., 393 Huntington St., New Haven, Conn.? I saw their advertisement some time ago in Grit. They claim one can make lots of money gathering evergreens, herbs, growing ginseng, etc., and offer to send a book telling how all this may be done, also a book to recognize the valuable wild flowers. It sounds real good, but the firm wants you to send \$5 for the course, and I'm afraid it is a humbug. What do you think about it?

M. P. C.

This proposition is on a par with all the other "home work" propaganda in which it is represented that there is easy money to be made. The purpose of this advertising is to sell the book at \$5. Such schemes are all plausible, but the only easy money is received by the advertiser in such cases.

Ridgeville Corners, Ohio, March 12—We have been a reader of your publication for a number of years and surely do get a lot of good out of it. We have taken particular interest in the Realm of Rascality.

We have at this time something circulating in the community which we look at as a nuisance and would like to have your opinion on it.

The firm calls itself the South American Service Bureau, 14,600 Alma Ave., Detroit. Their plan is to distribute application blanks among the young men and boys for them to make application for work in South America. The wage they are to receive makes it look very flattering. For this information the applicant is asked to remit \$3. So far nobody has heard from them. If you can give us any information on the

above, would appreciate it very much, and if there are any charges, send us the bill and will gladly pay the same.

Fred Otte & Son.

On receipt of the above enquiry, Realm referred the letter to its Detroit correspondent, who looked up the crook and replied as follows:

Detroit, March 20—Gregory is well known here, but is not in good repute. He first came under the notice of local authorities when operating "The Foreign Bureau" and "Foreign Employment Bureau," being made the subject of a fraud order issued by the U. S. Post Office Department. Latterly he has been calling his venture the "South American Service Bureau" and classified copy of his has appeared in newspapers almost from coast to coast and closely resembles that which caused the aforesaid fraud order to be issued against him under his previous style. He is said to have made liberal use of the Help Wanted columns of various newspapers, but there appears to be no apparent record of any applicant having received a job as a result of answering his copy. Further complaints have been made to the Post Office Department regarding his present activities. There is no tangible responsibility represented and Gregory's past record justifies no confidence whatever."

No further information is required to estimate the true character of the chap who is operating under the style stated. Anyone who sends him \$3 better kiss the money good bye. He will never see it again.

### One Way to Raise Money For the Poor.

Detroit, March 20—I think I ought to tell the Tradesman a good story on my Jewish friend, Harry Meyers, of Chicago. He goes to West Baden, Ind., every Easter. He is a good friend of the Catholic priest there and after the Easter service the priest turns Harry loose in the church to take up a collection for the poor people in the parish. Of course, the proceeds are turned over to the priest for distribution. Before starting to pass the hat, Harry always makes this announcement: "Every man in the church must do his part. I want \$1 from every Catholic, \$2 from every Protestant and \$3 from every Jew." When the hat is turned over to the good father, it is always overflowing with \$1 bills.

M. J. Rogan.

### Six Main Points on Salesmanship.

1. Don't talk too much yourself.
2. Don't interrupt prospect while he is saying something.
3. Don't slip into argumentative or belligerent attitude.
4. During opening, don't attack, enquire.
5. Retell in your own words each important objection your prospect raises.
6. In final stage concentrate on one big issue. Do not allow yourself to be deviated.

### Not on the Program.

"Rastus, I understand that you have become the father of twins. Have you named them myet?"

"Yessuh, Ah done call the fust Adagio Allegro, and Ah'm gon't call the second one Encore."

"I see you're musical, Rastus, but why do you call the second one Encore?"

"Well, y'see, he wasn't on the program at all."

Make your mistakes on a small scale, and your profits on a larger scale.



## Turnover...

is the whole show in retail selling. It isn't what you stock—it's what you can move that builds up your gate receipts. Beech-Nut turnover runs on two legs—"finest flavor" and national advertising. One helps the other. Result: profit to you.

## Beech-Nut

"FOODS OF FINEST FLAVOR"



The name

MUELLER

on a product is

like the word

"Sterling"

on silver





### Graphic Presentation of Traverse City Topics.

Traverse City, March 20—The fellow who cannot take the T out of can't has no business in the business world to-day.

The fellow who says it cannot be done is being crowded to one side by the fellow who is going ahead and doing it.

Ed Butler, of Butler Bros, one of the leading wholesale merchants of the world, was visiting an old friend in an Eastern city and with his friend passed by a beautifully trimmed hardware window. They stopped to view the trim, which was an extraordinary display, exceptionally tasty and comprehensive. After passing Mr. Butler was noticed by his friend to be shaking his head and saying, "What a pity. What a pity." His friend enquired of Mr. Butler, "What are you referring to?" Mr. Butler said, "I was thinking about the window we just passed, one of the most beautiful hardware window trims I have ever seen but not a price ticket on a single article, if he only knew that his trim would sell double the merchandise with each article price ticketed and double his business. It seems such a pity that he doesn't do it." His friend replied, "Mr. Butler would you just as soon go into the store with me and tell the proprietor what you have told me, he is a personal friend of mine." Mr. Butler said "Yes. I will be glad to tell him." Which he did. The lesson sunk in. To-day the hardware merchant is the head of one of the largest chains of hardware stores in the country. Yes it pays to price mark your goods fellows, both in the windows and on the shelves.

Your correspondent was over on Bay street yesterday and called on his old friend, Clarence E. Grelick, of the Grelick Manufacturing Co., manufacturer of tables and fine furniture. Your correspondent had not seen Mr. Grelick since before going to the Pacific Northwest in 1924. He had just returned from a business trip to New York and, despite the fact his desk was heaped with unanswered mail, he found time to visit with your correspondent. We had a most enjoyable visit together. Years ago I purchased all the building materials for three structures which I still own at Alden. Mr. Grelick informed me that he nearly passed out of the picture last summer when he had a very severe operation at the Decker Munson hospital. He was nearly all in and but for the fact that he had always said, "When I die, I shall die with my boots on, and if they had put on my boots I would have surely gone." The Grelick Manufacturing Co. is a large plant, up-to-date in its methods and employs a large force of men.

Your correspondent called on Wm. H. Darrow, 817 Bay street. Mr. Darrow conducts a model store, clean and merchandise well displayed, he took me all through the store and it is indeed a model of convenience as well. One feature we especially enjoyed was the fact that all merchandise on the shelves was price ticketed plainly. Mr. Darrow is 54 years old and has been in business at this point for forty years. He values and has taken the Tradesman for twenty-five years and is a great admirer of the editor. He is ably assisted by his son, Kenneth, a young man of 21 years of age. He has a daughter at home of 11 and another son, Raymond Darrow, who is employed by the Buick garage in the city. Mr. Darrow, with his good wife, occupy a fine up-to-date home near the store and just across the road from the residence of my old friend, Clarence Grelick. Mr. Darrow hitched up his auto and took your correspondent for a short trip to view his real estate holdings. They are splendidly located on the shores of West arm of Grand Traverse Bay. In conversation, he told me that he has never borrowed a

dollar or given his note to anyone during his life time—a remarkable circumstance. His courtesy will long be remembered.

Horace Smith, of Fisherman's Paradise, located seven miles Northeast of Alden, is in the city making arrangements to float an issue of \$35,000 in bonds on his summer resort holdings. They are conservatively valued at \$80,000, and he should have no difficulty in floating a loan of this size on this splendid property. The First National Bank is acting as custodian of the loan.

Voiley A. Smith, train dispatcher for the Pere Marquette, and an all around popular fellow, left Monday morning for treatment at Mayo's hospital at Rochester, Minn. Mr. Smith was formerly employed by me as retail salesman in my store at Alden for five years. His many friends hope that he secures successful treatment and returns to us well and strong again.

Your correspondent is still very weak from his recent illness. The Masonic fraternity has given him the key to the Masonic temple. This is always steam heated and as it is equipped with a telephone and lots of easy chairs and davenports, it goes without saying that I avail myself of this splendid chance to rest and recuperate and avail myself of this fine courtesy frequently. I am especially indebted to Sir Knight Fred G. Heuman. It is such kindness as this which makes life worth living in the heart of nature's play ground.

In my canvassing I make frequent use of this question, "What protection have you from counterfeit money and phony checks?" This gives me an opening for a selling talk, if the reader will turn to the column of Rascality each week, as his Tradesman comes in and post up on the games which beset the business men, thousands of dollars would be saved. The fore part of last November a smooth talking woman gyped the merchants and business men on Front street of over \$300. She was apprehended at the Park Place Hotel, where she was packing up to leave the city. The First National Bank and the Globe store were among the victims, I am informed, if their managers had posted themselves by reading the Realm of Rascality and passed the information on to their salespeople, they would have found this particular female crook described and thus avoided what came very nearly being a big loss.

Traverse City has been shaken from center to circumference by a series of depredations among certain young people, first a basket tournament was held in the city ten days ago, when seven boys of our local high school proceeded to gyp members of the visiting teams of both money and clothing. Next Traverse was visited by a pair of bootleggers from Grand Rapids, Fred Winegar and Gerald Doran, both from prominent families, when apprehended by the police had eleven quarts of alcohol in their car. They have not yet been sentenced. Before the resulting excitement had cleared away, three young men from Cadillac John Kelley, Orville Lachante and "Brownie" Paulson, secured three lady friends from the city, all from prominent families, went out on East Bay and broke into the cottage of Alec Vogl and proceeded to have a gay party. They broke down the door and broke the lock. They ruined a mattress and ruined a polished floor. It will cost \$100 to repair the damages. The girls names are being withheld.

Chas. H. Coy.

### Wants To Be An Angel.

Mrs. M. W. writes: My little four-year-old girl said to me the other day, "Muvver, how long is it to my birthday?"

"Not very long, dear," I told her.

"Well," she asked, "is it time for me to begin being a good girl?"

**ROYAL**  
**BAKING POWDER**  
is made with Cream of Tartar derived from ripe, luscious grapes and is the finest baking powder you can offer to your trade.



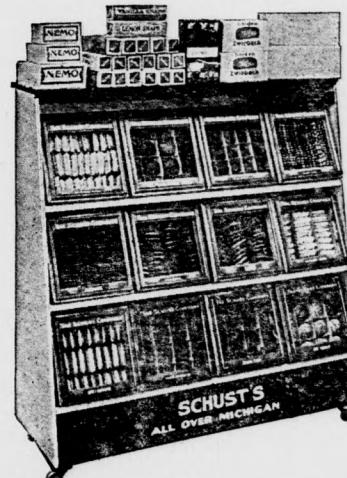
You should display Royal Baking Powder prominently in your store and push the sale of this staple product as it means orders for more flour, flavoring, shortening, eggs and other baking materials.

Royal Contains No Alum—

Leaves No Bitter Taste!

## SCHUST'S LINE MEANS —

More Sales  
Bigger Turnover  
Larger Profits, and  
Satisfied Customers



This  
Display  
Increases  
Sales

## THE SCHUST COMPANY

"ALL OVER MICHIGAN"

DISTRIBUTING POINTS

Grand Rapids  
Detroit

Lansing  
Saginaw



**MOVEMENTS OF MERCHANTS.**

Pontiac—The Peoples State Bank of Pontiac has increased its capital stock from \$100,000 to \$250,000.

Carson City—The Carson City Oil Co. has changed its name to the Carson City Mutual Oil Co.

Sunfield—P. L. Green has taken possession of the M. F. Raze meat market which he recently purchased.

Detroit—David Levy, 6339 Fenkel avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Highland Park—The Highland Park Trust Co. has increased its capital stock from \$400,000 to \$500,000.

Detroit—Harris Elkin, dealer in boots and shoes at 1374 Gratiot avenue, has reported a petition in bankruptcy.

Detroit—Arthur Biegelman, dealer in boots, shoes, etc., at 5679 West Fort street, has filed a petition in bankruptcy.

Houghton—Tom Dwyer, Inc., 98 Sheldon street, boots, shoes, etc., has been taken over by Tom Dwyer, individually.

Bay City—Robert Woodworth, dealer in boots and shoes, is offering to compromise with his creditors at 50 per cent.

Saginaw—L. Levinsohn has closed out at auction, all furniture and equipment of the Everett House, which will soon be razed.

Detroit—The Arctic Dairy Products Co., 3301 Grand River avenue, has increased its capital stock from \$3,600,000 to \$4,000,000.

Tustin—Fire destroyed the store building, grocery and meat market of G. A. Anderson, entailing a loss of more than \$20,000.

Detroit—Leonard & Co., 3104 West Grand boulevard, dealer in office supplies, has increased its capital stock from \$7,500 to \$50,000.

Carson City—L. Levinsohn has purchased the dry goods and grocery stock of Alex Moore and is conducting a closing out sale on the premises.

Ann Arbor—The Mills Co., 118 So. Main street, dealer in women's wearing apparel, furs, etc., has changed its name to the E. F. Mills Co.

Kalamazoo—Seth Hyma, 1309 South Westnedge avenue, has filed certificate for conducting his business under the style of the Seth Hyma Grocery.

Belding—Alfred J. Jonas has sold a half interest in his meat market to Sylvester Dehn and the business will be continued under the style of Jonas & Dehn.

Saginaw—Thompson's Restaurant has discontinued business and the equipment is being closed out on the premises by L. Levinsohn, who purchased it.

Jackson—L. Levinsohn has purchased the H. A. Beiswanger bankrupt stock of clothing and men's furnishings at 135 East Michigan avenue and removed it to Saginaw.

Jackson—The clothing and men's furnishings stock of Tom Grant, 117 North Otsego street, has been purchased by L. Levinsohn, who has removed it to Saginaw.

Detroit—Sam Brown, trading as the Brown Bedding Co., has filed a voluntary bankruptcy petition in the U. S.

District Court here, listing liabilities of \$62,574 and assets of \$35,078.

Flint—The clothing and men's furnishing goods stock, fixtures and lease of F. B. Baldwin & Co. has been purchased by L. Levinsohn, who will continue the business at the same location.

Rockford—The Rockford Hardware Co. has been incorporated to conduct a retail hardware store, with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and paid in in cash.

Saginaw—L. Levinsohn has purchased the Swinton & Co. stock of books and stationery, South Franklin street, from the estate of the late David Swinton and is conducting a closing out sale on the premises.

Kalamazoo—William C. Bartlett, Inc., manufacturer of clothing for men, Chicago, has leased the store at 111 East Main street and will conduct a retail clothing store under the management of L. P. Maggart.

Lansing—Peter Gardner, proprietor of the Central restaurant at 115 East Michigan avenue, has opened a modern cafeteria at 309 South Washington avenue, which he will conduct in connection with his other business.

Alpena—The Alpena Furniture Co., 329 North Second avenue, has been incorporated to conduct a retail furniture business with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—Natow Bros., dealers in boots, shoes and findings at 571 Gratiot avenue, have dissolved partnership and the business will be continued at the same location by Arthur Natow, who has taken over the interest of his brother.

Detroit—Liberal Credit Tire Stores, 2756 Grand River avenue, has been incorporated to deal in tires, auto supplies and accessories, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Chelsea—John Farrell, 84, who had been in the dry goods business here for the past thirty-two years, died at the Chelsea hospital as a result of a fractured skull. Mr. Farrell was one of the founders of the Farmers & Merchants Bank of this city.

Grand Rapids—The Lighthouse Oil Co., has been incorporated to deal in petroleum products and conduct auto service stations, with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and \$10,000 paid in in property.

St. Ignace—Everybody's Bakery has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$2,700 of which has been subscribed and paid in in cash. A wholesale and retail business will be conducted.

Detroit—The Wilson Lumber Co., 1712 Buhl building, has merged its business into a stock company under the same style, with an authorized capital stock of \$500,000, of which amount \$350,000 has been subscribed and \$200,000 paid in in property.

Detroit—The Queen Dress Shop, 3820 Hastings street, has been incorporated to deal in women's wearing

apparel and furnishings, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$500 in cash and \$11,500 in property.

Niles—Arthur Landsman has merged his clothing and men's furnishings business into a stock company under the style of Landman's Inc., with an authorized capital stock of \$110,000 preferred and 1,200 shares at \$1 per share, all of which has been subscribed, \$56,200 paid in in cash and \$55,000 in property.

Grand Rapids—The Michigan Insulation & Asbestos Co., 535 Ottawa avenue, N. W., has been incorporated to manufacture and deal in pipe covers, roofing and other asbestos products, with an authorized capital stock of \$15,000, \$9,000 of which has been subscribed and paid in, \$2,000 in cash and \$7,000 in property.

Detroit—Isaac Shetzer, 142 East Jefferson avenue, has merged his wholesale dry goods business into a stock company under the style of the I. Shetzer Co. to deal in clothing, textiles, hats, shoes, millinery and household goods, with an authorized capital stock of \$190,000, all of which has been subscribed, \$69,500 paid in in cash and \$90,000 in property.

Detroit—Max A. Gould, retail dry goods, 4841 Hastings street has filed bankruptcy proceedings. Creditors with unsecured claims of \$100 or more are: Big Seven Overall Co., Pittsburgh, \$116; Larned, Carter Co., Detroit, \$147; Frank Bros. Co., \$228; Ruby Goldberg, Detroit, \$198; Hinskamp Bros. Co., Keokuk, Ia., \$237; Levinson Bros., Pittsburgh, \$214; Marion Rubber Co., Detroit, \$223; Sweet-Orr & Co., New York, \$236; Carhartt Overall Co., Detroit, \$170.

Vermontville—L. W. Loveland, who spent over twenty-three years in the drug business in Vermontville, is through with the drug business, as an owner. He declares the business is too confining. He will take a clerkship at Grand Rapids or Battle Creek, where his daughters live, otherwise he is going to keep on fishing, which he is enjoying. "I have no fault with the business and particularly with our results here in Vermontville, but life is too short at my time in life, anyway to go back in this sort of a grind."

**Manufacturing Matters.**

Lansing—The Hull Machine & Tool Co., 429 River street, has changed its name to the Central Tool & Die Co.

Detroit—The National Stamping Co., foot of Glover street, has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Hoffman-Paulding Co., 4461 West Jefferson avenue, has been incorporated to deal in machinery and tools, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Battle Creek—The Republic Sheet Metal & Heating Co., 66 South Jefferson avenue, has been incorporated with an authorized capital stock of \$15,000, \$5,000 of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The L. A. Young Industries, Inc., 9200 Russell street, has

changed its name to the L. A. Young Spring & Wire Corporation and increased its capital stock from 300,000 shares no par value to 375,000 shares no par value.

Detroit—The Neil Manufacturing Co., 2214 First National Bank building, has been incorporated to manufacture and deal in weighing scales, with an authorized capital stock of 1,000 shares at \$1 per share, \$300 being subscribed and paid in in cash.

Detroit—The Fotomate Corporation, 6413 Roosevelt avenue, has been incorporated to manufacture and deal in photographic machines, deal in photo supplies, with an authorized capital stock of \$100,000, \$30,000 of which has been subscribed and paid in in property.

**More Modern Methods Suggested.**

The local daily papers state that opinion appears to be equally divided between a spring and fall trade extension trip by local wholesalers to the growing towns and cities of Southwestern Michigan.

The trade extension trip may be a good thing for the railroads and the alleged band which accompanies the excursionists. It may be the means of cementing old friendships and creating new acquaintances and friendships; but the Tradesman humbly suggests that during the present business recession it is an extravagance and a display of opulence which might well be dispensed with; that the cost of the trip, put into a common fund, would enable the jobbers to hire a hall and give the retailers a two-day programme of didactic speeches and addresses on trade topics applicable to existing mercantile conditions, which would be a great help to the retail merchants by furnishing them many suggestions as to meeting and overcoming some of the evils which now face the trade.

The Tradesman was one of the earliest advocates of trade extension excursions forty years ago, because it believed they would bring about a mutual acquaintance between retailer and jobber which would be equally beneficial to both branches of trade. The almost universal adoption of the automobile as a means of getting about has, it seems to the Tradesman, rendered these expensive train trips unnecessary and forced the conclusion that more modern methods of cultivating the good will and confidence of the retail trade—in keeping with the spirit of the times—should be substituted therefore.

**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.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.55 and beet granulated at 6.35.

Tea—Tea is somewhat firmer and more active, although the market is undoubtedly still quiet. Speaking from first hands, orders are still small and aggregate but a comparatively small total. In spite of the dullness, the undertone has been kept fairly steady, with only occasional shadings here and there, and the past week has witnessed a little increase in the strength of the market.

Coffee—The market, speaking of Rio and Santos, green and in a large way, has had a soft week. The whole line of Rio and Santos is perhaps  $\frac{1}{4}$ c lower than a week ago. An easier market in Brazil appears to be the reason. In addition to this, the market in this country is dull with everybody suspicious of the market and the general condition is therefore not very strong from holders' standpoint. Milds show no change for the week; everything is fully maintained. The jobbing market for roasted coffee shows no general change.

Canned Fruits—Fruits are influenced by the discrepancies in the ideas of value as between canner and distributor. Coast packers have had a good business so far this year to domestic and export markets, and with far less stock on hand than a year ago, at the beginning of the heavy consuming period, they are of the opinion that Easterners will have to pay more money than they are willing to give at present. There is enquiry for Coast fruits, but business often fails to eventuate because the buyer and the seller cannot get together on the price.

Canned Vegetables—Tomatoes are going out all of the time as there is no stagnation at the cannery, in secondary markets or in the retail field. Peas are being liquidated and good, cheap packs are much less in evidence. Assortments in all packing areas are being cut down in volume and in varieties and with the disappearance of the most favored types, the trade is being forced to take what is left. The call for fancy peas, however, is not as great as for the next lowest grade. New peas have not been taken to any extent, although brokers representing Southern canners assert that they have made a better showing in that pack than they have in New York or Wisconsin offerings, because of the price appeal. Future corn has also been rather neglected and spot stocks are taken in a routine way which makes the market steady.

Dried Fruits—The situation is not very different than it was a week ago. Eastern markets are out of parity with the coast, in that they are still quoting under the coast basis. No real change has occurred in price during the past week. California prunes are a little firmer relatively than Oregon prunes. Apricots of the choice, and standard grades are still selling pretty well, but fancy grades are getting scarce. Peaches are wanted at ruling prices. Raisins are going fairly well, both package and bulk. Muscat raisins are the weakest of the line. Currants are quiet at ruling prices. No change during the week. Figs and dates are still selling

well and both are scarce. It is a sellers' market.

Canned Fish—The fish department represents no big sellers. Pink salmon is too scarce to be active at going prices. The shorts cannot do better than the prevailing market and are adverse to paying substantial premiums which might loosen some resale blocks here and there throughout the trade. Holders, on the other hand, see an easy cleanup before new pack and they will not make discounts when they think that they will do better than \$2 spot before the end of the season. Chums are in the class with pinks, but reds are slow sellers. Maine sardine stocks are reduced in volume and in the assortments, with few key goods left and with no surplus of keyless to carry the trade into new pack. The demand for California sardines has been conservative because of the reports of a liberal pack this season. New pack shrimp is available, but chiefly in the small and medium sizes. Tuna has not been conspicuous.

Salt Fish—There is a good demand for all grades of salt fish and has been ever since Lent started. Holders say that the movement in salt fish this Lent will be the largest for some time. Mackerel shows no change for the week, all sizes but small sizes being scarce and firm.

Beans and Peas—The tone of the market for dried beans is still firm with prices, however, unchanged for the week, except that California limas are slightly easier. Green and Scotch peas are also firm and unchanged for the week. Demand is only fair.

Cheese—The market has been steady during the week with offerings rather light and the market quiet.

Sauerkraut—The cool weather prevailing so far during March has been favorable for the consumer movement of canned and bulk kraut, and with no surplus stocks in any position the market is steady at quotations.

Syrup and Molasses—The demand for molasses is regular and steady. It shows no very large purchases. The buying is generally from hand-to-mouth. Prices are unchanged. Sugar syrups are in fair demand at steady, fully maintained prices. The production is not very large. Compound syrups are moving fairly well at the recent advance, and the situation is firm.

Vinegar—Offerings on the open market are restricted in all grades owing to the depleted supplies. With an absolute clean-up before new crop appears holders are conservative sellers and insist upon getting top quotations.

### Review of the Produce Market.

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

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

Bananas—6@6 $\frac{1}{2}$ c per lb.

Beets—\$1.25 per bu.

Butter—The market has had a variable week. Some weakness developed about the middle of the week which carried prices down 1c. Before that there had been two advances of  $\frac{1}{2}$ c each. Offerings were light and the

demand good. At the present writing the market is steady with a fair demand. Jobbers hold June packed at 45c, fresh packed at 47c, prints at 49c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2 per 100 lbs. for old; new from Texas, \$4 per 90 lb. crate.

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

Cauliflower — New from Florida, \$2.50 per doz.

Celery—25@60c per bunch according to size; Extra Jumbo from Decatur, \$1.25; Florida, \$4.50 per crate.

Celery Cabbage—\$1.25 per doz.

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

Cucumbers—Indiana hot house, \$2 per crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$8.75
Light Red Kidney	-----	8.85
Dark Red Kidney	-----	9.00

Eggs—Early in the week the market was firm, on account of the limited offerings of fine fresh eggs, consequently there was an advance of about 1c per dozen. Later the market eased off, on account of increased receipts about the equal amount, and at the present writing the market is therefore 2c lower than it was a week ago. At this writing the offerings of fine fresh eggs are comparatively liberal and the demand is barely absorbing them. Local jobbers pay 25c for strictly fresh.

Grape Fruit—Florida commands \$5 @6 per crate, according to size and grade.

Green Onions—Chalotts, 65c per doz.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$7.50
360 Sunkist	-----	7.50
360 Red Ball	-----	7.00
300 Red Ball	-----	7.00

Lettuce — In good demand on the following basis:

Arizona Iceberg, 4s, per bu.	-----	\$3.50
Arizona Iceberg, 6s, per bu.	-----	3.00
Hothouse leaf, per lb.	-----	10c

Onions—Spanish, \$2.75 for 72s and 50s; home grown command \$4.50 for white or yellow—both 100 lb. sack.

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

100	-----	\$5.25
126	-----	6.00
150	-----	6.25
176	-----	7.00
200	-----	7.00
216	-----	7.00
252	-----	7.00
288	-----	6.25

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 \$1.65@1.75 per 100 lbs., generally over the State.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	25c
Light fowls	-----	20c
Heavy Broilers	-----	26c
Light W. L. Broilers	-----	18c

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

Sweet Potatoes—\$2.50 per hamper for kiln dried stock from Tennessee.

Tomatoes—\$3.25 for 10 lb. basket of hot house; \$1.10 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	18c
Good	-----	16c
Medium	-----	14c
Poor	-----	10c

### Local Merchant Takes Own Life.

Ishpeming, March 20—Worry over business affairs is attributed as the reason why Hjalmar Handberg, who conducted a market and grocery on Cleveland avenue, decided to put an end to his existence. His lifeless body was found in the rear of his store last Friday.

Mr. Handberg opened up his place of business that morning and waited on a number of customers. After the delivery man had departed to call on customers, Mr. Handberg locked the doors, wrote a note to his wife and then hung himself in the back room.

It was not until the return of the delivery man that the body was found. Deputy Marshal Jack Lacey was close at hand at the time and he summoned Coroner William Prin, who decided that an inquest was unnecessary.

Mr. Handberg, who was 41 years of age, was a life-long resident of Ishpeming. After being employed as a meat cutter for a number of years, he engaged in business on his own account, nine years ago.

### Weldon Smith Home Again.

Weldon Smith, the Allegan baker, has returned from California, where he and his wife spent the winter. They traveled by auto and Mr. Smith made notes concerning each place they stopped en route, including incidents of the trip, which he has kindly transcribed for the benefit of Tradesman readers. The account will appear in full in next week's paper.

### Six New Readers of the Tradesman.

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

Ben C. Nott, Grand Rapids.  
J. S. Sleder, Traverse City.  
L. S. Orlowski, Charlevoix.  
William Shane, Traverse City.  
Gerald Olson, Traverse City.  
Harold Kaiser, Ann Arbor.

### GOVERNOR GREEN

#### His Opinion of the Michigan Tradesman.

At the annual banquet of the Michigan Retail Dry Goods Association, held at Lansing last Wednesday evening, Governor Green delivered an address, in the course of which he paid his respects to the Tradesman in the following manner:

"I do not claim any special knowledge regarding the dry goods business, but I am a constant reader of my good friend Stowe's paper, the Tradesman, and in it have found much that must be of interest to the dry goods trade. While I am not advertising this splendid journal, at the same time I do want to say the business interests of the State of Michigan are fortunate in having such a brave and courageous man to espouse their cause as Mr. Stowe. His expose of the fakers in business is one of the things that should receive the support and commendation, not only of the men engaged in the dry goods business, but every other business man and good citizen."



## FATHER MARQUETTE.

### Most Widely Known of the Missionary Priests.

During the period of exploration there were 134 Jesuit priests, over thirty Recollects and four Salpatrians who labored in the Northwest in what was then called New France. Think what you will of the church they represented, as you measure these men by the conditions and prejudices of to-day, when you measure them by what they did, the hardships they encountered and the tremendous work they undertook, they formed one of the greatest bands of heroes the world has ever known. Nearly 300 years after their labors, Michigan owes to them a debt which we are very slow to recognize. To Michigan there are five names among these men which should be taught to the children of our public schools if all the remainder are left in forgotten graves. They are the names of Allouez, Brebeauff, LeLamont, Dablon and Marquette.

It was September 20, 1666, when Fr. Marquette arrived in Montreal, a young priest only 29 years of age. May 16, 1675, while returning from his second voyage of discovery to the Mississippi river, realizing that his hours on earth were few, he instructed his party to seek the best comfort they could near the mouth of the river which has since borne his name, and there in a rude hut they had hastily put together, on the site of what is now Ludington, he died. Two of those nine years he spent in the vicinity of Three Rivers, near Quebec, in a study of the Indian manners and languages, preparing for his work. The last two years were occupied with his two voyages of discovery to the Mississippi and his work in the mission in what is now Wisconsin. His work in Michigan was accomplished in less than six years and yet Fr. Marquette is the most widely known of any of the missionary priests of his day.

The writer stood one day by the site of Fr. Marquette's grave at St. Ignace, with a bunch of tourists, when a young girl of the party asked in a flippant sort of way: "What made him so great, anyhow?" In their wonderful admiration for Fr. Marquette the people of that region regularly attribute to him things which were more than a century in their accomplishment and covered many places where he never went. The mere fact that he went with Joliet when they discovered the Mississippi river was not the cause of his greatness. After years of study of that young girl's question the writer is convinced that when a great railroad company sought for a name that should best represent the ideal in public service and chose the name of Marquette, they came more nearly to the real key to Fr. Marquette's greatness than has ever been stated elsewhere. Of him it could be said, as it is recorded of that Greater One to whom his life was dedicated, "He went about doing good." Because this was the spirit of his life is the reason why, even 300 years after he passed away, his memory is still revered.

When Fr. Allouez made one of his great speeches in Montreal, in 1666,

telling of the wondrous need for work in the great Northwest, Fr. Marquette volunteered for immediate service and was appointed to the Sault. His arrival there has long been claimed as the establishment of the first permanent settlement in Michigan. That claim is worthy of careful study.

In 1618 when Brule spent the winter at the Sault or very near there, Indians of the neighborhood were in the habit of congregating there for the reason that the waters were so swift that they never froze and fish could be secured for food at any time. After his report to Champlain this was well known to everyone. The French built all their settlements upon the prospective trade in fur. With the licensed traders ranging all through this country and the unlicensed traders going still further, it is not at all impossible that there were traders permanently at the Sault. In fact, for several years before the coming of Fr. Marquette, Indians had regularly gone from other places to the Sault to market their furs. In her "French Regime in Wisconsin and the Northwest," published in 1925, Dr. Louise P. Kellogg says that the settlers had a small chapel and house in which Fr. Marquette could live, ready for him when he arrived, and there is much to indicate that Dr. Kellogg is right. In 1678 the Jesuit Relations speak of the fact that the French settlement at the Sault was then so large that the priests ministered mostly to the French and there was complaint that the Indians were not given so much attention as they should have. Right there, too, there is probably a slight mixup in dates, for some sort of a tribal mixup is alleged to have occurred in 1674, which resulted in the burning of the chapel and the mission at the Sault was abandoned for a time. The headquarters of the superior were changed to St. Ignace for a number of years at the time of this fire. If the building of the chapel marks the establishment of the town, would not its burning result in the loss of the settlement as such, thus making the date of the establishing of the Soo permanently, some time after 1674 or after St. Ignace was permanently founded?

The Jesuit Relations were written by priests to their superiors, as reports of their work for their foundation. Settlements before the church arrived would not be found in them. Radisson and Groseliers met other French traders at the Sault in 1660. As a rallying point then was it not an established settlement before that date. Among the Relations and other records shortly after the Iroquois massacres in 1648-49, there are references to the fact that the Sault had been safe from Iroquois invasion up to that time. Do not these references indicate that there was a settlement there which these dreaded enemies had missed at the time of these other massacres?

During the early years of the mission at the Sault there was considerable difficulty experienced in the fact that the Indians there were largely roving bands and were thus at the Sault only a few months at the most, thus giving the priests little time to teach them. Some authorities seem to

indicate that in the early settlement when there were 2,000 or more at the Sault, only about 150 were permanent residents. The priests undertook to solve this difficulty by teaching the Indians to raise crops which would make their stay more permanent. A stockade was built, twelve feet in height, which surrounded the chapel and some other buildings. Quite a clearing was made and crops were raised. Quite a considerable seems to have been accomplished in this effort and the Indians caught the idea that by raising crops they would not be dependent upon the success of hunting and fishing to keep off the famines which all of them knew all about from bitter experiences.

The first known name of what we call the Soo was Bowating. Just how it traveled through "Sault de Gaston" and "Sault de Tracy" are hard to de-

termine for sure and there are no less than three stories as to just how the "Ste. Marie" came to be added. Early in Marquette's time it came to be known as "St. Marie de Sault." This name has gradually been transposed to "Sault Ste. Marie," and in common parlance "The Soo."

A. Riley Crittenden.

### Their Ideals.

He: My ideal of a wife is one who can make good bread.

She: My ideal of a husband is one who can raise the dough in the hour of knead.

### ASK FOR

# KRAFT CHEESE

A Variety for Every Taste

## Union Mortgage Co.

6's, Maturing 1938

First Mortgage Collateral Gold Bonds

(Guaranteed by Surety Co.)

Principal and interest is guaranteed by the Metropolitan Casualty Company of New York.

First Mortgages on improved property, averaging about \$4,000 each, are deposited to secure these bonds.

Price; Par and Accrued Interest  
To Yield 6%

## Howe, Snow & Co.

(Incorporated)

GRAND RAPIDS

NEW YORK  
CHICAGO  
DETROIT

PHILADELPHIA  
SAN FRANCISCO  
LOS ANGELES

MINNEAPOLIS  
SYRACUSE  
ROCHESTER

## Fenton Davis & Boyle

Investment Bankers

Chicago  
First National  
Bank Building

GRAND RAPIDS  
Grand Rapids National Bank Building  
Phone 4212

Detroit  
2056 Buhl  
Building



**“Stop With Hildy”**  
**HOTEL**  
**HELDENBRAND**  
**Pontiac, Michigan**

*Thoroughly Modern*

**OPENED MARCH 19th**

**Minimum rate \$2.00.**

**Room with private bath \$2.75**  
**and up**

**H. F. HELDENBRAND, *Proprietor***

### THE DIE IS CAST.

It is, of course, a matter of regret to the Tradesman to part company with so promising a customer as the Cheek-Neal Coffee Co., but when duty to the retail trade makes such a course imperative, the way is clear. No word of commendation for this company or its product can be admitted to the Tradesman hereafter until the management announces the discontinuance of its present policy of cultivating the patronage of the chain stores by furnishing them Maxwell House coffee approximately 10 cents per pound less than it exacts from the independent dealers.

This controversy really dates back more than a half dozen years, when the Tradesman complained to the company that it was apparently favoring the chain stores to the detriment of the regular dealer, whereupon the company sent a representative who claimed to have come from the executive office in Brooklyn to assure the Tradesman that the coffee furnished the chain stores under the Maxwell House brand was made up by a different blend than the regular goods furnished the regular trade. The Tradesman was assured that the chain store blend was worth 10 cents per pound less than the standard formula; that the difference would not be detected by the customers of chain stores because they are not discriminating buyers, being attracted by price, instead of by quality. The Tradesman accepted this explanation pending further investigation, but it immediately purchased sample packages of Maxwell House coffee from regular and chain stores and had them examined by an expert, who pronounced them identical. The outcome of this investigation did not tend to increase the respect the Tradesman entertained for the Cheek-Neal Coffee Co.

### GENERAL TRADE CONDITIONS.

Retail trade is still under the handicap of adverse weather conditions. It is also indicated that the improvement in basic lines of industry is not yet pronounced enough or of sufficient duration to pull purchasing power up to par. Many workers have to make up for unemployment losses and a great many consumers who could, no doubt afford to be more liberal buyers are still inclined to be thrifty until the business skies become clearer.

In this season of Easter preparations there is another factor which holds back an important kind of buying. Style developments in the women's wear field have been more mixed than for some time. Women are puzzled over what to buy. The retailers are also a little muddled. They have provided a variety of fashions for the season and, no doubt, in the end the style trend will more definitely establish itself. When it does, apparel purchasing at retail should spurt ahead, but for the time being the demand is rather dull for a date so close to the holiday.

The manufacturing and wholesale merchandise markets reflect this uncertainty and, after the rush of early business which promised so well, re-

ordering has been slow. Penalties are being paid for rushing the season. The hope of the wholesale market is that the post-Easter business will hold to a more regular basis and not be developed along sales lines. What gives this hope a pretty fair chance of realization is that representatives stores at present plan to prolong their regular season until well after the holiday.

Progress in the so-called key industries is well maintained, with the possibility that steel output this month may eclipse its past record, and with construction contracts and automobile production running ahead of last year. In the steel business there has been the predicted shrinkage in new orders, a development expected when some second-quarter specifications were driven in by price advances. However, the activity in building and in the automobile line indicates that steel and other materials needed should continue to find a good demand.

Particular encouragement is taken by business observers in the upturn in car loadings, which, while still running below a year ago for the last week reported, cut down the recent decline by a third. With this upward trend continuing, there is offered a basis of more confidence. The lag in trade, bank clearings, which for the week of however, is illustrated in the drop of March 15 fell 4.6 per cent. for the country and 8 per cent. for the territory outside New York under the preceding week.

As a bulwark to the expansion in the key lines there is admittedly a better situation in the agricultural sections, although the improved purchasing power in these regions may have some liquidation of past debts to meet before being available for new goods. The index of farm prices is a little lower than it was, but at 135 it is still 8 points higher than a year ago.

### COMES IN FOR CRITICISM.

In the effort being made in a number of industries to bring production more in line with demand, voluntary curtailment has been adopted as a fundamental policy. The efficacy of this policy, however, has been questioned lately in certain quarters and voluntary curtailment called a "makeshift" and "uneconomic." Instead of an agreement of this sort it is advocated that a decision be made to refuse to sell goods at a loss.

It is not difficult to see why this criticism is raised, but it is not easy to discover how refusing to sell goods at a loss will solve the problem. The criticism comes, no doubt, because a large group in the industry may curtail and find costs higher when they attempt to compete with plants that do not curtail. In other words, they invite competition.

On the other hand, by refusing to sell goods at a loss the mills would presumably have to wait until output sinks below demand, because the market must sag as long as production outruns consumption. Elimination by a manufacturer of all of his non-profitable items would help the situation all around, but it is to be doubted whether such a step could be inaugurated in a general way. What holds up this de-

sirable action is that these items may not pay a profit, but they pay overhead which otherwise would have to be charged against the other lines.

Refusing to sell goods at a loss does not look much different than voluntary curtailment, and actually it might mean more curtailment than is now seen.

### DID YOU GET YOURS?

According to the statistics of the Department of Commerce, the people of these United States ate 1,132,620,000 pounds of candy during 1927. This was enough to give every man, woman and child in the country ten nicely wrapped and beribboned pound packages. At an average cost of 50 cents a pound, this means that the total spent last year for candy of all sorts was some \$566,310,000.

Secretary Wilbur, of course, would like to see this huge sum turned into battleships. There are countless other citizens who would imagine uses for it which they would consider even more conducive to the National welfare. If half a billion dollars had been turned over to the Government in any year previous to 1917 we should not have had to pay any customs or internal revenue taxes and it would still almost cover all customs receipts. The city of New York could run itself on this money for a year without having to levy any taxes. And this is just a beginning. If each of us contributed the \$5 we annually spend on candy to any one of a hundred different causes—from the Anti-Saloon League to the S. P. C. A.—that cause would profit immeasurably from our generosity.

So, while we are confident that there must be some significance in these figures, we are not just sure what it is. Take your choice. For ourselves, we are going on eating as much candy as we desire and can afford.

### SIMPLE JUSTICE.

For the third time the Senate by an overwhelming vote has sent to the House the bill providing for the retirement of disabled army officers. This action should be the first of the final moves in correcting the injustice that has been done to this group of patriotic men. Alone of the nine classes of officers who served in the kaiser's war these men have been denied retirement for the injuries they suffered. It is now within the power of the House, or rather of the leaders of the House, to end this discrimination. There is no question that if the bill comes to a vote in the House it will be passed. The leaders there should regard it as a privilege to see that the bill is submitted to their associates. To hold up a vote in the face of the general support of the bill throughout the country as voiced by representative citizens, newspapers and organizations and as expressed repeatedly and emphatically by the Senate would be still further to penalize a group of officers for having served the country to their own hurt.

Recognize facts; govern yourself according to the facts; then you'll be happy.

### LONG HAIR AGAIN.

From Philadelphia comes word of the disappearance of the bob. If the reports continue to filter in from such reliable and conservative sources we shall begin to believe them true. Delegates to the Hairdressers' Association convening there are emphatic on the point, with various abstruse explanations of why long hair is now becoming popular.

But more significant than this semi-official recognition of the change in styles is the progress of long hair as reported from girls' schools and colleges. If the younger generation symbolized its revolt by cutting off its hair, this new and youngest generation is forced to proclaim its independence by letting it grow again. We are entering upon an era of revolt and counter-revolt which seems destined to subject America to alternating waves (we have no reference here to that still more intricate problem of permanent waves) of long and bobbed hair.

The proof of the current tendency to let hair grow again apparently lies in the rushing business which is being done by the venders of the various devices which aid the long-hair aspirant to preserve her self-respect while going through the embarrassing stages of transformation. When a young man grows a mustache he has to hide for several weeks. But women manage this sort of thing better. By mysterious processes best known to themselves they achieve their crowning glory overnight and none may know when the bob has really ceased to be.

### SARTORIAL PSYCHOLOGY.

The American gentleman is to be educated into "clothes consciousness." The Retail Clothiers and Furnishers Association of New York, New Jersey and Pennsylvania, in session at Atlantic City, decided to spend \$1,500,000 in the next three years to foster this consciousness.

Carlyle was the first man seriously to apply psychology to clothes when he gave the world Sartor Resartus. Now it appears that the field he opened up is to be cultivated intensively and in the strictly modern manner. However, one may perhaps be excused for wondering whether there has been any real lack of "clothes consciousness" in this country in the last decade. The neckties, socks, shirts, collegiate trousers and certain other items of masculine contemporary apparel seem scarcely to suggest any alarming sartorial absentmindedness.

But the special lines along which our consciousness is to be awakened are wholly delightful. The Atlantic City arbiters have decreed that the new fashions for men are to include corset effects at the waistline, trousers pleated at the bottom, velvet collars and brown derbies. Bring on all those gay trinkets. Even the brown derbies. They may not add particularly to our robust, manly beauty, but at any rate they won't have to be brushed so often as the black derby. Men will take to anything so long as it has some practical quality.

We study to master the conditions under which we live.



## COUNTY FAIR IN FLORIDA.

### Advanced and Progressive Agriculture Instead of Clap Trap.

Hamilton, the psychologist, once said, "Sight presents to us a greater number and a greater variety of objects and qualities than any other of the senses."

It seems to me that my friend, Frank Osborne, the banker, with whom I have had a very pleasant relationship ever since I formed the habit of coming to Florida, must have had this quotation in mind when he said to me last Thursday in the corridor of the bank, "Have you attended our fair?"

"No, why should I? For thirty years I followed state and county fairs and I haven't any desire to continue the habit."

"But you are talking about Florida, and telling what people say about our State, and conveying impressions to others which you have secured through the sense of hearing largely. I want you to speak after seeing something that is worth while. You go to the fair and then tell your friends what your impression was."

"Well, not as a satisfaction to myself, but to please you I will spend tomorrow morning looking over the exhibits."

This is how I came to go to the Volusia county fair, just before the exhibit closed, and I had such a good time and received so many pleasant impressions that I am constrained to share with my friends, the readers of the Tradesman, the joy of this invasion.

This fair organization was developed very suddenly four years ago and the grounds cleared and a few buildings erected in about two months' time for the accommodation of the first fair. It was successful and since then the grounds have been enlarged and beautified and more buildings added, and every annual exposition has been better than the one before.

The location of the grounds is near the railway station and while it is about four miles from the center of Deland, a perfect road lies between, and the distance in these days of automobiles is practically eliminated.

As you enter the grounds, the view is attractive. They have given a good deal of attention to the matter of landscaping, and the first impression is very pleasing. The arrangement of buildings is very perfect indeed for the convenience of the public. The sightseer passes through one building and then into the next one directly and so on through the entire range from fine arts to farm stock.

Very often one leaves an exposition of this kind, no matter how good it is, with an unpleasant impression, because of the lack of conveniences and the lack of neatness at the exposition grounds. I found the trash containers everywhere and a constant picking up of waste kept the grounds in attractive condition and the sanitary conveniences were very perfect indeed. The boy scouts had their tenting grounds and were very attentive and useful.

In representing the agriculture of the county, there was only one thing which to me seemed a great lack and

that was the small attention given to agricultural implements and appliances.

Upon entering the grounds, the first hall was given up to farm and garden products. As you entered the hall, there was a strong feature which did not make an appeal to me. It was an exhibit of citrus products put up into the form of a pyramid and arranged fantastically to excite the wonder of the average visitor. It seemed unnecessary to employ the beautiful fruit in this type of an exhibit, because the fruit is so attractive if shown for its own sake. I recalled, when this exhibit first met my eye, an experience at the Columbian Fair in Chicago, where, in the horticultural building the Iowa exhibit occupied a position of prominence at one of the entrances. The one thing in the Iowa exhibit that attracted the attention of every visitor as he came in was a tremendous figure of an apple, perhaps five feet in diameter, made entirely of apples. It was a tremendous affair and it took a great deal of genius and hard work to develop it. As Secretary of the Committee on Awards in this Department, I said to the man in charge, "Why in the world did you put that monstrosity in a position of prominence in your exhibit. It seems to me it is such a waste of good material," and he smilingly replied, "I thought from your long relationship to pomology that you would at once detect the meaning of it, and because of our friendship and your relationship to the exhibits here, I will make a confession to you. We haven't any fruits in Iowa this year really fit to exhibit in representing the State at this great exposition, but we have done the best we knew how and you will see what there is in our show. We put what you call a monstrosity here to attract the attention of the crowd and it works. They see this tremendous apple and express their wonder at it and look back at it until they have actually passed by our exhibit, and instead of criticising the Iowa exhibit because of its paucity of good fruit, they remember the big apple and talk about it. Don't you see my point?"

I admitted the reasonableness of it all and excused what seemed to me a weakness. So in this pyramid of citrus fruits I cannot find the excuse for it, because such a beautiful exhibit can be made without the help of this device.

The townships in the county were thoroughly and beautifully represented in the various displays and the competition was interesting. Volusia county is a citrus county and the display exhibited a wide range of well selected and well exhibited specimens.

In the Daytona Beach exhibit was a novel feature which attracted my attention. The whole wall background was devoted to a great picture of the panorama of the Beach itself. This was a delightful background to the exhibit and the uniqueness of it brought many favorable comments.

In this building was one feature which I have never seen at a county or a state fair. The insurance business, life and fire, was represented in a booth and the application of insurance to countryside conditions was shown attractively by pictures, models and publications. The gentleman in charge

did not hawk his wares, but was very courteous and responsive to questions that were put to him.

The educational building contained a very perfect exposition of country school work and I could not help being greatly impressed with the movement which started here some years ago to make manual training a leading feature in connection with country schools. The things made by the hands of the pupils were the leading features in all the exhibits. There were some novel things shown which had been made by pupils in the schools as a part of their manual training, and in one case a model of the school building was a central feature in the exhibit. I had never thought of it before, but it seemed to me that if, in the drawings of the various schools, the location of the school district could be given in a map of the township or county, it would add materially to the usefulness of the exhibit. In other words, the study of geography of the locality could be illustrated in this way more graphically, perhaps, than in any other. If in connection with this exhibit there could have been a large map of Volusia county, upon which could be shown the location of the various districts represented in the building, it would have added to the joy of the average attendant upon the fair.

The next building was given up to women's work and it was very complete, touching every feature of the life of the women of the countryside. Cooking was going on, the results of canning and gardening were shown, home architecture, healthful rations, and interior decorations were given a good deal of prominence. All sorts of home-made things and contrivances were shown as the handiwork of women and the conveniences of the household were graphically illustrated. The section given up to health dealt with the common things, but brought them before us in a winsome manner.

The next building was the kennel show. While there have been many dog exhibits throughout the country as specialties, I have never seen a finer exhibit of this kind at a county fair. I was surprised to find the wonderful variety of canines and the attractiveness with which they were exhibited.

Then I came into the art building, which was thoroughly filled; in truth, so completely filled that things were crowded too much to give the best possible effects.

For the benefit of the agriculture of the county, the Government building was the crowning feature of this exposition. The things shown had such a definite application to progressive agriculture and the needs of the State of Florida, that I could not help but admire the adaptation which the Government had made in choosing the things which should be brought prominently before the crowds who came to the fair from the countryside. Among the things I noted were methods in canning; ways of mending; house furnishings; elements and combinations in nutrition; graphic appeals in the aid of health, an exhibit of pictures showing in each one a table in a country dining room, with various balanced rations for the different meals

of the day shown upon the tables. This was done so well that it attracted the attention of everybody, and the people lingered and took time to read the lists of balanced meals, as given in connection with the various table pictures.

The care of pastures was shown in contrasting pictures. Statistics, which are generally dry, were attached so cleverly to pictures and models that the eye was attracted long enough to get an impression of important facts.

The treatment of woodlands was graphically shown, and the contrast between forests burned over and those protected from fire.

A chapter of highway accidents was well shown—model stables for cows and the importance of neatness in connection with every factor in the dairy industry. Co-operative marketing was well brought out, and in contrasting pictures the commercial development of poultry and swine industries was given marked attention.

The matter of club work for children and young people in the country, in connection with the live stock industry, was brought very graphically to the attention of people and the embellishments of country homes in some detail were a distinguishing feature.

The building given up to negro exhibits was something of a disappointment to me, for having met a number of negro farmers who have been wonderfully successful, I expected more than I found, and really wondered if the management had given as much attention to this feature of Southern agriculture as was warranted by the facts in the case.

The swine department was a wonderful exhibit. The wide range of hogs, of all ages and sizes and colors, together with the fact that everything was perfectly neat and tidy in the whole establishment, made a strong impression upon me. Just outside of the building was an area devoted to a hog yard, in which the conditions were mighty interesting. The sand bank which could be rooted over, the shade and the living water (so attractive to swine) and the neatness of the whole field impressed me as an object lesson of great value.

In the cattle barns, Jerseys, Ayrshires and Holsteins were the prominent breeds shown. I noted particularly a herd of Ayrshires from Almont, Michigan, which evidently was brought in from the outside as a prominent feature because of the perfection in the herd and the various individuals.

I noted in connection with the cattle exhibit a scheme that was being carried on of interest to me, the taking of photographs of individuals and of herds as a permanent memory of the fair. This seemed to me well worth the while.

Of course, I found the usual lot of concessions which nowadays accompany all of our fairs, but I was proud of the fact that these things did not outdo the attractive methods of showing the products of the farm and garden. In all my attachment to fairs, I never have been more deeply impressed with the value of a county exposition of farming, farm products and the people accompanying the departments of



the show, as illustrative of an advanced and progressive agriculture. In these days, when the principal thought in connection with fairs is to make them pay, and questionable things are brought in as attachments which have no relationship whatever to farming or farm life, it is a real treat to attend a fair in which the management evidently has first in mind as complete an exhibit of the agriculture of the county as can be produced.

Charles W. Garfield.

#### Larger Navy Has Become a National Necessity.

Grandville, March 20—There seems to be a concerted action on the part of certain would be patriots to demand a reduction of American naval forces in order as they conceive the situation to prevent war.

These peace advocates are going miles out of the way to create the impression that preparedness in army and navy will lead to war. Nothing could be more nonsensical. When in all its history did this country create war because of being prepared for the same? It would puzzle these peace advocates to pick such a war.

We were notoriously unprepared when the world war faced us and demanded action to protect the lives of our citizens and the honor of our country.

At the opening of the Civil war the Nation was sadly lacking in men, money and ships so that the enemy got the start at winning victories before we were prepared for the battle for the salvation of the Union.

In none of our wars has an over supply of soldiers and marines brought about hostilities. In the Spanish war the Spaniards sneered at the Americans as "pigs" fit for the slaughter which they set about to carry out. We as a nation were nimble in getting into shape so that within a short time we licked the Spanish dons to a finish.

And now, because Government officials call for an adequate navy, these peace advocates raise their hands in holy horror and prate against the evils of war. We may readily admit that evil, but by being totally unprepared when war does come, we but add to the horrors of the game.

A post of the American Legion has wired to Michigan senators asking that they give their support to an adequate American navy. A secretary of the National Council for the prevention of war is going about the country lecturing against armaments.

A navy competent to meet any other nation's forces is what the United States needs; at this time. Being forewarned is being forearmed, and by such preparedness we shall prevent and not invite war.

No matter how large a nation may be in the matter of population, if it is wholly unarmed that nation invites destruction from the other nations of the world, and of course that condition is an invitation to war.

Burglars are not likely to enter a bank which they know has an armed guard to protect its vaults. Let them learn that nobody is on guard with weapons of defense and this condition invites a raid from the outlaws. It is the same with nations. A country that has a naval force sufficient to meet all emergencies, and an army well up in the thousands, need little to fear an attack from outside.

The United States needs but to be thought a pumpkin or a pig to invite prodding from outside nations looking for an easy mark.

That a man could be found in this day and age to go about making speeches in favor of disarmament and the offering of open doors to any foreign invader that may choose to cross the Atlantic and enter our defenseless ports is surprising in the extreme.

In all our wars America has had patriotic preachers who have doffed the clerical robes to go to the front and aid in saving an imperilled country. We have many such ministers to-day, yet there are some who view an adequate navy with hands uplifted in horror.

An efficient army as well as goodly sized navy is the need of the hour in the United States to-day. We are not as little children going about crying, with arms extended, pleading for mercy at the hands of a military enemy.

That the United States to-day is admitted to be the greatest world power is not denied. How long will she retain that proud distinction if we are to listen and heed the anti-war people in their cries against an efficient navy.

It is even more necessary to have a complete defensive power on the ocean than on the land, and he who decries this preparedness is an enemy to his country.

With the insignificant navy we now have lecturers are going about demanding its diminution that we may stand facing the world with open hands, bare of any weapon of defense.

Out upon such Americanism as that. Preparation for war is the only safeguard against such a catastrophe, and it at once becomes the duty of Congress to stand stalwartly by naval appropriations sufficient for the upbuilding of our war shipping that it may equal any other nation's sea armament on earth.

Non-preparedness has proved a very costly experiment in the past history of the United States. To refuse money with which to build a good sized navy is apt to lead to billions of expense in the future which a small investment in men and ships now would have prevented.

The army as well as the navy needs looking after. It may not be necessary for the United States to keep a large standing army, as some of the European nations are doing, but the education of our upstanding boys in military tactics is as necessary as is any other part of their education.

A nation fully prepared for war is seldom drawn into the fray. All history goes to prove that unpreparedness is the greatest single factor in bringing war about. Shall we listen to the peace speechmakers or to wiser heads who know whereof they speak?

"War is inevitable," said Patrick Henry. Let us of this day and generation see to it that such a condition does not again menace the United States.

Old Timer.

#### Notice of Auction Sales of Bankrupt Stocks.

Abe Dembinsky, of Saginaw, is the official auctioneer of the bankruptcy division of the District Court of the United States for the Western District of Michigan. He also conducts many auctions resultant on failures handled by the circuit courts. He has made arrangements with the Tradesman to announce these auction sales each week in this publication, so that those interested can arrange to attend the sales if they desire to do so. The Tradesman has been cognizant of the operations of Mr. Dembinsky for several years and believes that no one having dealings with him in any capacity will ever have occasion to regret their action.

This much is certain—if one isn't preparing for a job higher up, he is making every preparation for the one lower down. There's no standing still in this busy world.

## Are You Mistaken?

Some people think that because a Trust Company is large enough to amply protect their estate and is an experienced executor, having in its employ many men who are specialists in their line, that it charges more for its services than an individual executor or trustee.

As a matter of fact, the fees of a corporate executor and an individual executor are governed by the same law and are the same; in many cases the expense of the corporate executor is actually less.

### GRAND RAPIDS TRUST CO.

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



Put up only by  
NATIONAL CANDY CO., INC. PUTNAM FACTORY Grand Rapids, Michigan

**A NEW IDEA**  
Something you and your customers have been wanting for years.

**CAKE CANDIES**  
in a handy, sanitary and Transparent  
10c PACKAGE  
A beautiful display on your showcase



### GONE TO HIS REWARD.

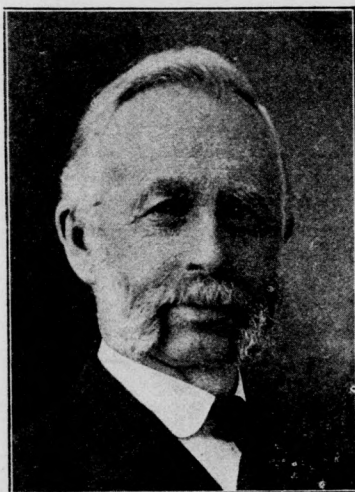
#### Death of Veteran Merchant of East Saugatuck.

John Lubbers, one of the best known men in the East Saugatuck community, died at his home there last Thursday night, following an illness of several weeks.

He is survived by G. John Lubbers, George Lubbers and Mary Lubbers, of East Saugatuck, Mrs. Mary A. Bouman, of Holland, Andrew Lubbers, of Hamilton, and Mrs. H. O'Dell, of Jackson. His wife preceded him in death on Jan. 15 of this year.

The funeral services were held at the home Monday afternoon at 1 o'clock, and at 1:30 at the East Saugatuck church, Rev. Mr. Van Der Ploeg of that place officiating. Interment was in the cemetery there.

John Lubbers was born on a farm in Zeeland township, Ottawa county,



The Late John Lubbers.

Oct. 9, 1850. His antecedents were Holland. His father came to this country in 1848 and his mother came with the Van Raalte Colony in 1847. Most of his boyhood was spent on the farm. He received his education in the public school at Zeeland and Hope College. While at home he did a great deal of carpenter work. This line of work was always a hobby of his and even in his line of business and at home he did a great deal of constructive work.

On February 28, 1876, he was married to Gertrude Sprick, of Vriesland, and they moved on a farm in East Saugatuck, Allegan county, where he always took a prominent part in the development of its material, religious and political interests. He served as school officer from 1871 to 1913 and as Sunday School superintendent. He served as Township Treasurer during 1886 and 1887, was then elected Highway Commissioner for two years, after which he was elected Supervisor, which office he filled for twenty successive years, when in 1909 he was elected Register of Deeds of Allegan county, where he served the county for two terms. Because of ill health, Mr. Lubbers sold his farm in 1896 and bought a blacksmith shop and worked at this trade for a few years. This work was long ago taken up by his oldest son,

In 1898 Mr. Lubbers was appointed Postmaster and, in connection with the postoffice, he put in a line of groceries. This was his first entrance into the mercantile world. Next he added shoes and rubbers and later dry goods and hardware. He maintained a well-kept general store for thirty years.

Mr. Lubbers had a kindly nature and was courteous and painstaking in his business. He was quiet and conservative. A man of rare judgment and ability, he enjoyed the confidence and friendship of the people in his community and the respect of the wholesalers and jobbers with whom he dealt. Mr. Lubbers carried with him an atmosphere of dependability.

Mr. and Mrs. Lubbers' brothers and sisters and a large number of their friends assisted them in the celebration of their fiftieth wedding anniversary two years ago.

Mr. Lubbers was a careful reader of the Michigan Tradesman from the time he first started in the mercantile business until his death.

#### The Abuse of Men's Rights.

The history of women teaches that the emancipation of women is always followed by the degeneracy of the individual and that of the state. The power of women can exist only on the legal subjugation of men. Give women real equality before the law and they are lost.

Can any sociologist or historian show us anything worse against the rights of men than allowing alimony to a young and childless wife who can earn her own living and whom the law allows to go out with all the sweethearts she desires? The legal serf, the alimony payer, has no redress at law so long as she is clever enough not to be caught in a compromising position.

To-day women's equality with their special prerogatives at law makes them superior to the men. She is only a woman. Suppose she did shoot her husband. I suppose he must have looked cross at her. She should be free. This represents the minds of our Puritanical juries.

But this cannot go on very much longer. The reaction against our Puritanical idealism of feminism is fast taking root. We do not find much of that high, gallant, Puritanical chivalry for women. Our men are getting wise to themselves. And just as soon as that high polish of Puritanical glory of womanhood is rubbed away by the abuse of womanly prerogatives, then will we have a more wholesome civilization and a finer standard of morality.

Chas. A. Carpenter.

#### Laces Have Done Well.

Not for some seasons past have lace importers and wholesalers met with as satisfactory demand as has developed this spring. Fashion tendencies both here and abroad have been favorable to the use of lace. An outstanding development which has led to the sale of a much increased yardage has been the favor for lace dresses, which at the moment are in excellent demand. Piece goods departments at the same time have been productive of a stronger call that promises to continue for some weeks.

## Increased Demand

for a product depends upon *High Quality*—full satisfaction guaranteed.

*Right Price*—to the consumer.

*Protection*—to the dealer's profit.

All three have been vital factors in the ever increasing demand for

# K C Baking Powder

No better at any price

**25 ounces for 25¢**

(more than a pound and a half for a quarter)

Same price for over 35 years

The price is established—it is plainly shown on the label.

That Protects Your Profits

Millions of Pounds Used by Our Government

## FINANCIAL

### Turn in Sugar Cheers Industry.

Not everybody recognizes it as so but the underlying price swings that count in sizing up any part of the economic structure are those not of stocks but commodities. Reach down through the welter of quotations on securities and you will generally find the broad explanation for conditions there in the commodity world.

Sugar's turn upward in price two weeks ago—after its long decline had thrown one country into depression and brought losses to vast interests in the United States—is associated with a set of forces in this great industry that now are pulling forward again.

Years of world overproduction followed by an estimate of this year's crop at a new record high of 25,040,000 tons drove Cuban raws down to a fresh low of 2.41 cents a pound late in February. And then sugar men began to find more cheer in the statistics than they previously thought was there.

What raised this year's production, in the face of a restriction of Cuban's cane crop to 4,000,000 tons, was a jump in Europe's beet output. At that production did not rise so much relatively as in any one of the years from 1922 to 1925. Discouragement over last year's prices presumably will lower next year's production in Europe where plantings soon begin. If Cuba should immediately reverse her restriction policies—and there is not the slightest indication that she will—it would take eighteen months after her increased plantings to produce the harvest. These influences are destined to exercise an effect in limiting output next year.

As civilization advances its tooth ever sweetens. Steadily over a long period of years the amount of sugar required by man has multiplied. Since before the war the per capita consumption in this country has grown from 80 to 110 pounds a year. Visible consumption fell last year but what that means is that sugar in dealer hands fell—we have no indication that people actually consumed less. The supply of invisibles over the world must now be very low. As the trade gathers courage to stock up again this shortage in invisibles will draw down the large visible supplies.

Here are constructive forces at work to limit production and extend consumption in sugar. The newly created Sugar Institute is effecting far-reaching reforms in distribution within the trade by its fight on practices long antiquated. As 1928 progresses a great industry that has long been in the doldrums may awaken to find slowly improving levels for its commodity and thus to find some of its shackles loosened.

Paul Willard Garrett.

[Copyrighted, 1928.]

### Tax Date Brings Money Flush.

Virtually two-thirds of the Treasury redemptions are made in New York and roughly a quarter of all the country's income tax payments, so March 15 becomes an exceedingly important date in money market history.

At that time the Treasury pays to the New York market funds in sub-

stantially greater volume than it takes out. While the easing influences of this Treasury flow have come to be generally offset by Federal Reserve operations, tax payment date usually ushers in a flush of cheap money. Gradually the Treasury payments are absorbed, and by the end of a week after March 15 the last trace of their easing influence passes. One of the methods by which the Federal Reserve Bank here prepares for tax payment date is to sell securities to members with the object of making them deficient in reserves.

The jump to 4½ per cent. in call money this week doubtless has its explanation not in preparations for the Treasury's tax payments, however, but in the recent heavy gold shipments. In excess of \$33,000,000 in gold left New York last week. Part of that total represented earmarked metal but there was enough gold went out to exercise an effective tightening influence on money. That member borrowings here rose \$40,000,000 last week is an indication of the forces at work for slightly dearer rates.

In Wall Street the Federal Reserve operations that revolve around the tax date are thoroughly understood and the financial district now rests content in the hope that this week will bring it a brief season of abundant funds.

What impresses Wall Street with the prospect for cheap money in the months ahead is something beyond the events of this week. It is the expectation of easy money that must have been in Secretary Mellon's mind when he decided to postpone the Government's immense refunding program until later in the spring. Rightly or wrongly the financial district interprets this move as a pretty reliable sign that money rates between now and September at some time will be lower than now or at least as low.

The unknown factor in money is one closely related to the French plan for stabilization of the franc. Authorities in the financial district believe that France will want a round \$1,000,000,000 in gold. She now has in excess of \$700,000,000. If this is the goal France has set and if she expects to take whatever additional metal is required largely from this country exportation of such gold to France would plainly narrow our own credit base. On the other hand it is known that even if France does require this large additional sum of metal she would not need it all at once. And if the payments were spread over a period the effect on money would be much less drastic than otherwise.

Paul Willard Garrett.

[Copyrighted, 1928.]

### Bankers Prefer Non-Discretionary Shares For Collateral.

Advantages and disadvantages of the two principal types of investment trusts organized in this country in recent years—the so-called management trusts and those with fixed portfolios—have been discussed at great length by persons interested in development of this form of financing.

A survey by the Bureau of Business Research of New York University re-

## Only When Helpful

THE "GRAND RAPIDS SAVINGS BANK" feels it is "SERVING" only when the things it does for its customers are helpful to them in their financial affairs—business or personal.

Rendering banking service along broad and constructive lines for 56 years has established this institution in the confidence and esteem of business houses and individuals throughout all Grand Rapids.

### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

## Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.



"The Bank on the Square"

## GRAND RAPIDS NATIONAL BANK

Established 1860—Incorporated 1865

NINE COMMUNITY BRANCHES

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

## LEWIS—DEWES & Co., INC.

INVESTMENT SECURITIES

Chicago, Illinois

—Representatives—

GEORGE C. SHELBY

HARRY T. WIDDICOMBE

Phone 68833

GRAND RAPIDS, MICHIGAN

930 Michigan Trust Bldg



cently indicated most bankers preferred the fixed, non-discretionary type of trust, where trading is not permitted and substitution of collateral cannot be made. This type offers acceptable collateral for bank loans, it was explained, as the liquidation value rests upon two supports—the resale market for the shares themselves and the general market for the underlying stocks in case of conversion. The banks in this case know the exact underlying stocks, so their value can readily be ascertained.

Others who have studied the problem contend management trusts in competent hands offer greater profit possibilities and that if one has confidence in those directing the trusts he has no cause for worry.

A middle course between the two extremes has been tried by at least one trust, Calvin Bullock points out. In this one the indenture provides the portfolio can never be changed except under three circumstances. The first is if any of the securities shall be retired by any of the companies the proceeds shall be reinvested in the security most nearly comparable to that which has been retired of the same company. If for any reason such is not available nor of sufficient intrinsic value to warrant such investment, then the proceeds shall be reinvested in some one or more of the other securities contained in the trust with regard to proper geographical diversification, intrinsic value, etc., but in no other.

In the second place, exchanges may be made when a company whose stock is held is absorbed by another. In the third place, if a security is decreasing in intrinsic value, a change may be made. Virtually the same restrictions are imposed in reinvesting proceeds.

The New York University questionnaire, sent to all banks and trust companies with a capitalization of \$125,000 or more, revealed only about 5 per cent would refuse to lend money on investment trust shares.

Asked which type of trust they preferred as collateral, about 54 per cent. replied they favored the fixed shares, while 30 per cent. voted for the trading type and about 10 per cent. indicated they could not answer.

About two-thirds of those replying said they considered the conversion privilege necessary as a market safeguard. About 89 per cent. of those who favored the non-discretionary trusts said they thought the collateral value of the securities would be increased by the privilege of conversion to underlying stocks.

William Russell White.  
[Copyrighted, 1928]

#### Forecasts Broad Market Adjustments During 1928.

High as the pivotal stocks have risen in the great bull market that began after the 1921 depression the stock market's general level is not nearly so high actually as various standard averages indicate. Widespread confusion exists over the market's performance partly for the reason that all of the accepted averages give a distorted picture.

Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company, is one of those who has devised

a valuable instrument by which to measure stock movements without resorting to the usual index numbers. Instead of a peak for all time the Cleveland authority figures that stock prices when reckoned on the basis of capitalized yields do not stand as high now as they did on several occasions during the first decade of this century. They are not even as high on this basis as they were in 1909.

This interesting conclusion is based on a study not of changes in the average market prices of typical stocks but on what prices would have been if the yields had been capitalized at 5 per cent. each month during the period. Colonel Ayres' chart thus really shows changes in the yields of stocks, both industrial and railroad, but it shows them converted into equivalent prices so as to facilitate comparison with earlier periods.

Late in 1927 and so far into 1928 the yields of industrial stocks have remained slightly above 5 per cent. Says Colonel Ayres: "Equally high records for the prices of railroad stocks have been reached at several periods prior to the war, and levels considerably higher were attained in 1901 and 1904. The record of the industrial stocks was surpassed for brief periods in 1901, in 1902, and in 1909." As to what the future or the market will be nobody knows but this Cleveland authority thinks it reasonable to suppose further substantial price advances from current levels are scarcely to be expected either in the industrial or rail groups unless they come in response to increased earnings and more generous dividend disbursements or from further declines in interest rates.

In his opinion "stock market history this year will be one of price readjustments rather than one of general advances or declines. Many of the industrials are selling at prices that can only be justified by prompt and large increases in dividends. If the increases do not come the prices of such stocks will probably work downward. Meanwhile stocks having relatively larger yields may well rise." It is perhaps too early to draw conclusions on 1928 corporate earnings or the money trend but these forces obviously will dominate movements on the Stock Exchange.

Paul Willard Garrett.  
[Copyrighted, 1928]

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Goldie Brothers, Inc., Chelsea.  
Manufacturers Auxiliary Co., Detroit.  
Thompson Terminal and Driving Co., Detroit.

New Automatic Music Co., Detroit.  
People's Development Co., Jackson.  
Community Developers, Inc., Detroit.  
Borkman Radio Corp., Kalamazoo.  
Remington Typewriter Co., Detroit.  
E. C. Wilson, Shepherd.  
White Pigeon Carton Co., White Pigeon.

Auto Body Co., Lansing.  
Island Construction Co., Detroit.  
Lafayette Land Co., Detroit.  
Continental Bank, Detroit.  
Manistee Shirt Co., Manistee.  
Calcyanide Co., Detroit.

## Investment Securities

### E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
Michigan Trust Building, Grand Rapids

Boston  
Denver

New York  
San Francisco

Chicago  
Los Angeles

### Hodenpyl Hardy Securities Corporation

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

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

231 So. La Salle Street  
Chicago

New York Jackson  
Grand Rapids

WILLETT-CHULSKI & Co.  
INVESTMENT BANKERS  
Listed and Unlisted Securities.  
933-934 Michigan Trust Bldg.  
GRAND RAPIDS, MICHIGAN

### Link, Petter & Company

(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING  
GRAND RAPIDS, MICHIGAN



## UNDER ONE ROOF

There's so much the Old National offers in the way of service—

That sometimes we forget how convenient it is to bank here!

The OLD  
NATIONAL BANK

MONROE at PEARL

*A Bank for Everybody*

## MUNICIPAL BONDS

### SILER, CARPENTER & ROOSE

1039 PENOBSCOT BLDG.,  
DETROIT, MICH.  
Phone, RANDOLPH 1505

360-366 SPITZER BLDG.,  
TOLEDO, OHIO  
Phone, ADAMS 5527



## MUTUAL FIRE INSURANCE

### Economic Aspect of Fire Prevention.

In a speech before the fire prevention school conducted by the Milwaukee Association of Commerce, Harry C. Wilbur, industrial and financial counsel of Chicago, deplored the waste from fire loss. Mr. Wilbur said that insurance companies can only replace, not restore, capital and that somebody must suffer. The speech in part follows:

Fires are not limited in the scope of their destruction. When fire comes it affects us all in this closely knit and interrelated world. Its effects are not limited to the immediate plant or home that is destroyed. When a plant burns, work ceases and when work ceases the pay envelope ceases and when the pay envelope ceases savings accounts must be drawn upon to meet every-day expenses and the buying power of the people of America is lessened just that much. That is why you are affected whether it is your plant or another one of which you never heard.

This is the age of mass production and mass sales and if disaster from fire throws out of the purchasing market thousands of workers scattered about the country there are just exactly that many less potential buyers of the product your factory is turning out. It cuts down by just that much the margin of profitable operation; it moves all industry just that much closer to the danger point; it adds just that much unemployment to the unemployment problem; it means that just that much new capital must be created and saved and invested before we are up to where we were before the fire.

Only 26 per cent. of the business concerns hit by fire are able to resume operations unimpaired. Of the balance 14 per cent. are so handicapped that their profits and output are markedly reduced, 17 per cent. lose their credit rating, while 43 per cent. never resume operations at all. What becomes of the employees of the plants and the mercantile establishments represented by that 43 per cent. that never resume? It may even mean moving to another and a distant community, the abandoning of a home paid for through years of effort or the sacrificing of that property at a loss. It may presage even more disastrous economic experiences and it cannot mean anything but trouble.

The total fire waste for 1926 was \$560,000,000. You cannot blot out more than \$500,000,000 of invested capital without vitally affecting every part and parcel of our great economic structure. Once it is gone, it is gone forever. Corporate fire insurance guarantees that if this disaster comes funds will be available to replace that which was destroyed; but it is not the old structure, not the old capital. Both are gone. A fire insurance company can no more restore invested capital that has been burned than a life insurance company can bring about a resurrection of a life that has ended. That is one of the important significances of the shameful fire waste in America.

Let me see if I can make clear just what this fire loss means. Figures for

1926, so far as analysis by classes is concerned, are not yet available but under date of Dec. 1, 1927, the National Board sent me the figures covering the 1925 fire waste.

The loss on dwellings, exclusive of farm risks, apartment houses and the homes of the very wealthy totaled \$95,370,283. That means that amount of capital invested in the homes of America was wiped out in 1925.

Or turn to the farm homes. There we find a loss on buildings and contents, including live stock, of \$40,266,623. In that same year the fire waste in colleges, universities, boarding schools, convents, academies and schools, with or without dormitories, totaled \$8,759,151.

The fire waste in churches and chapels for the year 1925 aggregated \$4,507,668. Losses for steam railways, exclusive of merchandise for other parties in freight houses, plus the losses on street railway and traction properties including storage and operating houses, totaled \$5,602,529.

Electric light and power plants, when separately insured, plus water works and pumping stations and filtration plants added \$1,276,433 to the utility total. Passing to the industrial branches we find the loss on manufacturing plants listed at \$90,545,919, while that on mercantile buildings and stocks aggregated \$130,100,537. Here is a total waste in the mercantile and industrial world of more than \$220,000,000.

Banks and the office buildings, including the telephone exchanges, had a loss of \$1,407,900. Governmental buildings, including insane asylums, court houses, state capitols, armories, jails, penitentiaries, city halls, libraries and museums, totaled in 1925 \$1,460,650.

When we destroy \$560,000,000 worth of capital by fire we have affected every branch and division of this interknit and interrelated life-tree, and you cannot possibly do that without feeling the effects.

### Status of Five Insolvencies.

Clio—Barnes store foreclosed on chattel mortgage. John R. Clarke, of Flint, attorney for mortgagee. Stock was recently sold at private sale by Abe Dembinsky, auctioneer, to Sam Sewall, of Saginaw, for \$1,500, stock and fixtures, groceries and dry goods.

Manton—Nellie Blye's dry goods and grocery stock was trust mortgaged to I. Fay Horton, cashier Bank of Manton. It was sold at private sale to Sam Sewall, of Saginaw, by Abe Dembinsky, auctioneer. Amount \$700, both stock and fixtures.

Grand Rapids—Receiver's sale of Feldpausch Market was adjourned until April 16, at 2 p. m. central standard time. Abe Dembinsky, court auctioneer, will conduct the sale.

Grand Rapids—Ed. DeGroot, Secretary Grand Rapids Credit Men's Association, was elected trustee of the bankrupt estate of Moses Baum, of Grand Rapids, and the Muskegon Materials Co., of Muskegon and Muskegon Heights. Sale was held on March 20 at 2 p. m. and March 21 at 11 a. m. by Abe Dembinsky, court auctioneer.

## 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.

## FINNISH MUTUAL FIRE INSURANCE COMPANY

Calumet, Michigan

Organized for Mutual Benefit

Insures Select Mercantile, Church, School and Dwelling Risks

Issues Michigan Standard Policy

Charges Michigan Standard Rates

**Saved Members 40 to 68% for 33 Years**

No Membership Fee Charged

*For Further Information Address*

**FINNISH MUTUAL FIRE INSURANCE CO.**

CALUMET, MICHIGAN

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

**WILLIAM N. SENE, SECRETARY-TREASURER**

## Affiliated with

### The Michigan Retail Dry Goods Association

An Association of Leading Merchants in the State

## THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

Out Around last week included a day at Lansing, which is a city we always enjoy visiting, because of the number of warm friends and sturdy supporters the Tradesman has always had in that community. We reached Lansing in time to take part in the concluding session of the Michigan Retail Dry Goods Association, which held its tenth annual convention at the Hotel Olds Tuesday, Wednesday and Thursday. Manager Hammond informed me that the registration numbered 195, which was a very good showing for an organization whose total membership is 248. The programme was varied and comprehensive, covering nearly every subject of vital importance to the dry goods trade. Interest in the proceedings was exceptionally well maintained from start to finish. The topics presented were discussed with great freedom and latitude, without asperity or resort to personalities. The members evidently acted on the assumption that they had a duty to perform—a programme of usefulness and efficiency to chart for the dry goods trade—and proceeded to carry that plan into execution with the greatest possible expediency along the lines of sane merchandising.

Mr. Hammond stated that the outstanding event of the convention was the paper by Prof. Schmalz, of the Michigan University, which we publish verbatim in this week's paper. As will be noted by reading the resolutions adopted by the Association, the organization placed itself on record as unalterably opposed to trading stamps, which have come to be regarded with disfavor by nine-tenths of the progressive merchants of America. The members of the Association must be pretty well satisfied with the advantages of Lansing as a convention city, because they voted to hold their next annual meeting at Lansing a year hence.

I heard but one complaint over the outcome of the convention—the segregation of the exhibits in the same room used for the meetings. This is unusual and unfortunate, to say the least, and should be changed at future conventions. Grouping departments in the same room was a handicap to both and should never be undertaken again.

Of course, we paid our respects to Orla H. Bailey, President of the Michigan Retail Grocers and Meat Dealers Association, whose store on Ionia street is always an attractive one. Noting the absence of any National Biscuit Co. brands, I asked him when he discontinued their sale. His reply was prompt and conclusive:

"When the company promulgated its rule making it impossible for the average independent grocer to buy National Biscuit Co. brands on the same basis as the chain stores. I make no particular fight on the chain stores, because I make quality and service my drawing cards instead of cut prices. I do not believe in selling Nationally advertised brands at cost in order to market other privately owned brands at a large margin of profit. I confine

my stock to goods I can sell at a profit, because profit is the basis of all good business. Any fool can give away goods and any independent merchant who undertakes to meet chain store competition by selling goods at cost and giving service in addition is, in my opinion, headed for the bankruptcy court. The chain stores have had one good effect on the independents—they have taught the latter that they must keep their stores clean and wholesome looking and make them just as inviting as the chain stores usually are."

If Mr. Bailey's remarks were based solely on opinion or observation, I would not take much stock in what he says, but all he says is based on the solid rock of experience, which has resulted in his segregating a comfortable fortune, which he is carefully conserving for his own and his wife's enjoyment while they are here and for the use and benefit of their children after they are gone.

I heartily commend the action of Mr. Bailey in discarding the sale of all National Biscuit Co. products so long as the manufacturer insists on maintaining two prices on its products—one for the independents and one for the chain stores. This is the only way the company can ever be made to see that it is pursuing an unfair policy in discriminating against the independent merchants by putting a vicious club in the hands of the chain stores. As previously stated, I exceedingly dislike to make this recommendation, because of long-time relations I sustained to the former officers and directors of the corporation and the relation one of the directors sustained to the Michigan Tradesman.

It has been the custom a portion of the time to replace the President of the Michigan Retail Grocers and Meat Dealers' Association each year and perhaps this custom will be observed at the Lansing convention next month. If I had a vote in the matter, however, I would cast it for the retention in office of Mr. Bailey for another one-year term, because I believe the plans he has evolved, adopted and put into successful operation could be extended and elaborated by him if he were retained in office another year in such a way as to achieve great results for the members of the organization he has served so well and faithfully. Mr. Johnson, of Muskegon, and Mr. Faunce, of Harbor Springs, naturally look forward to their promotion to the executive office this year and next, but they are both so vitally interested in the success of their organization that I think they would cheerfully consent to deferring their own promotion for a year if fully convinced that the continuance of Mr. Bailey's term of office another year would be for the best interests of the Association.

E. A. Stowe.

Good salesmanship is selling something that won't come back, to customers that will.

If the job seems hard to do remember the hardness is not in the job but in yourself.

## MICHIGAN BELL TELEPHONE CO.

Long Distance Rates are Surprisingly Low  
... For Instance

for 70¢

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

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

## From Grand Rapids to:

	Night Station-to-Station Rate
DETROIT, MICH.	\$.50
ESCANABA, MICH.	.60
FORT WAYNE, IND.	.45
MILWAUKEE, WIS.	.40
PETOSKEY, MICH.	.55
PORT HURON, MICH.	.55
ROCKFORD, ILL.	.55
TOLEDO, O.	.50
TRAVERSE CITY, MICH.	.40

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

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

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

Day rates, 4:30 a. m. to 7 p. m., and evening rates, 7 p. m. to 8:30 p. m., are higher than night rates.

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

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



## YOU NEED COYE AWNINGS

for  
BEAUTY  
and  
PROTECTION

STORE, OFFICE, HOME — We  
serve them all. Estimates without  
cost or obligation.



CHAS. A. COYE, INC.

CAMPAU AVE. AND LOUIS ST.

GRAND RAPIDS, MICH.

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.



## PLANNING FOR PROBLEMS.

### Dry Goods Dealers Can Make 1928 Outstanding Success.\*

The various reliable forecasters of general business conditions seem to agree that 1928 will be a year of prosperity for all business. In spite of this rather rosy outlook, I cannot say that 1928 will be an easy year for the independent dry goods stores, such as those represented in this Association. Rather, I think that 1928 will bring to these stores many problems. Of course, favorable general conditions will make the solutions somewhat easier, but the fact that the problems will arise within the stores, or within the trade, will not make them less real.

One may say, in a broad fashion, that the problems of 1928 are not new; that they are merely the old familiar problems of running stores efficiently, buying wisely, satisfying customers and meeting competition. There is a large element of truth in that statement. I think, however, that from the point of view of the practical dry goods merchant, it is more nearly correct to say that the problems of 1928 are essentially new ones, because 1928 is bringing with it a peculiar set of new conditions.

Owing largely to advertising, there has been a tremendous increase in the wants of consumers. Automobiles and radios are now necessities to many; so are fashionable clothes and fashionable home furnishings. The smaller electrical appliances are everyday tools of the housewife and such costly articles as the electrical refrigerator and the washing machine are finding a wide market. As their wants have been expanding, consumers have found the purchasing power of their incomes increasing, but not in proportion, and so consumers have been forced into shrewd buying. Along with these developments have come good roads, the automobile, more European and domestic travel, wider reading, decreasing influence of church and home and decreasing community consciousness. Finally, people have been taught to be efficient and calculating, to get facts and to act on them.

What has been the effect of all these things upon the task of the independent dry goods store? There have been two effects. In the first place, there has been an important change in the attitude of customers toward the store. Customers now buy what they want and they are not inclined to take substitutes. They feel no compunction about trading at the chain stores or "away from home," no obligation to purchase from the home town store. Local loyalty is a myth. Customers know merchandise or expect the merchants to know merchandise. They buy where they can get the goods and the service they want at the lowest prices. Customers have become hard-boiled and business is now business between Mrs. Smith and the local merchant as well as between Chevrolet and Ford. In the second place, there has come a new keenness of competition, competition which, for the smaller independent dry goods stores, is particularly troublesome in two forms: the price competition of the chain stores and the mail order houses and the competition in quality, assortments and style by the stores in neighboring cities.

Such is the background which we must have constantly in mind as we consider the problems of 1928 and plan our course of action.

Now precisely what are the problems of 1928?

In 1928, the independent dry goods stores must solve four problems:

1. The problem of gaining confidence of consumers.

\*Paper read before the annual convention Michigan Retail Dry Goods Association, Lansing, March 15, by Carl N. Schmalz, Assistant Professor of Retailing, Assistant Director Bureau of Business Research, University of Michigan.

2. The problem of finding out whether the store fills a real need in the community.

3. The problem of getting adequate, accurate data on store performance and of getting it at reasonable cost; and, finally,

4. The problem of getting comparable data from other similar stores to use as standards of performance.

Let us examine these one at a time. First comes the problem of gaining the confidence of consumers. Many merchants do not recognize this problem at all, but in failing to recognize it they are making a grievous mistake. I cannot emphasize too strongly the fact that the average merchant has no idea how little confidence his customers have in his store. Understand me, it is confidence in the store that they lack, not confidence in the merchant personally.

One example will indicate what I mean. We have a little son at our house and we have some friends who have one of about the same age, fifteen months. Not long ago the friends bought a kiddie car for their son from Sears, Roebuck & Co. The price was about \$3.95 and the postage about 45c, so that it all came to \$4.40, delivered to their door. Mrs. Schmalz enquired into the details of the transaction one day because we had just bought a kiddie car for our lad. Next time we met the friends the wife said to me, "Yesterday downtown I saw a kiddie exactly like ours in a store window. It was the very same in colors, construction and name. It was marked 'Special!' What do you think was the price?" I guessed \$4.50, feeling that it was more than the Sears, Roebuck & Co. price. Imagine my surprise when she replied, "\$5.95 and marked 'Special!'"

Now I ask you to think for a moment about what that woman thinks of the prices charged by the local merchants. She may be unreasonable, but she is perfectly normal and, gentlemen, she is typical. She has mighty little confidence in our local merchants.

Again, take the case of the rompers that another woman bought in a local store. The rompers had blue trimmings. The woman asked the salesperson if the blue would fade and the salesperson assured her that it would not. The first time these rompers were washed the trimming did fade. How much confidence do you think that woman has in the local stores?

I will not multiply examples, but I challenge you to sit down and think frankly about what your customers think about your store. Have they confidence in what you tell them? When your salespeople constantly recommend the higher-priced merchandise as being better value, do they believe? When your store says that the merchandise is worth 50 cents, but is offered at 25, do they believe? When your store says that so-and-so will be in style, do they believe?

In many instances, they do, but in most cases they rely on their own shrewdness and buy even though they do not believe. The point I would make is this: The average independent dry goods store does not enjoy the confidence of its customers to anything like the extent that it should or could; and in 1928 many stores are going to have to get busy about the matter.

Now how can the confidence be gained? There are many ways. Take the man who put that kiddie car in the window at \$5.95. What should he have done? A most simple and obvious thing. He should have found out what his competitors were charging for that kiddie car and he should have remembered that the chain stores and the mail order houses are very much competitors of his. He lost out by ignoring the facts or by sheer laziness.

Some merchants will say, "I can't shop my competitors. It is unethical." That is pure bunk. It is no more unethical for you to shop your competitors than it is for the Buick agency in

your town to learn the Studebaker prices. Believe me, the customers are shopping the competitors and, believe me, the customers know more about some store's prices than the owners of those stores do. It is pretty hard to succeed under such conditions.

Let me cite the case of a children's school in Detroit. Representatives of this school shopped a number of stores for children's undershirts. They bought shirts in all stores. The prices varied and the statements of the stores regarding the materials varied from all wool through silk and wool to part wool. No store knew precisely how much wool the material contained. Then the school tested all of the samples chemically and found very little difference in wool content between the goods sold as all wool and those sold as part wool. This message was passed on to customers at a large convention in Detroit and in smaller meetings in other cities of the State.

Don't let anyone tell you that those women have confidence in the stores. They do not. Very frequently they know more about merchandise than the stores do. It is about this sort of thing that the stores must get busy about. Similar work is being done by the magazines. It would be a good hunch for you to read the women's magazines yourselves to be sure that you know what questions women will ask about your goods and how to answer them.

Right now the customers are leading and the stores are following. For real confidence and real prestige this must be reversed. In 1928 stores must get the horse out in front of the cart again.

Here is the first suggestion for 1928: Shop your local competitors. Keep a mail order catalogue on your desk. Know your competitors' prices, whether you meet them or not. And surely do not be so foolish as to advertise in newspaper or window the cases where your prices are higher. Your stores are not too small to do these things.

Then take the case of the rompers that faded. What should the store have done in that case? First of all, it should have bought the goods with a non-fading guarantee from the manufacturer. Then it should have washed one garment in the regular way to see whether it would fade. If it did fade the lot should have been returned to the manufacturer. If it did not fade, the laundered garment should have been displayed in store or window as positive evidence of non-fading. This garment could later be sold, if necessary, in a month-end sale, but the mark-down taken would not be a loss, for the confidence gained would make a slightly higher retail price possible. This same idea can be applied to house dresses and what not. The point is that in 1928 stores must know their merchandise.

The second suggestion is simple also. Stores gain confidence by being worthy of it. If stores really know merchandise, customers will soon recognize that knowledge. And when they recognize it, they will talk about it. Store owners and their employees in 1928 should see to it that they know merchandise; how it is made; how it will wear and launder; how it should be cared for; and its advantages and disadvantages. Also in 1928 these store owners and employees should study styles—styles in dress, in furniture, in home decoration, in kitchen ware, in everything. Finally, these stores should pass on this merchandise and style knowledge to the customers frankly and honestly. That is one way to meet competition, by showing the customers that you know more about the business than they do. Too often it is the other way round—the preponderance in front of the counter.

How to get this knowledge of goods and styles? First, from manufacturers. Ask them for information on processes, tests, guarantees and designing. They will be only too glad to tell you, and if

they cannot tell you, buy goods from manufacturers who can. Second, from style papers.

Mrs. Schmalz is just back from a visit to Boston. While there she read of Crewel embroidery in Good Housekeeping. She wanted to do some, but in no Boston store could she find anyone who had so much as heard of Crewel embroidery. You cannot carry all of the knickknacks which are mentioned in the magazines, but you can at least know that the things are mentioned. Nothing destroys confidence like a helpless, I don't know.

Another thought is this: In your advertising and in your sales talk say the unusual and interesting things about your goods, the things which will convince customers that you know your business and are thinking not merely of selling something, but of making that something serve the buyer faithfully and well. Many children's garments are now being made with metal or rubber buttons, so they won't be broken in the laundry; others have the buttons on tapes so that the children can handle them and can learn earlier to button their own clothes. If you sell children's things, call attention to these points which show that you are alert, for alertness breeds confidence.

Solve the first big problem of 1928 by knowing your prices, knowing your goods, knowing styles and being frank with your customers.

The second big problem is that of learning whether your store is offering the goods and services that customers want. In 1928 no store will succeed unless it fulfills a real need, and if it fulfills the need only indifferently it will succeed only indifferently. In order to find out what sort of store a community needs, one must put himself into the positions of the customers comprising that community; one must think as they think and feel as they feel. To do this a merchant must learn a lesson from the idiot who found the stray horse.

A certain small town man was much excited because a prominent citizen's horse had strayed away. The town had been searched without success. One day, after almost every intelligent man had given up the horse for lost, the village idiot led it down the main street to its owner. When people asked the idiot how he came to find the horse, he said, "Well, first I said to myself, 'If I was that horse and went away, where would I go?' Then I went there and there he was."

The retailer in 1928 must do precisely that thing. He must say to himself, "If I were a customer in this town, what would I want to buy at the local independent store, in view of the things I can buy at the chain stores, the mail order houses and the big town nearby?" The retailer must get the answer to that question, the honest, cold facts answer.

Only the other day I was talking about this very subject with a prominent Michigan retailer who is a member of this Association. He said to me, "I'm not sure that I'm on the right track in my store. If one had stopped ten men on the streets of my town five years ago and asked each for the name of the best place in town to trade, all ten would have replied with the name of my store. If one asked the same question of ten men to-day, I don't know what they would say." In other words, five years ago that store was filling a real need in its town. I wonder if it is filling a real need to-day?

When we came to Ann Arbor as strangers several years ago, we asked the first friends we made for the name of the best place to trade. Almost uniformly they gave us the name, not of the largest and oldest store, but of a smaller, younger and more alert store. Apparently those Ann Arbor people



were impressed by something other than mere age or mere size.

Now just what do the women in your town expect from your store? What services do they want it to perform? What goods do they want it to carry? What sort of job in their opinions, is your store doing to-day? In 1928 you must get the answers to those questions by putting yourself into the customer's position by going into the street and asking people, "Where is the best place in town to buy this or that?" by knowing the needs of your markets.

This knowledge may make you change the whole policy of your store. You may find, as I think one man might, that customers no longer believe that your store is the lowest priced in town and you may conclude that, in view of chain competition, it cannot be the lowest priced. You may find that the old-time, higher-priced, service stores are slipping and making an opportunity for you.

There is more than one way of skinning a cat and the way that you used in 1923 is not necessarily the way that will succeed in 1928.

In meeting the third problem of 1928, the average independent retail merchant must go further than he has yet gone in providing systems and figure control. It is quite true that a store can be burdened with too much system. It should be remembered, however, that the general tendency is to overestimate the cost of good records and to underestimate the value of good records. There are but very few stores in the United States to-day which have too many good figures. There are a great many stores which have too many bad figures, and there are still more which have too few figures. The average store with sales of less than \$500,000 annually operates ineffectively because of the lack of facts. I know this to be true, because we at the Bureau of Business Research have tried to co-operate with the stores of this Association. We have been very successful with the larger stores, but we have not got to first base with the stores which have sales of under \$500,000. These stores do not have figures and do not appear to be interested in figures.

The great need at this time is for departmental figures and stock record data. Many merchants say that their stores are too small to be departmentalized. These men do not see the need in its true proportions. Simple and workable systems can be set up, if one only will go about it. The fact that expenses cannot be assigned accurately to the departments is no reason at all for not dividing the merchandising figures such as inventory, purchases, sales and price changes. For securing these departmental merchandising figures, the retail method of inventory is surprisingly simple and effective and the control figures which it yields are so valuable as to leave little doubt of its superiority. However, a merchant who maintains careful watch of his stocks by quarterly or semi-annual inventories can get considerable and similar help from them.

Suppose, for example, a merchant wishes to go to market to buy ready-to-wear, underwear, corsets, gloves, hosiery and a little piece goods. He should know two things before he spends a dollar—his existing stock of each of these items and his probable sales for the following month. The stock could be secured from a physical inventory, but how many merchants do or will take a physical inventory before placing each order? The sales can be estimated rather simply, but how many merchants do estimate the sales and buy in the light of their estimate? The fact that such estimates often go wrong is no argument against them. It is an argument against the person working then or against the data on which they were based. For intelligent control of merchandising—

for intelligent buying and selling—a store must have a merchandising budget of sales, stocks and purchases for each department. The easiest way to make and use such a budget satisfactorily is by the retail method or by taking inventories every month or two. (And let me point out that there is no reason, except habit, why inventories cannot be taken every month or two.) Adequate department records will yield regular information on sales, stocks, purchases, price changes, margins and stock-turn and will lay the foundation for intelligent control.

I would like merely to mention stock records in passing. The stock record by prices and by lines, and usually in pieces, has been discredited in many quarters because of the propaganda by persons who insist that stock records must be complicated. This is absolutely wrong. They need not be complicated, expensive or time-consuming to an inefficient degree. We cannot go into details of system here, but it is clear that perpetual inventories are not needed in stores like your own. Frequent inventories, say every week or two, will be sufficient, if coupled with a simple record of purchases. No special books, forms or system experts are needed. The chief requisite is a proper appreciation of the need for the data. A merchant with a dry goods store like your own should not fool himself into thinking that he is so close to his business as to make stock records unnecessary. He most assuredly is not that close to his business, as he will discover, to his surprise, if he starts keeping stock records in some section.

With such figures, a merchant has the foundation for intelligent control of his activities. He can tell what his performance has been. He cannot tell, however, what his performance should be. That carries us to the fourth and last major problem of 1928. For that task the merchant needs comparable figures for the performance of other similar stores. Such figures are becoming available to an increasing degree through trade associations and trade periodicals. Nevertheless, the most satisfactory way yet devised for getting these figures is the research group.

Research groups began with large stores, possibly with the Retail Research Association of which Hudson's is the Detroit member and with which I was associated before coming to the University. The group movement has now extended until stores with sales of from \$500,000 to \$2,000,000 are co-operating readily and are gaining great benefits. Our Bureau of Business Research at Ann Arbor has one group which includes a number of your own members. The owners of any of these stores will testify to the value of the work and I venture the prediction that any of them would pay a considerable sum of money rather than be deprived of the group contacts.

The point I want to make is this: There is no reason why the research group idea cannot be extended to the stores with sales of from \$100,000 to \$500,000. There would have to be changes in the scheme, of course, but the idea is sound.

Barring luck and exceptional ability the merchant who makes an outstanding success in 1928 will be one who has not only adequate, accurate figures regarding his own store, but who also has comparable figures and helpful advice from similar other stores.

In conclusion, let me summarize the points that I wish to make. In 1928 the independent dry goods store faces four important problems:

1. Gaining the confidence of customers.
2. Finding out whether the store fills a real need in the community.
3. Providing adequate data on store performance.
4. Procuring comparable figures from other stores.

I have given definite and practical suggestions for solving each of these problems.

1928 will not be any easy year for the independent dry goods stores, but there is no reason why it should be a bad year if the merchants will do their part.

## TER MOLEN & HART

GLUE POTS for  
FACTORY USE

Successors to  
Foster Stevens Tin Shop,

59 Commerce Ave.  
GRAND RAPIDS, MICHIGAN

Ship By

Associated Truck

GRAND RAPIDS, LANSING and  
DETROIT.

Every Load Insured. Phone 55505

## J. CLAUDE YODAN

ATTORNEY AND COUNSELOR

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

Business Address:

433 Kelsey Office Building,  
GRAND RAPIDS, MICHIGAN

Phone 61366

## JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

*Postma Biscuit Co.*  
QUALITY  
RUSKS and COOKIES

Grand Rapids, Mich.

## Expert Chemical Service

Products Analyzed and Duplicated  
Process Developed and Improved  
Consultation and Research

The Industrial Laboratories, Inc.

127 Commerce Ave. Phone 65497  
Grand Rapids, Mich.

**Fresh Eggs  
Whole Milk**



The  
**Toast Supreme**

You'll like it better than  
any toast you ever tasted.  
Serve wherever you  
would use toast. Made  
with fresh eggs and  
whole milk.

Dutch Tea Rusk Co.  
Holland, Michigan

**DUTCH  
TEA  
RUSK**

**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

SELL

**Ge Bott's**

**Kream FrydKaKes**

DECIDEDLY BETTER

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

**The Brand You Know  
by HART**



Look for the Red Heart  
on the Can

LEE & CADY Distributor

**COCOA  
DROSTE'S CHOCOLATE**

Imported Canned Vegetables

Brussel Sprouts and French Beans

HARRY MEYER, Distributor

816-820 Logan St., S. E.

GRAND RAPIDS, MICHIGAN

**BIXBY**

OFFICE SUPPLY COMPANY  
GRAND RAPIDS, MICHIGAN



FOR "The original patrol" YOUR  
**PROTECTION**

**SARLES**

MERCHANTS' POLICE

and

INSPECTION SERVICE

The Original Patrol in Uniform.

Under Police Supervision.

401 Michigan Trust Bldg.

PHONES—4-8528, if no response 8-6813

Associated With  
UNITED DETECTIVE AGENCY



## 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.

### Closing Sessions of Dry Goods Meeting at Lansing.

Wednesday morning a paper on honest advertising was read by Lee H. Bierce, of Grand Rapids.

Geo. E. Martin, of Benton Harbor, delivered an interesting address.

T. K. Kelly, of Minneapolis, discussed Meeting Chain Store Competition in a most able manner. In the course of his remarks he paid a high tribute to the Tradesman as the strongest trade journal of its class in the country.

The value of style consciousness, "that most precious, illusive, intangible asset for your store" was stressed by W. J. McCauley, assistant advertising manager of the J. L. Hudson Co., of Detroit. Mr. McCauley regarded that as the most important mission of the retailers' advertisements.

"I wonder if all of us fully realize what a tremendous influence this craving for style exerts in modern retailing," he said. "Only a few years ago price and quality were the principal requirements of a purchase. But to-day everyone wants the smartest and most attractive."

"Style to-day is three times as important as price and quality combined. And what a marvelous opportunity this state of affairs has created for the retail merchant. It has tremendously increased your market. It brings a woman to your dress department, for example, every month or so for a new frock where she formerly came once a season."

Mr. McCauley explained what his company is doing with its advertisements to create this style consciousness. He said the Hudson publicity department, in striving to sell the store from the style angle, works from five different angles, the method of selecting those items, the developing of style consciousness in ad writers, a publicity plan, and creating dramatic high lights in advertising.

Louis A. LeClaire, Jr., of Davenport, Ia., spoke on direct advertising during the afternoon.

A plea in behalf of the business of government was voiced Wednesday evening by Wilber M. Brucker, Attorney General of Michigan, speaking before 400 delegates and guests at a banquet in Hotel Olds. "If the business of government is worthy of the Declaration of Independence and the constitution and the taxes to maintain it, the cost of elections and conventions, it is worthy of your encouraging the best type of American citizenship to take part in it," he said. "Let men of sound judgment take their place in government."

Other speakers at the banquet were Justice W. W. Potter, of the Michigan Supreme Court, and T. K. Kelly, Minneapolis, President of the T. K. Kelly Sales System. E. C. Nettles, traffic manager of the Postum Cereal

company of Battle Creek, presided as toastmaster.

Thursday morning Prof. Carl N. Schmalz, Department of Business Research, University of Michigan, Ann Arbor, read a paper on Planning for Problems of 1928, which is published verbatim elsewhere in this week's paper.

Homer Guck, Vice-President of the Union Trust Co., Detroit, spoke on the desirability of maintaining pleasant banking relations.

The closing feature of the convention was a motion picture showing the manufacture of rayon products, under the direction of Miss Jane Hill, representing the National Retail Dry Goods Association.

Election of officers resulted as follows:

President—F. E. Mills, Lansing.  
 First Vice-President—J. H. Lourim, Jackson.

Second Vice-President—F. H. Nissly, Ypsilanti.

Secretary-Treasurer—John Richey, Charlotte.

Directors for two years—H. G. Wendland, Bay City; James B. Mills, Detroit; W. E. Thornton, Muskegon; Sam Seitner, Saginaw. Elected last year, Paul L. Proud, Ann Arbor; G. R. Jackson, Flint; G. E. Martin, Benton Harbor.

Ex-Officio Directors (Former Presidents)—D. M. Christian, Owosso; J. W. Knapp, Lansing; J. B. Sperry, Port Huron; G. T. Bullen, Albion; H. J. Mulrine, Battle Creek; A. K. Frandsen, Hastings.

Committee on Nominations—H. J. Mulrine, Battle Creek, Chairman; D. W. Robinson, Alma; H. L. Wever, Ionia; H. P. Woodward, Coldwater; John Richey, Charlotte.

The following resolutions were adopted:

Resolved—That our organization convey its hearty appreciation to Hon. Ate Dykstra State Representative in charge of the Trading Stamp Bill during the recent session of the Legislature who in the face of a high priced lobbying opposition secured several hearings and the passage of this bill in the House of Representatives, although it was defeated in the Senate; yet the settlement created has acted so favorably all over Michigan that merchants have been heartened to break loose from this parasitic incubus which is taking a toll of hundreds of thousands of dollars from the pockets of the trading public in Michigan; be it further

Resolved—That the directors and officers of the Michigan Retail Dry Goods Association are instructed to spare no effort to secure the passage of a similar bill at the next session of the Legislature.

Whereas—There exists among the laws of Michigan a "Truth in Advertising" law passed and endorsed by the business organizations of the State; therefore be it

Resolved—That the Michigan Retail Dry Goods Association re-affirm its endorsement of this law; pledge its members to observe the law in letter and spirit and that the members of the Association urge the newspapers of the State to aid the members of this and other merchants organizations in elim-

inating untruthful and exaggerated advertising of every kind; and be it

Resolved—That the members of this organization work and strive for truth in advertising in their communities and endeavor to secure the support of the newspapers and every other business agency to secure the observance and enforcement of this law. Be it further

Resolved—That the Secretary be instructed to send a copy of this resolution to the papers throughout the State.

Resolved—That it is the sense of this meeting that our manager be instructed to appeal to our representatives in Congress for a restoration of the old third class postage rate of one cent for each two ounces without restrictions which rate was in force prior to April 15, 1925. The present rate being discriminative in its functioning and prohibitive in its effect. We demand the repeal of a piece of class legislation so very ruinous and unfair to the retail merchant.

Our organization during the past year has suffered more than usual because of the death of relatives of its members. We speak of the passing of Mrs. D. M. Christian and Mrs. H. G. Wendland.

We wish to present the following resolutions:

Resolved—By the members of the Michigan Retail Dry Goods Association that we express our profound sympathy to D. M. Christian and H. G. Wendland in the untimely death of Mrs. Christian and Mrs. Wendland, two of our esteemed members have suffered the great loss which comes to humanity by the passing of time. We believe that the success of Mr. Christian and Mr. Wendland and their great usefulness to their communities have been greatly aided by the tact, wisdom and steady purpose, loyalty and fidelity which were characteristics shown in the lives of Mrs. Christian and Mrs. Wendland. Further, we express the hope that the Great Power who watches over the destiny of us all will guide and comfort our members, Mr. Christian and Mr. Wendland, at this time.

Many of you will recall that on several occasions, Ray Morton Hardy has addressed our State conventions and group meetings. That his inspiring and helpful and educational talks on business have been a great benefit to us. We regret to report the sudden untimely death of Mrs. Hardy, which just occurred, and we know it is the will of our organization that our sympathy be expressed to Mr. Hardy and we all join in with our expression of appreciation, with a great hope that he will understand that all who know him are most sympathetic at this time.

Whereas—It has come to the notice of this Association that two of its very active and valued members, Frank N. Arbaugh and William Brogan, were prevented from being in attendance at this convention because of illness; therefore be it

Resolved—That the Michigan Retail Dry Goods Association go on record as fervently and earnestly hoping for the speedy recovery of our good and loyal members; and be it further

Resolved—That this Association notes with much pleasure that Glenn R

Jackson, of Flint, is making steady and speedy gain toward full recovery from his unusually severe illness; and be it further

Resolved—That a copy of this resolution be forwarded to each of the above members.

Whereas—It has pleased the Infinite to remove from our midst and Association a worthy member of this Association, E. S. Clark, of Greenville, who was associated with his fellow merchants in the Michigan Retail Dry Goods Association almost from the date of our organization; and

Whereas—Mr. Clark stood for all that was honorable and substantial and always conducted his business to the great credit of his chosen activity; therefore be it

Resolved—That the Michigan Retail Dry Goods Association, in convention assembled, express to the family of the deceased its appreciation of Mr. Clark's sterling worth and the sympathy of the membership of the association in this their hour of great sorrow.

We fully appreciate the loyal and generous co-operation of the manufacturing, wholesale and jobbing houses who patronized our merchandise exposition and pledge ourselves to do everything within reason to give them favorable publicity and advertising among the merchants of Michigan. The Manager of the Association is hereby instructed to convey our thanks to the personnel of the exhibitors and the organizations they represent. The thanks of the Association are due to the able men who have appeared on our program, the unselfish spirit manifested and the splendid inspiration given to those who have attended our sessions. Our Manager is instructed to communicate our thanks to these men in words appropriate to the individual services rendered. The management of the Hotel Olds has been excellent in every respect, fine courtesy and prompt attention to our wishes has been appreciated. We direct that our sentiments in this respect also be communicated by our executive officer to the hotel management.

We extend our thanks to the National Dry Goods Association for the services rendered by their representative, Miss Hill, who was present and helpful in our convention.

Whereas—The records of the Association indicate that our officers and directors were unusually attentive to the duties of their respective offices during the past year, and

Whereas—The splendid work done by the officers and directors produced for the membership an excellent exposition of merchandise and one of the best conventions ever held; therefore be it

Resolved—That this convention go on record as showing its appreciation by a rising vote of thanks for the efforts put forth by the officers and directors of the Michigan Retail Dry Goods Association.

J. N. Trompen, Chairman  
 J. C. Toeller,  
 G. E. Martin,  
 H. P. Streng,  
 J. H. Lourim,

Committee on Resolutions.



## SHOE MARKET

### Conserve the Retailer's Profit on Shoes

"How shall the merchant approach the price situation?" asks our esteemed contemporary, Boot and Shoe Recorder, in a leading editorial under the caption "Don't Jump Too Quickly."

That's a fair question and an important one. But with our contemporary's answer we disagree and take issue.

"The public is unprepared for higher prices," says the Recorder, "and conditions are not particularly propitious for raising prices at retail. Let's not leap into higher prices just yet. Let's give a little more and get a little less, until this thing settles down."

But obviously the thing has settled down, so far as the fact of the higher price level is concerned. For a period of years we have been using more hides than we have produced. The war-time surplus has been wiped out. As Colonel Wonson, of the International Shoe Co., said recently, "We are riding on our sole leather rim." And, as Colonel Wonson proved, the supply of hides is inadequate to fill the channels through which a constant flow of raw material must proceed to the tanneries, to be converted into leather and supplied to the factories, in order to maintain the normal processes of production.

This normal supply of hides does not exist, and back of the hide situation lies the condition of the cattle market. Demand for beef doesn't warrant the growers in breeding the cattle, at present day costs of production, to supply the deficit. Russia, which formerly supplied hides, to-day is bidding for them in the markets of the world. Foreign nations that formerly used relatively few leather shoes, to-day are competing in the markets for hides and leather. To import hides from abroad, we must compete with these nations and outbid them. While sole leather is affected most, the situation with regard to side leather and calf-skins is, in a lesser degree, similar.

The public is rarely prepared for higher prices. From the consumers' standpoint, conditions are never propitious for raising prices at retail. As consumers, we are all desirous of buying merchandise on as favorable terms as possible.

But, regardless of our desires as consumers, economic laws continue to operate. Under the prevailing order of things, business is conducted for profit, and without the incentive of profit, progress and prosperity are alike impossible. We are loath to believe that the average shoe merchant has profited unreasonably in the past, that he has left himself open to the charge of being a profiteer. To suggest that he can afford to "give a little more, and get a little less," is to assume that he has been asking prices which, before the advance, were unwarranted. Our knowledge of conditions in the retail shoe industry, backed by the figures of the Harvard Bureau and the N. S. R. A., convinces us that it isn't true.

It is no easy thing to ask the American public to-day to pay more for its

shoes. But will it be any easier tomorrow? Can the shoe merchant afford to "hold the bag" until conditions are more propitious? Can he survive, with profits further reduced, until the time when the public is willing to accept higher prices gracefully? We do not believe he can.

This same public, when fully informed, is seldom unreasonable. Even the consumers' self-interest yields to his recognition that business without profit entails loss, not only to merchants and manufacturers, but to those who depend upon them for wages and salaries. Tell the consumer the real facts about the leather market and price situation, let him understand it clearly, and he will pay the higher shoe prices, not cheerfully or enthusiastically, perhaps, but because he will recognize it is inevitable. Hundreds of successful merchants throughout the country have already placed one or two advances on their shoes and are operating as nearly as possible on a replacement basis. But we doubt if any have attempted to increase them as much as a dollar a pair, across the board, to which practice the Recorder takes exception.

It is inadvisable, under present conditions, to mark up prices arbitrarily, without taking pains to explain the reasons back of the increase, and it is sheer folly to attempt to increase them over and above the amount which the situation demands. The emergency calls for a lot of educational effort all along the line. The retail salesman must tell his customers of the conditions in the leather market, and make it clear that even higher prices are in prospect. Merchants should co-operate to inform the public through well-planned publicity of the true situation. But they should not lose sight of the fact that profits in the shoe business, for the most part, are pitifully small, and that further encroachment on present margins, in many instances, may spell absolute ruin.

Realizing these facts, retailers should not hesitate to act in accordance with their knowledge and the laws of sound merchandising. They should maintain their mark-up at a point that will yield a fair and adequate profit.

Any other course is full of danger to the average retailer and to many may prove suicidal.—Shoe Retailer.

### Infants' Wear Trade Satisfactory.

Spring orders so far have been satisfactory in infants' items. Silk carriage covers in pastel shades are selling well at \$24 a dozen. They are finished with lace, embroidery and ribbons. Silk coats are in better demand in the novelty styles with varied types of embellishment, such as crcheting, pleatings, laces and embroidery. For this time of the year the call for silk sacques is better than usual and also reflects the trend toward novelty trimming. The sacques are selling best in the grades ranging from \$25 to \$36 a dozen.

### Cone Company Reprices Denims.

Effective at once, the Cone Export and Commission Co. has announced prices on standrd indigo denims for April-June delivery. The new quota-

tions are 18 cents for 2.20-yard white backs and 17 cents for 2.40-yard double and twist goods. These figures are the same as those quoted late in December to cover deliveries during the first quarter of 1928. According to an executive of the company, the new quotations are low on the basis of present cotton costs. Maintenance of the former prices is expected to steady the market and stimulate trading. Current stocks in both first and second hands are said to be low.

## Duro Belle

HUMAN HAIR NETS

**SPECIAL  
FREE GOODS DEAL**

*Ask your jobber's salesman to tell you about the free deal on Duro Belle Hair Nets. It means money to you.*

Duro Belle is a high class product—embodies every good quality in hair nets. For years and years Duro Belle has been a constant "repeater" because women never cease demanding them.

**NATIONAL GARY  
CORPORATION**

Successors to  
NATIONAL TRADING CO. and  
THEO. H. GARY CO.  
24 E. 21st Street, New York, N. Y.  
534 S. Franklin Street, Chicago, Ill.

**CUSTOM MADE SHIRTS**

New Styles, New Prices

**KELLY SHIRT CO.**

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

## Corduroy Tires

**Sidewall  
Protection  
Stands  
for:**



**LONG  
MILEAGE  
RIDING  
COMFORT  
GOOD LOOKS**  
CORDUROY TIRE COMPANY  
OF MICHIGAN  
GRAND RAPIDS - MICHIGAN



**NEW**

**"The Legionnaire"**

A full grain calfskin young man's blucher oxford with nickel eyelets, built over a new last. Widths C and D

**In Stock**

**\$3.45**

Style 953—Medium Tan  
Style 954—Black

Manufactured and fully  
guaranteed by

**Herold-Bertsch Shoe Co.**  
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

**MICHIGAN SHOE DEALERS  
MUTUAL FIRE INSURANCE COMPANY  
LANSING, MICHIGAN**

**Prompt Adjustments**

**Write**

**L. H. BAKER, Secy-Treas.**

**LANSING, MICH.**

**P. O. Box 549**



## 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.

### Shall We Sell Our Birthright For Mess of Pottage?

The Superior Court in Atlanta has just enjoined Georgia from collecting a special tax from chain stores as such. Anybody who looked for any other result must be plain nutty; and whoever seeks protection to himself under such special legislation forgets his American birthright. For a fundamental of our institutions is the right of each to pursue happiness; see Declaration of Independence and the Constitution.

It will be a sorry day for our country when success is penalized; and an institution like Woolworths, built step by step from one small store in Lancaster, Pennsylvania, established after this writer learned the art of wrapping groceries as a master workman, is a monumental success of which every American should be proud.

Now come men incapable of building such successes for themselves who seek through legislation to make similar successes impossible and to pull down the structure thus reared by the brain and brawn of one man. Men of that caliber are precisely suitable material for the demagogue to work on. Said demagogue sits in the legislature of every state and lends ready ear to such appeals because, after all, a vote is a vote, whether backed by intelligence or not. He can gain votes by fathering such laws, well knowing that they will not pass the courts. Then he can say: "Well, boys, I did my best for you; now don't forget me next election," and the "boys" are just simple enough to think they owe that man their votes.

We say we want less government in business. We do. The fewer laws there are on any subject which can be left untrammelled by regulation, the better. But the minute our own business is hampered by any condition, we seek legislation. "There ought to be a law" is a saying that has become a joke. How is it that we fail to see that any law which operates to restrict the liberty of the other fellow will hamper our own freedom of action? If it be sound to impose restrictive taxes on a hundred stores, why not on fifty? Why let anybody run more than one? Where would our commercial liberty go under any plan which thus limited our freedom?

The wholesale grocers wallow in uncertainty about the facts of their own business, but they do nothing to ascertain the exact facts so that some remedy may be applied. The findings are amazingly obvious; but in explanation of why they were not revealed before, the wholesalers say: "Nobody but the Government can do that kind of work."

What is the meaning of that statement? This: that nobody but the Government can do that work without cost to those whom the work benefits. That is one trouble with retail grocers. They

will not finance vital work for their benefit and prosperity, and one reason why chain merchants prosper is that they will and do finance such work.

So true is what I have said of chain stores that the Atlantic & Pacific chain has been limited to annual contributions of \$10,000 to the National Chain Store Grocers Association. The rules of that organization provide that each member shall contribute a dollar per store per year, or something like that. With 14,000 stores, the A. & P. would be paying in \$14,000 per year. It was perfectly willing to make that contribution; but other members felt that such payment would give too great dominance to the A. & P., hence the limitation.

Can you see this important reason for chain progress?

Look at the National Retail Dry Goods Association. It never asked favors of the Government. Instead, it financed and carried on its own system of research, investigating the facts of its business through intimate statements furnished by its members. It studied those facts and made intelligent and valuable deductions therefrom. When the Federal Trade Commission was formed, the N. R. D. G. Association was able to furnish the Commission with much vital information and it has done likewise ever since.

Because the dry goods merchants felt that their business was worth safeguarding, they put their hands in their own pockets—not in the National Treasury—and financed the solution of their own problems. Result is that the dry goods trade, as exemplified in the big department stores, is exceedingly prosperous.

Thus financing their own research, the dry goods merchants stand on their own pins; are independent; are under obligations to nobody. And it must be forgotten that favors always entail obligations. We may think the Government belongs to everybody, but, psychologically, such attitude is weakening. It promotes dependence on an outside influence and that means the surrender of some freedom of action. It is also proverbial that he who helps himself is the strong man.

Grocers, both wholesale and retail, must learn these lessons before they can attain the best that inheres in their calling. Like the co-operative fruit growers in time they will learn that they gain strength by not merely doing for themselves, but extending help and counsel to others. Wholesale grocers will promote their own well-being by contributing to the advancement of retail grocers. The more unselfish such contribution is, the more direct will be the returns to the contributors.

Of course, the retail grocery business is not doomed. It is simply in a stage of transition which differs only in detail from transitions of the past. Development to-day comes from the direction we might least expect to see it come; for new day individual grocers are being developed by the chain systems.

Chain managers, with no traditions no background of established usages to forget or outlive, are entering the field

(Continued on page 31)

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 C. 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

## FOR YOUR HEALTH AND PROFIT

Fleischmann's Yeast-for-Health has been eaten with beneficial results by thousands and thousands of people—including many grocers. It will benefit your health—and your business, too.

The benefit to your business comes from the fact that Yeast-for-Health customers are regular customers. Eat it for your own health.

## 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



## MEAT DEALER

### Meat and the Protein Question.

One of the food elements required to maintain life and health is protein, which builds and repairs the muscles and tissues. Any surplus of protein above that necessary for repairing the tissues is transformed by the body into carbohydrate and waste, the waste being eliminated and the carbohydrate used as fuel.

The exact amount of protein absolutely necessary to the average individual is not known, any more than the exact amount of vitamins is known or the exact number of calories. Since this is the case, the best policy in order to guard against a shortage is to get a safe margin above the probable minimum.

The protein question is further complicated by the fact that protein is not a single substance but a combination of no less than 18 distinct compounds, known as the amino acids. One of these acids alone is not sufficient. Not even seventeen of them are sufficient. In order to maintain health it is necessary to have the whole eighteen. Dietitians speak of proteins as "good" and "poor," depending on the number of amino acids contained.

It is not sufficient, then, to get enough protein; it is also necessary to get "complete" protein, or protein containing all of the amino acids. It would be possible to eat literally tons of protein without getting any complete protein at all.

It makes little difference whether one gets all of the amino acids in one food or not, so long as one gets them. Theoretically it is possible to get only a few of these acids in any single food, and yet by eating several foods to make up the full eighteen. In practice, however, this way of getting one's protein supply is rather undependable, for even if one did balance the diet in such a way as to get all of the amino acids it would still be possible to get one of them in insufficient amounts. Few who realize the complexity of this plan will attempt to follow it—and certainly not unless they are qualified to calculate accurately the protein value of all the foods eaten.

The easiest and safest way is to depend upon the foods in which the protein is complete, and of these the most important is meat, in which is not only complete protein but almost pure protein. Another complete protein food is eggs and still another is milk. Milk differs from meat, however, in that the valuable food elements are diluted in water, so that it is necessary to use several times the weight of milk that one uses of meat in order to get the same amount of protein.

Despite talk of vegetarians, the best source of protein is meat.

### Guests Usually Do Not Complain.

The most important meat selection is that to be used when guests are to partake of it. This is, perhaps, why families of wealth are so particular about meat quality. As a rule wealthy people entertain more than those in less affluent circumstances. Any guest who has even remote ethical sensibilities does not complain of food eaten,

even in private, but the guest is apt to carry an impression of the quality of the entertainment in spite of ethics. Every hostess wishes to appear at her best before her guests and, if she is to do so, care must be exercised in the selection of meat. In order that high quality will be served it is advisable, unless one has confidence in her retailer, to personally select the meat. It is nearly always worth the trouble for one disappointment is such a social loss that it is not apt to be forgotten for a long time, and the humiliation suffered may be very acute. In order that selections may be properly made it is necessary to know something about meat and advisable to know a great deal about it. Like the study of music, carpentry or tennis, considerable time is necessary to obtain good results. One does not have to be a Schumann to play music acceptably, or a Chippendale to be a good carpenter, or a Tilden to play a good game of tennis, but it is necessary to know how to select meat before one can be sure selections will meet with general approval when cooked and served. The efforts spent in getting a general meat selection education are more than compensated by satisfaction and profit as a result of it. There are many ways to learn to-day that were not available some years ago. There are many schools where dietetics are taught and there are many books and bulletins that tell the things that housewives would find it of advantage to know. Many of these bulletins are well illustrated, and clearly state meat quality so that anyone can at least know with reasonable certainty that what she is getting is almost sure to satisfy. We were told only the other day about the progress made by one lady. She said that one year ago she hardly knew one piece of meat from another, but now selects her meat with confidence, and is always satisfied with her selections. She further says that her retailer appreciates her interest, and helps her in every way. Here we have mutual benefit.

### Hides, Pelts and Furs.

Green, No. 1	16
Green, No. 2	15
Cured, No. 1	17
Cured, No. 2	16
Calfskin, Green, No. 1	21
Calfskin, Green, No. 2	19½
Calfskin, Cured, No. 1	22
Calfskin, Cured, No. 2	20½
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

The man who bosses by fear forgets that his authority is given him and is no true part of himself.

There is a difference between taking pains and making your work ridiculously hard.

## "Uneeda Bakers" Products are Well Known and Well Liked—

Everybody knows them.  
Everybody buys them.  
Everybody eats them.  
Everybody likes them.  
Every grocer makes money  
on them.



NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"

## VINKEMULDER COMPANY Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

## Nearly Fifty Years of Experience in Match Making has Produced THE DIAMOND BRAND



You will build prestige for your store by selling this high quality brand, avoid price cutting and inferior quality competition.



You will serve your community by securing the best and safest match that can be made.



A match is made to produce fire. It therefore can be an element of danger. The Diamond Brand has the high reputation of the makers behind it.

THE DIAMOND MATCH COMPANY

## 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.

### Sporting Goods Business in the Spring Months.

The hardware dealer who does not carry sporting goods is an exception. Throughout the greater part of the United States, the public has been largely educated to turn to the hardware store for guns and ammunition, fishing tackle, hockey skates and sticks, baseball, tennis and golf accessories, and similar lines. There are stores devoted to sporting goods alone, and there are stores in other lines which carry sporting goods departments; but the hardware dealer has always secured a substantial share of the trade.

Thus, in the average hardware store, the sporting goods department is recognized by the public and the dealer alike as an essential feature. Its extensiveness and attractiveness vary of course, with different stores.

Throughout the country, the business in sporting goods has steadily increased. With more wealth and more leisure, the old popular sports have added to their devotees, and new sports have been introduced and become popular. Thirty years ago Americans were wonderingly asking "What is this golf?" To-day the average community has its golf course. Furthermore, more money is being spent by the individual in equipment, and a better class of equipment is being bought.

The result has been to materially increase the turnover in the sporting goods department.

All these facts are of interest to the hardware dealer. They prove to him that the sporting goods trade is worth catering to. Not merely is it good business, but it is growing business.

The approach of spring is a reminder of the opening of the fishing season. Business is to be obtained by featuring a good stock of tackle, rods, reels and other paraphernalia. In river and lake towns and cities, there will be a demand for boats, canoes and water equipment. The annual baseball fever is once more rising in every American community. The enthusiastic golfer is getting out his clubs and trying practice shots in the attic. There is no question that in this department a wide field of activity is covered.

Some experiences and methods of a big city firm may be worth chronicling. The small town or small city dealer cannot, of course, adopt such methods in their entirety. He must handle his sporting goods trade on a scale far more modest. Yet a good many of these methods can be readily adapted to conditions in smaller communities.

This firm, to begin with, established a separate sporting goods department. The management of this department was placed in the hands of an experienced man who had specialized in this line. A liberal floor space was devoted to the department, which, far from being confined to a few lines such as fishing tackle, guns, etc., was made as comprehensive as possible.

It was not long until a permanent assistant was required; and after a year it was found necessary to double the space given to the department, and also double the staff. This indicates that the methods employed were the right sort to develop business.

A high quality of goods was maintained as one of the essentials in this sporting goods department. Arrangements were made with recognized manufacturing houses and jobbers for their lines. In some cases a reliable guarantee could be secured to back up the goods; this was done wherever possible. Throughout, satisfaction through quality was the pre-determined cornerstone in the building of this firm's sporting goods business.

Furthermore, the firm sought to establish itself in the public mind as the place to go whenever sporting goods were wanted. "If you can't get it at Walker's, you can't get it anywhere," was the idea the store endeavored to instill. To this end the stock was made varied and comprehensive. "Everything that's good in sporting goods" was the axiom. Getting this idea established was practically the keynote of the firm's campaign for business.

In smaller communities it is as a rule neither practicable nor advisable to undertake so extensive an investment in sporting goods stock. But at least the dealer, keeping in touch with manufacturers and jobbers and working with catalogues, can give his public a very good service; supplementing a carefully selected stock with the ability to secure on short notice practically any article of sporting goods desired. To handle the business adequately, you should have in stock whatever your competitors are likely to carry; and be in a position to get whatever else the occasional customer may require.

All this presupposes a pretty thorough knowledge of sporting goods. To this end it is sound policy, if the dealer himself is not a sporting goods specialist, to have on the staff some salesman who has specialized in this department. It may not be necessary in a small community for the sporting goods salesman to spend all his time in the department; nor is it always necessary to hire a specialist for the work. But if you have a bright and capable man on your staff who shows a special interest in and aptitude for the work, encourage him to learn all he can about it. In this way you can develop your own specialist.

An important feature in regard to the handling of sporting goods is that they readily lend themselves to attractive window display. In the experience of the firm I have mentioned, substantial results were in many cases directly traceable to window displays. Not merely were the displays themselves attractive; but it was found that the addition of show cards and price cards added materially to their pulling power.

The introduction into these displays of photographs of big league baseball players, tennis stars, and other prominent figures in the sporting world, also helped materially to make the displays effective. Pennants showing the colors of various teams, colleges and local organizations were also introduced. The firm also featured a number of

## Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting  
Goods and  
Fishing Tackle

WE  
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

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

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN



specialties, such as safety razors, and similar lines, for which a good demand was found.

The sporting goods department opens large opportunities for personal work in developing business. The methods adopted by the big city firm are readily applicable to the dealer in the small community.

As an example, the sporting goods salesman made a practice of personally soliciting the various athletic clubs at the opening of the season. He got in touch with organizations and individual members; and quite often was able to quote attractive propositions which brought the store the trade of an entire club or other organization.

In this canvassing, the quality reputation established by the sporting goods department was very helpful in getting business. A great deal of new business was developed by this personal work.

The salesman made a point of personally interviewing the secretaries of the various clubs. Carefully prepared circular letters with a distinctly personal tinge were mailed to members. Wherever possible, individual members were personally canvassed.

Baseball and football suits, hockey sweaters and the complete outfitting of teams contribute largely to sporting goods turnover; and it is in the securing of this class of business that personal work counts for a good deal. A good window display will help to sell individual articles to individual customers; but there is likely to be competition for the complete outfitting of clubs. So it is necessary to go out after this class of business.

The success of such a department undoubtedly depends to a large extent upon those in charge. If the proprietor carries a good line of sporting goods, his success is more assured if he has in charge a clerk who is keenly interested in athletics and takes an active part in sports—particularly if the clerk is popular or highly regarded in sporting circles. It is a mistake to put in charge of the sporting goods a man who is averse or indifferent to outdoor sports. It is usually quite as much a mistake to entrust the department to a salesman who is enthusiastic regarding only one line of sport, and has no interest in the others.

The dealer has not only to stock the necessary goods, but he has to let sport lovers know that the goods are in stock. This means that the department should be given a prominent place in the store; and also a reasonable share of window display.

Discussing the peculiarities of sporting enthusiasts, one clerk said:

"Baseball goods are always in fine demand, especially among the youngsters. The older people who do not continue in the game usually become fans; but the boys who enthuse over the big league and little league players inevitably organize back-yard leagues of their own. A noticeable thing is that the demand among such youngsters is for good lines. You would think a 12 year old boy would be satisfied with the cheapest glove he could get. Far from it, I've sold a lot of these boys mitts costing from \$3 up. A boy will

work hard to get the money for a glove and then insist on the very best he can afford. It is just the same with bats and balls.

"Now, in fishing tackle it is the old, dyed-in-the-wool fisherman who is the great buyer of quality goods. Young men are joining the ranks every year, and we sell them a lot of equipment, but they do not buy as much or demand as good quality as the old-timers. As, say, the middle of May approaches, the old-time angler gets restless. He feels the call of the river. Right then is the time to appeal to him with a good, strong display. The minute he sees it he'll come in, buy some new equipment, and be off."

A city firm last year put on a very interesting display of fishing tackle. An entire large window was used to display the various lines. In the bottom of the window was placed a galvanized tray, five feet by three, and six inches deep. At one end of the tray a water wheel was constructed, over which the water flowed. The sides of the tank were covered with moss, and a layer of pebbles gave the bottom the appearance of a clear stream. In the water swam some large-sized minnows, while a miniature canoe floated on the surface. The whole window made an exceedingly natural appearance. At the side and back, ferns were used to give the background a woody aspect.

The display not merely attracted a lot of attention, but sold a great deal of tackle.

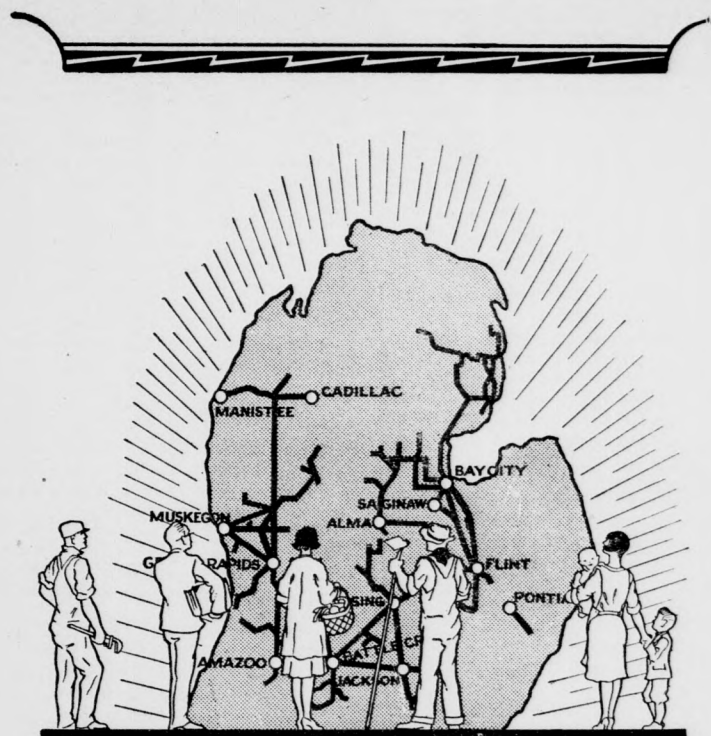
A line that can usually be handled to advantage in the sporting goods department is boy scout equipment. One dealer who has had experience with the line says:

"It doesn't seem to amount to much at first. But it is the same with any sideline. You have to start on a small scale and work up the business. Now, in our city we have half a dozen boy scout detachments and there are more in surrounding small communities. Many little things of use to boy scouts, when featured in our window and interior displays, catch the boy's eye. And, once one of the boys has some novelty, such as a fancy-looking sheath knife, a new kind of woodman's hatchet, a pocket flash or the like, every other boy in the scout company will want the same thing. So the business develops itself.

"The sporting goods lines attract business in the scout lines; and on the other hand, the scout who buys some article he needs will inevitably become a buyer of sporting goods. As he grows older, he becomes a regular patron of the store. You see, we are building for the future; though the immediate profit is worth considering, it is not the only consideration."

Victor Lauriston.

If the same agencies that have educated the Nation's mothers in the care of their babies would take an equal interest in educating the workmen and farmers as to the best means of earning and spending their and the State's incomes, many of the troubles that afflict and threaten us to-day would vanish.



### HERBERT HOOVER, Secretary U. S. Department of Commerce, says:

"WE ARE in the midst of a great transformation in the development of electric power—it is reducing the burden of human toil; it is increasing productivity; it is bringing increased comfort to our people."

Right here in Michigan—these facts are realities. Electric light and power advantages of the highest order are yours.

Workmen in this Company's territory have at hand 192% more electric power than was available in 1915—and consider what adequate power has meant in Michigan's industrial growth!

Today—290 cities and towns are served from this system, each backed up by the vast reservoir of power created through interconnection of power plants—each sharing in fullest measure in its economy, reliability and the means to progress. In 1915, there were but 65 towns enjoying these benefits.

Today—a quarter-million Michigan homes have, at the touch of a finger, the convenience, health and comfort of Consumers Power Service. At any hour—in any amount—it is yours. And work goes ever on, to make electricity ever more useful—in more ways.

To you and your community—these are the fruits of the efficiency, economy and enterprise of private management—the true American principle. United in these purposes of public service are 40,000 of your fellow-citizens, owners in the business . . . and the number is steadily growing.



## CONSUMERS POWER COMPANY



## HOTEL DEPARTMENT

### California Ignores Volstead Law in Official Cook Book.

Los Angeles, March 16—The California agricultural bureau has just issued a cook book for free distribution. I rather suspect it is intended for circulation in foreign countries, but it is a very good thing, though in reality it somewhat discredits Volstead and all his efforts in advancing the moral code.

It is entitled "Five hundred ways of preparing sea foods." Just off the press and not yet suppressed, this text book absolutely ignores all prohibition legislation and openly recommends wines with meals. And all this comes under the seal of the state fish exchange of the state department of agriculture, published at state expense by the state printery.

This sea food drinking manual, for instance, outlines extensive preparations for cooking barracuda bouillabaise, if you understand French and sums up instructions alcoholically thus: "Just before removing from fire, add one pint of white wine." To prepare gourmet, the shrimps must be pickled at the start of the party and the wine must be dry.

Here is how the state cook book tells you how to do it. If you are unfortunate enough to be burdened with a pre-war supply of the vile stuff, you might be able to turn out a really palatable dish: "Put a quarter of a pound of pickled shrimps in a saucepan, add one ounce of butter and one-half of a whisky glass of white wine. Simmer for five minutes, add the meat of one crab, with ordinary seasoning. And before serving add another gill of dry sherry wine."

After these instructions on how to prepare fish with liquor, the housewife's guide shows that eels even slip down much better when assisted by a bit of liquid of pre-prohibition character. Also, "remove the skin, cut the eel in pieces three inches long; put in a buttered pan, add one dozen finely chopped shallots, one glass of white wine," etc.

Finan haddie, the state admits, may be served without wine accompaniment, while blue fish may take their final dip in milk and a few sea foods are best adapted to a bath in cracker crumbs.

The aforesaid cook book is absolutely silent on the subject of pastries, but you can pick up a local newspaper any day and discover that the horde of chain groceries, which advertise daily, can supply you with a favorite distillation of brandied mince meat. Of course, this might be a long ways from intoxicating, but the uncanny cream separator, which extracts cheer from sweet cider, might help its owner on the way to the hoosegow if applied to such a generation.

Time and again I have absorbed a large measure of joy in settling myself on the benches of Pershing Square, with my morning newspaper and, incidentally, listening to the perpetual and daily orations on matters which have in view the reformation of the solar system. It has always seemed a sort of harmless effort to uncover so much latent statesmanship, but it seems the city authorities are viewing it in another light, and the only safe method of keeping out of jail is to keep away from the Square altogether, and if you must orate, do it in an earthquake cellar. Arrests are being made by the score daily, and while appeals have been made to the city authorities they have been without avail, for the reason that some old ordinance makes unlicensed spell-binding a high crime and misdemeanor. For this reason an occasional pilgrimage is made to the Plaza where soap-box oratory is still countenanced.

The Plaza, which was the original

sunny spot of old Los Angeles, always gives me sort of a thrill, though not exactly of fierce excitement. For instance, day after day I have noticed two old Chinamen who come there to sit and blink in the sun.

About the same time each day they come shuffling out of some doby habitation in Chinatown, across the way, and they find the same bench where they continue their meditations undisturbed. They call these old celestials the "Two Bhuddas," because of certain resemblance they bear to the saint of India, whose teachings still guide the lives of millions of human beings.

Like stone statues these old men sit beneath the pepper trees, dusty and grimy, because of the aridness of the streets. They never speak, not even to each other. Arms folded across their chests, withered eyes regarding imagined paradises, the surroundings could be a desert for all the heed they pay to the endless uproar.

Other individuals come into the Plaza to argue, rest, eat their luncheon or read the newspapers, but they always treat these two old men with reverence and awe. Their silence seems so unlimited and their faces mirror visions of away beyond.

One hears a lot of little stories about the "Two Bhuddas," which are probably in no wise authentic, but then the fairy tales of Hans Christian Andersen were never founded on fact, withal interesting.

It is said these two philosophers were once great "tong" leaders—high-binders, whose gory exploits finally appalled them and they took to meditation on the teachings of the wise men of old, to guide them through a life they were afraid to live, because of the fearful phantoms which haunted the highways. Then it is also said that they were great mandarins once in Peking, who owned mighty palaces filled with gold and silk, inlaid furniture, precious vases and deep rugs woven with dragons. Also that the "Two Bhuddas" angered a man mightier than they who drove them from China, with axemen seeking their heads.

But other wise heads have discovered that these strange beings are endowed with the secrets of the ancient sages and have sent their souls into the heart of existence, where they wait for the passing which will stifle all human activities.

But at any rate they are interesting bits of Dresden china, and while they are never known to converse and may have nothing in common except that they have accumulated sufficient of the world's goods for the proverbial rainy day, and are really enjoying the sunset of active lives, which we so often hear about in theory, but so seldom witness in practice.

At least they are features of the Plaza, as the Plaza is a feature of the city of angels, where one can imagine retrospectively Spanish activities of the eighteenth century, with the old mission church in the background. The dons have been deleted from the films, but much remains of the stage settings and, like the "Two Bhuddas," and I like to think about them.

The frequency of Hickman's trials has become somewhat of a bore for those who relish such entertainments, so another species of trial, obtaining money under false pretenses, has been staged, founded on the failure of certain prize fight magnates to pull off a bout after 40,000 addle pated individuals had paid five bucks each for the privilege of witnessing a butchering contest. It looks to me as though the evil of the one crime might neutralize the evils of the other and that the participants could consider themselves in great luck to keep out of jail as accessories.

One wouldn't really believe that such brutalizing exhibitions could prove good advertising for the Province of

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

## PANTLIND HOTEL

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

Rooms \$2.25 and up.

Cafeteria -- Sandwich Shop



## Warm Friend Tavern

Holland, Mich.

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

E. L. LELAND, Mgr.

"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.

## CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

## Henry Smith FLORAL Co., Inc.

52 Monroe Avenue  
GRAND RAPIDS

Phone 9-3281

## HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

## Wolverine Hotel

BOYNE CITY, MICHIGAN

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

## HOTEL FAIRBAIRN

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

## Columbia Hotel

KALAMAZOO

Good Place To Tie To

## Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets

## Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.  
Muskegon -- Michigan

## HOTEL GARY

GARY, IND. Holden operated

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

## HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

## WESTERN HOTEL

BIG RAPIDS, MICH.

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

WILL F. JENKINS, Manager

## NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.

Representing  
a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.  
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.



Sunshine, but these debasing stunts are pulled off every few days and California legalizes them by placing them under control of a so-called commission. Especially would this apply to Los Angeles, where so much space is taken up daily by crime annals in the public press.

The defense of Californians to the charge that her citizens are abnormally lawless is that her climatic advantages have brought here hordes of irresponsibles and criminals, but one might go further and give as a reason for this undesirable influx the fact that she openly abets and advertises questionable entertainments such as prize fighting.

The swift rise of prize fighting from an unholy place among acts of outlawry to a position of eminence in sporting circles calls out much comment. It was not long ago, as almost any old timer will tell you, that a man who wanted to see a prize fight and still be on his job the next morning took along enough dough to make a cash deposit for his bail in case he was arrested when the police raided the place where it was pulled off. They were usually pulled off in the rear of a saloon, some friendly farmer's barn or on an island in the middle of some river where no one suspected there would be any such illegitimate gathering.

The audience was made up of false-alarm sports, who never took kindly to a suggestion that they might possibly have attended such a disgraceful affair, usually denying such participation.

Nowadays, however, you find at the ringside the banker huddling alongside of the sheriff or other law enforcement officer, thirsting for the spectacle of blood-letting.

And they go so far as to make a court claim of hijacking because some thrifty financier gathers in their shekels and fails to give them their value in uplifting entertainment.

And besides all this—as McKee Rankin used to playfully remark: "We wonder at the increase of crime."

Frank S. Verbeck.

#### Predicts Firm Prices on Soft Wheat Goods.

Written for the Tradesman.

The flour buyers, as well as the purchaser of other merchandise has for the past three or four years adopted the policy of purchasing in a hand-to-mouth fashion; hardly in excess of nearby trade requirements. Generally speaking, this has probably proved a profitable policy.

With corrected figures late in the fall and early in the winter covering the crop of wheat produced in the United States and Canada, both spring and winter, it appeared prices were high enough, as more wheat was raised in North America last year than the one previous, with the probability of no larger demand either at home or abroad.

Government figures, it has been discovered, however, made insufficient allowance, if any at all, for inferior grades of wheat and the amount being ground by farmers for feed.

The trade really had a warning that wheat was good property when it was found impossible to force prices down during the holiday season and the fore part of January—the period of particularly light buying—resulting in a rather heavy marketing of grain on the part of the producer to obtain tax money and funds for the purchasing of holiday goods.

A definitely upward trend of prices set in the fore part of January. This

trend became very pronounced by the first of February, since which time prices of choice grades of soft wheat, particularly, have advanced rapidly.

Increased demand from abroad, with closing of lake navigation and the probability of rather late opening this spring, together with shortage of the soft wheat has stimulated the price of the hard varieties, both spring and winter, and all grades of wheat appear to be occupying reasonably strong position with the outlook for well maintained prices for another eight or ten weeks.

It is almost certain that soft wheat will hold very firmly until new crop arrival, for practically every section of the country is really short of high grade soft wheat varieties. This shortage, of course, is reflected in very strong prices. The farmer has been paid the past two or three weeks from \$1.40 to \$1.50 per bushel. This means, of course, the price at the mill. Freight paid and so forth is fully 10c per bushel higher. There has not been as sharp an advance in the hard varieties of wheat, although, as stated heretofore, they have also shown an upward tendency and are on a considerably higher plane than six weeks ago.

This, of course, is the season of crop scares, and reports are coming in of serious damage to growing winter wheat crops, both hard and soft.

One crop reporter went so far as to say that he, after examining 200 fields of wheat in the Central States, was of the opinion that at least ninety-nine of the 200 fields were beyond recovery, and that the ground would have to be replanted to some other crop.

This is rather a strong statement and we believe does not represent an average condition, although undoubtedly considerable damage has been done. We can tell more about this, however, in about three weeks or by the middle of April. They seem to have to kill the crop off two or three times every spring in order to obtain a good yield at harvest time, and this year, even though prospects are for considerable damage, may not be an exception.

The growing condition of winter wheat will naturally have its influence on present values, but with the scarcity of choice grades of soft wheat it is very doubtful if material slump develops for this class of goods prior to receipt of new grain along in July.

Naturally the higher wheat goes the weaker is its position and, undoubtedly, the trade will profit by buying conservatively until new wheat arrives at least.

Sentiment has been bearish right straight through the past six months. It is one of those occasions where the old rule, "It pays to be on the opposite side of the fence from the crowd" worked out to excellent advantage. We were not expecting as sharp an advance as developed and we know from contact with various sections of the country from a trade standpoint that the buyer was not expecting as sharp an advance, but nevertheless it came, and probably firm prices on soft wheat goods will be the order of the day until next July at least.

Lloyd E. Smith.

#### Items of Interest To Grand Rapids Council.

Grand Rapids Council, No. 131, always a pioneer in progressive measures, has adopted a plan of closer teamwork between the membership and the official personnel of the Council which may well be copied by other councils in Michigan and elsewhere. At the regular meetings, which are held in the Rowe Hotel the first Saturday evening in each month, many things for the good of the Council are brought before the organization, but owing to the volume of business and initiations, we have long felt that some of the proposed measures should have more careful and thorough consideration than they have received, owing to lack of time.

To overcome that situation, a meeting was held Saturday night of the Past Senior Counsellors and the officers of the Council and a permanent organization was formed, known as Past Senior Counsellors' Association of Grand Rapids Council, No. 131. This organization will meet the third Saturday of each month to carefully consider any measure which will promote the best interests of the Council. Their recommendations or actions are not final, however, as the same measures will be brought before the Council with their recommendation for final action. The officers of this organization shall consist of the Past Senior Counsellors, who will give to the Council the benefit of their years of experience in going through the chairs of the various officers from Sentinel to Past Counsellor. This has the advantage of maintaining an active interest of the members who have received all the honors the Council could confer upon them and also maintain permanently their directing influence which, by reason of their experience, is the best in the Council.

William Bosman was elected temporary chairman and Past Senior Counsellors Homer R. Bradfield, Perry J. Larrabee, and Fred DeGraf were appointed a committee to formulate plans for the close co-operation of the new organization with Council No. 131.

Junior Counsellor Robert E. Groom, who represents the Cleveland Burial Case Co., of Cleveland, was called to the home office last week for a conference with the sales manager and designer. His company is about to offer to the public, through the trade sold by Mr. Groom and other salesmen, something new in designs, patterns and style, and they desire the approval of their leading salesmen before placing same on the market.

The Phelps Hotel, Greenville, which has long been noted for its excellent cuisine and homelike atmosphere, had a further surprise for their patrons last week, when the proprietor, Ernest Ansted, greeted the boys at the desk with a double smile and presented them with two cigars of the customer's choice. When enquiry was made as to the cause of this unexpected generosity, he jubilantly told them the cause was twins. The best wishes of the Council are with the proud parents and the new members of the family.

Mr. and Mrs. E. B. Collins, from Beachwood Point, Wall Lake, Mich.,

were entertained last Sunday by our genial secretary-treasurer, Allen F. Rockwell, and his wife. There was an element of business in this visit, as plans were made for an aggressive campaign against the finney tribe of Wall Lake. The zero hour or time of attack will be about 12:01 a. m. June 16. Clever strategy and artful deception will be employed by those engaged in the attack to lure the members of the tribe from their safe retreat into the open space for combat. We make no predictions as to the outcome, but they promised to file a complete report of the engagements with the office of the Scribe.

We regret to report that L. T. Holbin, 1371 Plainfield avenue, has placed his five year old son in the Butterworth hospital for treatment for pneumonia. His early recovery is hoped for by all the members of the Council.

Travis Daniels was unfortunate in being hit by an automobile when on Lake Drive last Saturday and sustained a double fracture of the ankle. The driver of the automobile was a member of the detestible class of "Hit and Run" drivers, and his identity at this time is unknown. Brother Daniels is confined to his home at 817 Merritt street, where he doubtless will appreciate any of the boys dropping in for a few minutes.

Mrs. Anna Hohn, mother of Mrs. Gerald Wagner, while visiting her youngest son at Kokomo, Indiana, passed on quite suddenly, due to heart trouble, with which she had suffered for some time. The remains were brought to the home of Mr. and Mrs. Gerald Wagner, where funeral was held and burial at Oakhill cemetery. The Council express their sympathy to Mr. and Mrs. Wagner and relatives.

"SI" Perkins, who has covered Michigan for quite a while selling cigars and who has distinguished himself not only as a salesman, but as a leader of community singing in the Salesmen's Club of Grand Rapids and elsewhere, has recently entered the employ of the American Cigar Co. and left Grand Rapids, Sunday for Detroit, where he will make his new headquarters. His genial personality will be much missed in our gatherings.

As we recall it, the Hotel Association of Michigan and the United Commercial Travelers of America some time ago acted jointly on the courtesy of rates being posted in the hotel room. The individual hotel proprietors who were members of the Association heartily agreed at that time that was the courteous and efficient thing to do, in effecting uniform rates for the same rooms occupied by the commercial travelers. It has been our observation that some of the prominent hotels in Michigan have not as yet posted the rates in their rooms. This is not written in any spirit of criticism, but merely as a courteous reminder that it should be done. The Scribe.

Fishville—Irving Greenhoe, who has conducted the general store of the Robert Evans estate since the death of his father-in-law (Mr. Evans), has purchased the stock and will continue the business in his own name.



## DRUGS

**Michigan Board of Pharmacy.**  
President—J. C. Dykema, Grand Rapids.  
Vice-Pres.—Alexander Reed, Detroit.  
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, Crosswell.  
Treasurer—L. V. Middleton, Grand Rapids.

### The Druggists Research Bureau.

Prof. Paul C. Olsen recently conferred with the U. S. Department of Commerce relative to the stock simplification study which the Druggists' Research Bureau is now conducting. The results of this conference, as set forth in a report by Prof. Olsen to the Bureau Committee, are of more than usual interest.

It was the object of Prof. Olsen, who is a member of the Directing Committee of the Bureau, to gain immediate and first hand criticism and suggestions regarding the methods of procedure which the Bureau is following in its present stock simplification census.

Prof. Olsen checked over with government officials reports on stock simplification already submitted by retail druggists. Methods of analyzing reports were also considered. It was also the object of Committeeman Olsen to discuss with government officials a proposed complete census of a limited number of stores in a specific area. This plan contemplates determining from an entire year's purchases the absolute and real amounts of sales of various classes of goods and the turnover being obtained on them. In discussing this phase of the work Prof. Olsen says that "A probable result of this special census is that it will be shown that 80 per cent. or more of a typical store's business is done in about 20 per cent. or less of the items it handles. Such a result would accurately tell the druggist the principal source of his profit."

The members of the Directing Committee of the Bureau realize that there are practically no precedents to guide the Committee in the stock simplification census work being done. The drug industry is a pioneer in this research as it applies to retail stores. Numerous authorities have said that the proposed stock simplification study for retailers is sound, but practically none have been able to contribute useful suggestions on procedure.

In closing his report, Prof. Olsen states: "I was especially anxious to check a fact which appeared in the analysis of the returns already received. Large stores uniformly seem to carry larger stocks than smaller stores. At first glance this might seem to indicate that the salvation of the small store, if it would become large, lies in increasing rather than simplifying its stock. However, a principle not to be forgotten in all stock simplification work is that only those items should be eliminated for which no important demand exists. There is nothing inherently wrong with the stock of a store which has forty brands of hair tonic, if they are selling. On the other hand, a

store with six brands on hand and only three selling very well could afford to simplify its stock."

The Bureau Nation-wide Toilet Goods Stock Simplification Census blanks are now available. Every druggist who has not filled one out should do so.

### The Vitamins.

Vitamins labeled A, B, C, D and E are fairly well known. Now comes a new one which it is proposed to call Vitamin F. This lettering of the vitamins, instead of giving them the jaw-breaking but meaningful names usual among chemists, is symptomatic of the mystery that surrounds them. Not one of the list, not even those called A and D, which are the best known, has ever been isolated or analyzed. Physicians infer their existence from the illnesses that follow when they are absent. Evidently the quantities of the alphabetical regiment need be only very tiny to produce their characteristic effects. A great obstacle to interpreting them, however, is the fact that no one has the least evidence of what they are really like.

About one of them, the absence of which causes rickets, there are facts suggesting an interesting theory. This one seems to be frozen sunlight, and the others may be not unlike it. The phrase is not too flimsy a metaphor, for what sunlight does to create this vitamin is very like what cold does when it freezes water. The small units of most of the chemicals important to life, which chemists used to call molecules, are very complicated things. One such may contain fifty or a hundred atoms. It resembles a company of soldiers, who may be ranged in different formations, as set down in the drill regulations. Just so the atoms in these chemicals important to life may be differently arranged, it is probable that the vitamins are particular ones of these arrangements.

For the vitamin that sunlight creates it is necessary only that solar rays, or other rays of the proper kind, fall on certain oily materials. A new arrangement of the atoms is caused, as the touch of cold resets the atoms of water into the rigid crystal of ice. This vitamin is, as the physicists say, an "activated" assemblage of atoms, owing its potency to the new atomic arrangement which the light rays cause. It is not impossible that others of the growing list may be similar activations worked on different chemicals to start with or other kinds of activation worked on the same chemical.

### First Aid Week.

The object of this Nation-wide demonstration, called First Aid Week, is to impress upon the American people the importance of instantly taking care of injuries, no matter how slight, and of being prepared to do the right thing at the right time.

National First Aid Week advertising and publicity will increase the prestige of the Pharmacist as a professional man in your community. It will make more friends for you, and bring in old friends who just need to be reminded of purchase at your drug store.

Furthermore, First-Aid Week is a profit winner for you.

This week ending March 24 will mean many additional sales if you co-operate with the First Aid Week idea, and by window displays, counter displays, and personal effort educate your customers that your store is the place to buy the many first aid items needed in every family. You have just inventoried your store and should, with a little thought, be able to display not only bandages, iodine, and the principal first aid sellers, but all items closely allied to these emergency medicines.

First Aid Week is a drug store advertiser. Our merchandising problem to-day is to keep our business—First Aid Week is a business-keeper.

### Easter Business.

The 8th of April marks the end of Lent and is the joyous occasion of the celebration of Easter. It comes at a season which is marked by bursting buds and growing things, indicating that old Earth which has been bound in the chains of winter is shaking off the shackles and is coming forth in strength and beauty once again.

It is indeed a joyous season, and there is born in the hearts of human-kind a desire to show their gratitude, to share their happiness with others, and the most natural way of doing this is by the giving of gifts.

Nearly every drug store carries in stock many articles which are suitable for such an occasion, chief among which are candies and perfumes, and if these are attractively displayed, accompanied by appropriate placards, no doubt their sale can be greatly augmented.

Many stores confine their efforts on these lines to their regular, every-day stocks, while others put in special packages for the occasion, but whatever course may be pursued, the big thing is to let the people know you have the goods and to invite them to buy.

### Lament Nearly Seventy Years Old.

Wm. I. Benedict, the Kalamazoo druggist, recently unearthed the following jingle from an old scrap book dated 1859:

The Michiganders they are sad  
Because their money is so bad,  
For all the banks, save two or three,  
It is said have died of cholera.

About wild game I cannot say,  
Turkeys have simply run away,  
And all the deer upon the land  
Have now been killed in Michigan.

We have five girls, I own 'tis true,  
But oh, alas, what can we do,  
For if they want an honest man,  
He's hard to find in Michigan.

The procrastinating proprietor who opens his soda season with the same decrepit, leaky fountain he had in the fall will find that his cash register also is not working as it should.

Lazy persons should be great inventors as they are always reaching for an easier way.

Competitive cutting of prices results less from necessity than from a state of mind.

Microscopes are often useful in prescription work when trying to find the profit.

### Forest Tax Law as Proposed in Last Tradesman.

Michigan needs forests. There will be greater need ten years from now and increasing need through later decades. We need a forest tax law so framed that individual owners can see their way clear for a reasonable contract with the State to the mutual benefit of all concerned and with the least of obstructive or disturbing conditions to thwart the final consummation of an established forest. The object of the State should be to assure the planning and founding and proper maintenance of forests of good timber trees.

In the suggestion made last week you will notice that the contract should provide that the contract land should not be put on the ordinary tax roll.

The one great reason is this: If it is subject to sale for annual tax, it may result in third parties getting a claim, whereas the main object should be for the State to limit the holders of title to the owners who contract to reforest the land and the State in case the owners fail to maintain the forest. It seems to me not advisable to allow the least opportunity for any other party to buy in on a tax title. The owner's share cannot come to him until the harvest, therefore the State should use its power and see that proper compliance with the contract for reforestation should be the vital stipulation and should be properly safeguarded, so that no loophole is left for mischance to upset the consummation of the objective.

The owner will be investing in care and maintenance work to bring the forest to its greatest productive power, with no prospect of adequate return until the timber is ready for the final harvest. In view of what he is doing, it seems eminently proper that the State do its share by making payments to the local unit and settling the account by further payments, if necessary, when the severance tax is due. It seems a just, a wise and a proper course to keep the land free of any chance tax sale. The State needs a clear title when, if it so happens, it becomes necessary to take over the forest for any failure in contract specifications. Common sense dictates that no tax title be allowed to circumvent a clear title to the State, therefore the most direct way will be, as above indicated, by keeping the land off the local tax rolls.

There is a world experience in forestry which should lead us to act, to accomplish definite progress for our welfare and advancement throughout the years to come. Among significant public phases of French forestry the most prominent is the legal recognition of forests as a resource standing apart from other resources in its need for extraordinary care and protection.

Michigan has the same corporate power that France has and should fulfill its duty to later generations by definite rules will lay a complete foundation for full conservation of the potential power of our soil and climate in the production of good timber.

Frederick Wheeler,  
President Michigan Forestry Assn.





The naming in your Will of an Executor and Trustee is second in importance only to the making of the Will itself.

The Michigan Trust Company is an organization with special fitness for this duty.

**THE  
MICHIGAN TRUST  
COMPANY**

## GRAND RAPIDS



**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

**"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 Cocoanut, 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**

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>		<b>Belladonna</b>	
Boric (Powd.)	12½ @ 20	Cubebs	6 50 @ 75	Benzoin	22 28
Boric (Xtal)	15 @ 25	Eigerson	7 50 @ 75	Benzoin Comp'd	22 40
Carbolic	38 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	22 16
Citric	53 @ 74	Hemlock, pure	2 00 @ 2 25	Cantharides	22 52
Muriatic	3½ @ 4	Juniper Berries	4 50 @ 4 75	Capsicum	22 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	21 44
Oxalic	16½ @ 25	Lard, extra	1 55 @ 1 65	Cinchona	23 16
Sulphuric	3½ @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	21 80
Tartaric	50 @ 60	Lavender Flow.	6 00 @ 6 25	Cubebs	22 76
		Lavender Gar'n.	85 @ 1 20	Digitalis	22 04
		Lemon	4 25 @ 4 50	Gentian	21 35
<b>Ammonia</b>		Linseed, raw, bbl.	@ 77	Gualac	22 28
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl.	@ 80	Gualac, Ammon.	22 04
Fir (Canada)	2 75 @ 3 00	Linseed, bld less	87 @ 1 00	Iodine	21 25
Fir (Oregon)	65 @ 1 00	Linseed, raw, less	84 @ 97	Iodine, Colorless	21 50
Water, 14 deg.	04½ @ 11	Mustard, artifi. oz.	@ 35	Iron, Clo.	21 56
Carbonate	20 @ 25	Neatsfoot	1 25 @ 1 50	Kino	21 44
Chloride (Gran. 09)	@ 20	Olive, pure	4 00 @ 4 25	Myrrh	22 52
		Olive, Malaga,		Nux Vomica	21 80
		yellow	2 85 @ 3 25	Opium	25 40
<b>Balsams</b>		Olive, Malaga,		Opium, Camp.	21 44
Copaiba	1 00 @ 1 25	green	2 85 @ 3 25	Opium, Deodor'd	25 40
Fir (Canada)	2 75 @ 3 00	Orange, Sweet	5 00 @ 5 25	Rhubarb	21 92
Fir (Oregon)	65 @ 1 00	Origanum, pure	@ 50		
Peru	3 00 @ 3 25	Origanum, com'l	1 00 @ 1 20	<b>Paints</b>	
Tolu	2 00 @ 2 25	Pennyroyal	3 25 @ 3 50	Lead, red dry	13½ @ 13½
		Peppermint	5 50 @ 5 70	Lead, white dry	13½ @ 13½
		Rose, pure	13 50 @ 15 00	Lead, white oil	13½ @ 13½
<b>Barks</b>		Rosemary Fls	1 25 @ 1 50	Ochre, yellow bbl.	@ 2½
Cassia (ordinary)	25 @ 30	Sandelwood, E.		Ochre, yellow less	3 @ 6
Cassia (Saigon)	60 @ 60	I.	10 50 @ 10 75	Red Venet'n Am.	3½ @ 7
Sassafras (pw. 60c)	@ 50	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	@ 8
Soap Cut (powd.)		Sassafras, artifi	75 @ 1 00	Putty	5 @ 8
35c	20 @ 30	Spearmint	8 00 @ 8 25	Whiting, bbl.	@ 4½
		Sperm	1 50 @ 1 75	Whiting	5½ @ 7
<b>Berries</b>		Tany	7 00 @ 7 25	L. H. P. Prep.	2 90 @ 3
Cubeb	@ 1 00	Tar TSP	65 @ 70	Rogers Prep.	2 90 @ 3
Fish	@ 25	Turpentine, bbl.	@ 64		
Juniper	10 @ 20	Turpentine, less	71 @ 84		
Prickly Ash	@ 75	Wintergreen,			
		leaf	6 00 @ 6 25		
<b>Extracts</b>		Wintergreen, sweet		<b>Miscellaneous</b>	
Licorice	60 @ 65	birch	3 00 @ 3 25	Acetanalid	57 @ 75
Licorice, powd.	60 @ 70	Wintergreen, art	75 @ 1 00	Alum	08 @ 12
		Worm Seed	5 50 @ 5 75	Alum, powd. and	
<b>Flowers</b>		Wormwood	15 00 @ 15 25	ground	09 @ 15
Arnica	1 75 @ 1 85			Bismuth, Subni-	
Chamomile (Ged.)	@ 40	<b>Potassium</b>		trate	3 15 @ 3 40
Chamomile Rom.	@ 50	Bicarbonate	35 @ 40	Borax xtal or	
		Bichromate	15 @ 25	powdered	6½ @ 15
<b>Gums</b>		Bromide	69 @ 83	Cantharides, po.	1 50 @ 2 00
Acacia, 1st	50 @ 55	Bromide	54 @ 71	Calomel	2 72 @ 2 82
Acacia, 2nd	45 @ 50	Chlorate, gran'd	23 @ 30	Capsicum, pow'd	5 00 @ 6 00
Acacia, Sorts	20 @ 25	Chlorate, powd.	16 @ 25	Carmine	7 00 @ 7 50
Acacia, Powdered	35 @ 40	or Xtal	30 @ 90	Cassia Buds	35 @ 40
Aloes (Barb Pow)	25 @ 35	Iodide	4 36 @ 4 55	Cloves	50 @ 55
Aloes (Cape Pow)	25 @ 35	Pernanganate	20 @ 30	Chalk Prepared	14 @ 16
Aloes (Soc. Pow.)	75 @ 80	Prussiate, yellow	40 @ 50	Chloroform	53 @ 60
Asafoetida	50 @ 60	Prussiate, red	@ 70	Chloral Hydrate	1 20 @ 1 50
Pow.	75 @ 1 00	Sulphate	35 @ 40	Cocaine	12 85 @ 13 50
Camphor	85 @ 90			Cocoa Butter	65 @ 90
Guaiaac	@ 80	<b>Roots</b>		Corks, list, less.	40-10 %
Guaiaac, pow'd	@ 90	Alkanet	30 @ 35	Copperas	2½ @ 10
Kino	@ 1 25	Blood, powdered.	35 @ 40	Copperas, Powd.	4 @ 10
Kino, powdered.	@ 1 20	Calamus	35 @ 75	Corrosive Sublim	2 25 @ 2 30
Myrrh	@ 75	Calampane, pwd.	25 @ 30	Cream Tartar	35 @ 45
Myrrh, powdered	@ 1 00	Gentian, powd.	20 @ 30	Cuttle bone	40 @ 50
Opium, powd.	19 65 @ 19 92	Ginger, African,		Dextrine	6 @ 15
Opium, gran.	19 65 @ 19 92	powdered	30 @ 35	Dover's Powder	4 00 @ 4 50
Shellac	65 @ 80	Ginger, Jamaica.	60 @ 65	Emery, All Nos.	10 @ 15
Shellac	75 @ 90	Ginger, Jamaica,		Emery, Powdered	@ 15
Tragacanth, pow.	@ 1 75	powdered	45 @ 50	Epsom Salts, bbls.	@ 3½
Tragacanth	2 00 @ 2 35	Golden seal, pow.	@ 8 00	Epsom Salts, less 3½	@ 10
Turpentine	@ 30	Ipecac, powd.	@ 6 00	Ergot, powdered	@ 4 00
		Licorice	35 @ 40	Flake, White	15 @ 20
<b>Insecticides</b>		Licorice, powd.	20 @ 30	Formaldehyde, lb.	12½ @ 20
Arsenic	08 @ 20	Orris, powdered.	30 @ 40	Gelatin	80 @ 90
Blue Vitriol, bbl.	@ 07½	Poke, powdered.	35 @ 40	Glassware, less 55 %.	
Blue Vitriol, less	09 @ 16	Rhubarb, powd.	@ 1 00	Glassware, full case 60 %.	
Boordea. Mix Dry	12 @ 26	Rosinwood, powd.	@ 40	Glauber Salts, bbl.	02½ @
Hellebore, White		Sarsaparilla, Hond.		Glauber Salts less 04	@ 10
powdered	18 @ 30	ground	@ 1 10	Glue, Brown	20 @ 30
Insect Powder	42½ @ 50	Sarsaparilla Mexican.		Glue, Brown Grd	16 @ 22
Lead Arsenate Po.	13½ @ 30	Squills	35 @ 40	Glue, White	27½ @ 35
Lime and Sulphur		Squills, powdered	70 @ 80	Glue, white grd.	25 @ 35
Dry	08 @ 23	Tumeric, powd.	20 @ 25	Glycerine	21 @ 45
Paris Green	24 @ 42	Valerian, powd.	@ 1 00	Hops	75 @ 95
				Iodine	6 45 @ 7 00
<b>Leaves</b>				Iodoform	8 00 @ 8 30
Buchu	@ 1 05	<b>Seeds</b>		Lead Acetate	20 @ 30
Buchu, powdered	@ 1 10	Anise	@ 35	Mace	@ 1 50
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Mace, powdered.	@ 1 60
Sage, ¼ loose	@ 40	Bird, is	12 @ 17	Menthol	7 50 @ 8 00
Sage, powdered	@ 35	Canary	10 @ 16	Morphine	12 33 @ 13 98
Senna, Alex.	50 @ 75	Caraway, Po.	30 @ 30	Nux Vomica	@ 30
Senna, Tinn. pow.	30 @ 35	Cardamon	3 25 @ 3 50	Nux Vomica, pow.	15 @ 25
Uva Ursi	20 @ 35	Coriander pow.	30 @ 30	Pepper, black, pow	50 @ 60
		Dill	15 @ 20	Pepper, White, pw.	65 @ 75
		Fennel	35 @ 50	Pitch, Burgudry	20 @ 25
<b>Oils</b>		Flax	7 @ 15	Quassia	12 @ 15
Almonds, Bitter,		Flax, ground	7 @ 15	Quinine, 5 oz. cans	@ 59
true	7 50 @ 7 75	Foenugreek, pwd.	15 @ 25	Rochelle Salts	31 @ 40
Almonds, Bitter,		Hemp	8 @ 15	Sacharine	2 60 @ 2 75
artificial	3 00 @ 3 25	Lobelia, powd.	@ 1 60	Salt Peter	11 @ 22
Almonds, Sweet,		Mustard, yellow	17 @ 25	Selditz Mixture.	30 @ 40
true	1 50 @ 1 80	Mustard, black	20 @ 25	Soap, green	15 @ 30
Almonds, Sweet,		Poppy	15 @ 30	Soap mott cast.	@ 25
imitation	1 00 @ 1 25	Quince	1 25 @ 1 50	Soap, white castile	@ 15 00
Amber, crude	1 25 @ 1 50	Sabadilla	45 @ 50	case	
Amber, rectified	1 50 @ 1 75	Sunflower	11½ @ 13	Soap, white castile	@ 1 60
Anise	1 25 @ 1 50	Worm, American	30 @ 40	less, per bar	@ 1 00
Bergamont	9 00 @ 9 25	Worm, Levant	6 00 @ 6 50	Soda Ash	3 @ 10
Cajeput	2 00 @ 2 25			Soda Bicarbonate	3½ @ 10
Cassia	3 00 @ 3 25			Soda, Sal	02½ @ 08
Castor	1 50 @ 1 75	<b>Tinctures</b>		Spirits Camphor	@ 10 20
Cedar Leaf	2 00 @ 2 25	Aconite	@ 1 80	Sulphur, roll	3½ @ 10
Citronella	1 25 @ 1 50	Aloes	@ 1 54	Sulphur, Subl.	4½ @ 10
Cloves	2 50 @ 2 75	Arnica	@ 1 50	Tamarinds	20 @ 25
Cococanut	27½ @ 35	Asafoetida	@ 2 28	Tartar Emetic	70 @ 75
Cod Liver	2 05 @ 2 25			Turpentine, Ven.	50 @ 75
Croton	2 00 @ 2 25			Vanilla Ex. pure	1 60 @ 2 00
				Vanilla Ex. pure 25	@ 25 30
				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

Corn Syrup

## DECLINED

Bulk Olives

### 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



### Stove

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

### Shoe

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

### BUTTER COLOR

Dandelion ----- 2 85

### CANDLES

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

### CANNED FRUIT

Apples, 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 sil. ----- 1 35  
Pineapple, 2 sil. ----- 2 45  
Papple, 2 br. sil. ----- 2 25  
Papple, 2 br. sil. ----- 2 40  
Papple, 2 1/2 sil. ----- 3 80  
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 ----- 2 50  
Clams, Steamed, No. 1 ----- 2 00  
Clams, Minced, No. 1 ----- 2 25  
Finnan Haddie, 10 oz. ----- 2 30  
Clam Bouillon, 7 oz. ----- 2 50  
Chicken Haddie, No. 1 ----- 1 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. ----- 1 35  
Cove Oysters, 5 oz. ----- 1 75  
Lobster, No. 1/4, Star ----- 2 80  
Shrimp, 1, wet ----- 2 25  
Sard's, 1/4 Oil, Key ----- 6 10  
Sardines, 1/4 Oil, K'less ----- 5 50  
Sardines, 1/4 Smoked ----- 6 75  
Salmon, Warrens, 1/2 ----- 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. 1/2, ea. ----- 25  
Sardines, Cal. ----- 1 65@1 80  
Tuna, 1/2 Blue Fin ----- 2 25  
Tuna, 1/2, 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. sil. ----- 1 50  
Beef, 3 1/2 oz. Qua. sil. ----- 2 10  
Beef, No. 1, B'nut, sil. ----- 4 50  
Beefsteak & Onions, s ----- 3 70  
Chili Con Ca., 1s ----- 1 35  
Deviled Ham, 1/2 ----- 2 20  
Deviled Ham, 1/2 ----- 3 60  
Hamburg Steak & Onions, No. 1 ----- 3 15  
Potted Beef, 4 oz. ----- 1 10  
Potted Meat, 1/4 Libby ----- 5 1/2  
Potted Meat, 1/4 Libby ----- 9 1/2  
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

Campbells, 1c free 5 ----- 1 15  
Quaker, 18 oz. ----- 1 00  
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 50  
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 60  
Corn, No. 2, stan. ----- 1 10  
Corn, Ex. stan. No. 2 ----- 1 35  
Corn, No. 2, Fan. 1 80@2 35  
Corn, No. 10 ----- 8 00@10 75  
Hominy, No. 3 ----- 1 00@1 15  
Okra, No. 2, whole ----- 2 15  
Okra, No. 2, cut ----- 1 75  
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  
E. J. ----- 2 25  
Peas, Ex. Fine, French ----- 25  
Pumpkin, No. 3 ----- 1 25@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 00@1 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, 10 oz. ----- 1 40  
Quaker, 14 oz. ----- 1 80  
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. ----- 3 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  
Sap Sago ----- 38  
Brick ----- 28

### CHEWING GUM.

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

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

### COCOA.

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

### CHOCOLATE.

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

### COCOANUT

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

### CLOTHES LINE.

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



### COFFEE ROASTED

1 lb. Package  
Melrose ----- 35  
Liberty ----- 25  
Quaker ----- 41  
Nedrow ----- 39  
Morton House ----- 47  
Reno ----- 36  
Royal Club ----- 40

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

### 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  
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 90  
Van Camp, Baby ----- 3 75

### CIGARS

G. J. Johnson's Brand  
G. J. Johnson Cigar, 10c ----- 75 00  
Worden Grocer Co. Brands  
Airedale ----- 35 00  
Hemeter Champion ----- 37 50  
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 Knickbocker ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Bering Apollon ----- 95 00  
Bering Palmitas ----- 115 00  
Bering Diplomata ----- 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 ----- 18  
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. Mallovs ----- 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 ----- 3 50  
100 Economic grade ----- 4 50  
500 Economic grade ----- 30 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 ----- 24  
Evaporated, Fancy ----- 28  
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 s'dles 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

### FARINCEOUS GOODS

#### Beans

Med. Hand Picked ----- 09 1/2  
Cal. Limas ----- 10  
Brown, Swedish ----- 09 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 20  
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 00

#### Peas

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

#### Sage

East India ----- 10

#### Taploca

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

### FLAVORING EXTRACTS

55 Years Standard Quality.

### JENNINGS PURE FLAVORING EXTRACT

#### Vanilla and Lemon

#### Same Price

1/2 oz. ----- 1 25  
1 1/2 oz. ----- 1 80  
2 1/2 oz. ----- 3 20  
3 1/2 oz. ----- 4 50  
4 oz. ----- 2 60  
8 oz. ----- 5 00  
16 oz. ----- 9 00  
16 oz. ----- 15 00

#### 2 1/2 Ounce Taper Bottle

#### Jiffy Punch

3 doz. Carton ----- 2 35  
Assorted flavors.

### FLOUR

#### V. C. Milling Co. Brands

Lily White ----- 9 90  
Harvest Queen ----- 9 80  
Yes Ma'am Graham, 50s ----- 2 40

#### FRUIT CANS

#### F. O. B. Grand Rapids

#### Mason

Half pint ----- 7 50  
One pint ----- 7 75  
One quart ----- 9 10  
Half gallon ----- 12 15

#### Ideal Glass Top.

Half pint ----- 9 00  
One pint ----- 9 30  
One quart ----- 11 15  
Half gallon ----- 15 40



### BLUING

#### JENNINGS

#### The Original

#### Condensed

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

#### 1 oz., 3 dz. cs. 3 75

### BREAKFAST FOODS

Kellogg's Brands.  
Corn Flakes, No. 136 ----- 2 85  
Corn Flakes, No. 124 ----- 2 85  
Corn Flakes, No. 102 ----- 2 00  
Pep, No. 224 ----- 2 70  
Pep, No. 202 ----- 2 00  
Krumbs, No. 424 ----- 2 70  
Bran Flakes, No. 624 ----- 2 25  
Bran Flakes, No. 602 ----- 1 50

#### Post's Brands.

Grape-Nuts, 24s ----- 3 80  
Grape-Nuts, 100s ----- 2 75  
Instant Postum, No. 8 ----- 5 40  
Instant Postum, No. 9 ----- 5 00  
Instant Postum, No. 10 ----- 4 50  
Postum Cereal, No. 0 ----- 2 25  
Postum Cereal, No. 1 ----- 2 70  
Post Toasties, 36s ----- 2 85  
Post Toasties, 24s ----- 2 85  
Post's Bran,



## GELATINE



26 oz., 1 doz. case	6 50
3 1/4 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 06
Plymouth, White	1 56
Quaker, 3 doz.	2 56

## JELLY AND PRESERVES

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

## JELLY GLASSES

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 1/4
Pecans, 3 star	17 1/4
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	27

## Salted Peanuts

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

## Shelled

Almonds	68
Peanuts, Spanish,	125 lb. bags
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 00
Quart Jars, dozen	5 50
Pint, 2 gal. keg	3 25
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, stuffed, doz.	3 50
12 oz. Jar, Stuffed, doz.	4 50@4 75
20 oz. Jar. stuffed dz.	7 00

## PARIS GREEN

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

## PEANUT BUTTER



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

## PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14
In Iron Barrels	
Perfection Kerosine	13 6
Gas Machine Gasoline	37 1
V. M. & P. Naphtha	19 6

## ISO-VIS MOTOR OILS

In Iron Barrels	
Light	77 1
Medium	77 1
Heavy	77 1
Ex. Heavy	77 1



## Iron Barrels

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



Sempac, 12 pt. cans	2 75
Sempac, 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 & Hef.	22
Good Steers & Hef.	15 1/2@19
Med. Steers & Hef.	18
Com. Steers & Hef.	15@16
Veal	
Top	20
Good	19
Medium	18
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	14
Shluders	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 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	12 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, Cert., Skinned	
16-18 lb.	@22
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@32
Mixed Hams	@18
Bacon 4/6 Cert.	24 @30

## Beef

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

## Liver

Beef	20
Calf	65
Pork	8

## RICE

Fancy Blue Rose	06
Fancy Head	07 1/4
Broken	03 1/2

## ROLLED OATS

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

## RUSKS

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

## SALERATUS

Arm and Hammer	3 75
SAL SODA	
Granulated, bbls.	1 80
Granulated, 60 lbs. cs.	1 60
Granulated, 36 2 1/2 lb. packages	2 40

## COD FISH

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

## HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	18 00
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Boned, 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

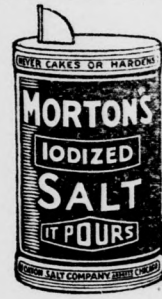
## SHOE BLACKENING

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

Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
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,	
6-10 lb.	4 20



Per case, 24, 2 lbs.	3 40
Five case lots	2 30
Iodized, 24, 2 lbs.	4 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	3 90
Grdma 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 bo	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

## CLEANSERS



80 can cases, \$4.80 per case

## WASHING POWDERS

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 65
Grandma, 24 Large	3 65
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Sopaine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

## SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46

## Pure Ground in Bulk

Allspice, Jamaica	-----	@29
Cloves, Zanzibar	-----	@45
Cassia, Canton	-----	@28
Ginger, Corkin	-----	@30
<b>Mustard</b>	-----	<b>@30</b>
Mace, Penang	-----	1 30
Pepper, Black	-----	@50
Nutmegs	-----	@50
Pepper, White	-----	@70
Pepper, Cayenne	-----	@30
Paprika, Spanish	-----	@50



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 12—On this day was held the first meeting of creditors in the matter of Clyde H. Smith, Bankrupt No. 3364. The bankrupt was not personally present, but represented by attorney L. C. Palmer. Creditors were present in person and represented by attorneys Brake & Davis and F. A. Miller. Claims were proved, but not considered for the present. W. A. French, of Stanton, was named trustee, and his bond placed at \$2,500. The first meeting then adjourned without date. The bankruptcy will be examined before a commissioner at Ionia, at a later date to be agreed upon.

In the matter of Winford L. Rogers, Bankrupt No. 3163, the final report and account of the trustee has been filed and a final meeting of creditors has been called for March 19. The report and account of the trustee will be considered. Expenses will be paid, and if the funds on hand will permit, a first and final dividend to creditors will be paid.

In the matter of Stuart Barlow, Bankrupt No. 2844, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 20. The report and account of the trustee will be considered and passed upon. Expenses will be paid and a first and final dividend to creditors ordered paid.

In the matter of Herman Kuck, Bankrupt No. 2944, the trustee has filed his final report and account, and a final meeting of creditors has been called for March 20. The final report and account of the trustee will be passed upon. Expenses will be paid, and, if possible, a first and final dividend to creditors ordered paid.

In the matter of Frank S. Schlicht, as Frank S. Schlicht Motor Co., Bankrupt No. 3157, the trustee has filed his final report and account and a final meeting of creditors has been called for March 20. The report and account of the trustee will be considered. Expenses will be considered and paid, as well as preferred claims and a first and final dividend to creditors, if the same is possible.

In the matter of Knauf Bros., etc., Bankrupt No. 3299, the trustee's first report and account has been filed and an order for the payment of expenses of administration and a payment of account of a preferred claim has been made.

In the matter of Harry J. Hage, Bankrupt No. 3373, the funds for the first meeting have been received and the first meeting of creditors has been called for March 27.

In the matter of Nelson McQueen, Bankrupt No. 3376, the funds for the first meeting have been received and such meeting has been called for March 27.

In the matter of Floyd E. Sperry, Bankrupt No. 3370, the funds for the first meeting have been received and such meeting has been called for March 27.

In the matter of Jacob Joldersma, Bankrupt No. 3374, the funds for the first meeting have been received and such meeting has been called for March 27.

March 14. We have to-day received the schedules, reference and adjudication in the matter of Elmer B. Olmstead, Bankrupt No. 3381. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedules show assets of none with liabilities of \$5,758.50. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, and note of same made herein. The list of creditors of said bankrupt is as follows:

Kal. Trust & Savings Bank, Kala.	\$675.00
Peoples State Bank, Bloomington	375.00
E. J. Merrifield, Bloomington	360.00
E. J. Merrifield & Co., Gobleville	100.00
Shirley Carter, Gobleville	39.00
Frank Guernsey, Lawrence	34.00
Alphonso Cross, Lawrence	22.00
C. L. Dolby, Paw Paw	160.00
Mr. & Mrs. M. J. Rockwell, Paw P.	900.00
Bangor Co-operative Assn., Bangor	235.00
Standard Oil Co., Paw Paw	57.00
Ernest Waise, Kalamazoo	57.00
Bloom. Milling Co., Bloomington	12.50
Toledo Scale Co., Toledo	45.00
S. J. Arden Estate, Paw Paw	11.00
Mrs. Ada Burlingame, Bangor	15.00
Dr. C. Gillette, Niles	2,500.00
Dr. Snow, Kalamazoo	50.00
Ed. Markillie, Gobleville	60.00
Farmers Produce, Kalamazoo	39.00
McKinney & Seabeck, Bangor	12.00

March 14. We have to-day received the schedules, reference and adjudication in the matter of Joseph Stegehuis, Bankrupt No. 3382. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a cigar maker. The schedules show assets of \$850 of which \$500 is claimed as exempt, with liabilities of \$2,252.26. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

G. Blom, Holland	\$400.00
American Box Supply Co., Detroit	3.18
American Briar Pipe Co., Chicago	4.75

C. G. Baisch, Grand Rapids	47.31
Boyland & Blair Co., Grand Rapids	17.00
Banner and DeWachter, Grand R.	12.10
G. H. Plegar Co., Detroit	8.15
Gray & Beach Cigar Co., Grand R.	12.75
Holland Cigar Co., Grand Rapids	81.04
Hamilton & Harris Co., South Bend	45.61
Lee & Cady, Grand Rapids	14.75
Harry Meyer, Grand Rapids	9.15
Metrop. Leaf Tobacco Co., Chicago	50.94
Sternemann Bros. Co., Milwaukee	700.00
Schuster Bros., Milwaukee	425.00
VandenBerg Cigar Co., Grand Rap.	55.00
Wick & Co., Milwaukee	40.00
Wadsworth & Campbell Box Co., Detroit	52.23

X Cigar Co., Grand Rapids	47.00
Zystra Electric Co., Grand Rapids	23.10
Michigan Candy Co., Grand Rapids	10.00
Martin Oosterink, Grand Rapids	50.00
G. R. Savings Bank, Grand Rapids	100.00

March 14. We have to-day received the schedules, reference and adjudication in the matter of Holland Steel Corporation, Bankrupt No. 3385. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Holland. The schedules show assets of \$5,250.23 with liabilities of \$12,114.49. 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	\$391.90
Board of Public Works, Holland	72.92
George Brink, Holland	143.00
C. F. Anderson, Holland	525.00
L. E. Nykamp, Holland	1,087.44
John Rooseboom, Holland	13.80
Maurice Walters, Holland	32.80
Wm. Snyder, Holland	238.10
L. J. anderberg, Holland	75.00
W. D. Allen Mfg. Co., Chicago	18.63
Amer. Corrugat Co., Grand Rapids	145.59
Baker Vawter Co., Benton Harbor	6.89
Badger Tool Co., Beloit, Wis.	6.30
John Bekken, Holland	370.00
Mrs. W. Beukema, Holland	20.00
Bolhuis Lumber Co., Holland	206.12
D. F. Bowman, New Albany, Ind.	20.52
Brown Instrument Co., Philadelphia	23.05
Chicago Flexible Shaft Co., Chicago	175.00
Citiz. Transfer & Storage, Holland	40.00
Consolidated Chem. Co., Cleveland	44.32
Corner Hdwe. Co., Holland	1.10
Cowels Tool Co., Cleveland	17.28
Crescent Engraving Co., Kalamazoo	16.65
De Fouw Elect. Co., Holland	10.90
DePree Hdwe. Co., Holland	10.68
Fairbanks Fibre Box Co., Middletown, Ohio	46.71
Federal Mfg. Co., Holland	60.22
P. Gast & Son, Grand Rapids	10.81
Herald, Grand Rapids	2.42
Press, Grand Rapids	9.45
G. R. Time Lock Service, Grand R.	101.85
Holland Lbr. & Sup. Co., Holland	6.38
Holland Shoe Co., Holland	800.00
E. F. Houghton & Co., No. Philadelphia, Pa.	64.78
Iron Age, New York City	6.00
Jarecki Tool & Mach. Co., Grand R.	800.00
Keystone Screw Machine Prod. Co., Chicago	240.72

Leland Gifford Co., Worcester	14.58
Gerrit J. Lemmen, Holland	2.25
Lokker & DenHerder, Holland	20.00
J. C. Miller Co., Grand Rapids	83.52
McBride Ins. Agency, Holland	45.50
McMaster Carr Supply Co., Chicago	27.27
McMullen Machinery Co., Grand R.	43.07
Sentinel Pub. Co., Holland	3.00
Sentinel Pub. Co., Holland	79.00
Sidney, Morris & Co., Chicago	14.57
Sommers & Adams, Cleveland	5.65
Standard Oil Co., Grand Rapids	81.16
Stocker Rumley Wachs Co., Chicago	6.00
O. E. Szekely Co., Holland	29.21
Tate Jones & Co., Pittsburgh	23.05
Wm. A. Thomas, Holland	18.23
L. J. Vanderberg, Holland	98.00
J. Westerbroek & Co., Holland	112.66
Western Mach. Tool Works, Holland	7.50
W-W Oil Co., Holland	8.00
H. P. Zwemer, Holland	205.00
L. J. Vanderberg, Holland	2,500.00
Warm Friends Tavern, Holland	300.00
Wm. A. Thomas, Holland	150.00
Dick Plaggenmiers, Holland	85.05
Thomas W. Parker, Grand Rapids	70.00
Service Tool & Die Mfg., Chicago	300.00
Mich. Bell Tel. Co., Holland	7.71
Jarecki Mach. & Tool Co., Gr. R.	598.00
Surplus Mach. Exch., Kalamazoo	1,200.00
Great Lakes Forge Co., Chicago	661.00

March 15. We have to-day received the schedules, reference and adjudication in the matter of Daniel Burkett, Bankrupt No. 3380. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Eaton Rapids, and his occupation is that of a laborer. The schedules show assets of none with liabilities of \$638.50. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Henry W. Miller, Dimondale	\$638.50
----------------------------	----------

March 15. We have to-day received the schedules, reference and adjudication in the matter of Wilbur E. Smith, Bankrupt No. 3383. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedules show assets of \$7,250 of which the full interest is claimed as exempt, with liabilities of \$7,539.11. The court has written for

## WHITE HOUSE COFFEE

### The Package of "Repeats"

THE way to test the selling value of coffee is to take it home and try it, yourself. See how your own family likes it. That is what we ask you to do with White House.

Give it a thorough test in your own home, in comparison with any other

brand at any price. Then we are sure you will push it in your store.

White House makes good customers because it makes good coffee. Every package is filled with proof of this statement.



The Flavor is Roasted In!

DWINELL-WRIGHT CO., Boston, Mass., Chicago, Ill., Portsmouth, Va.

## THE THRILL OF A LIFETIME

A free trip to Niagara Falls and "The Home of Shredded Wheat" for school children and their teachers. Two days in the wonderful Niagara Region and all expenses paid—for best essays on Wheat and Shredded Wheat. Your customers' children or your children may be the lucky prize-winners. Tell them about it. Write for particulars to

**The Shredded Wheat Company**  
Niagara Falls, N. Y.



funds and upon receipt of same the first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Alice Plantenga, Grand Rapids	\$ 70.00
Richard Reed, Grand Rapids	240.00
G. R. National Bank, Grand Rapids	2,113.48
Industrial Bank, Grand Rapids	350.00
Alden & Judson, Grand Rapids	22.00
Alemite Lubricator, Detroit	75.00
American Art Works, Coshoccon	200.00
Aupperlee & Veltman, Grand Rapids	28.00
Brown & Sehler Co., Grand Rapids	39.00
Camera Shop, Grand Rapids	10.00
Comstock Park Sheet Metal Works, Comstock Park	11.00
C. B. K. Electric Service Station, Doc's Service Station, Musk. Hts.	35.00
East End Elec. Co., Grand Rapids	60.00
Elec. Service Sta., Grand Rapids	15.00
Firestone Tire Co., Grand Rapids	110.00
Bernard Fallon, Grand Rapids	550.00
Grimes & Madigan, Grand Rapids	30.00
G. R. Window Cleaning Co., G. R. Press, Grand Rapids	1.50
G. R. Lumber Co., Grand Rapids	140.00
G. R. Calendar Co., Grand Rapids	20.00
G. R. National Bank, Grand Rapids	150.00
G. R. Welding Co., Grand Rapids	15.00
Grombacker & Major, Grand Rapids	20.00
Heth Auto Elec. Co., Grand Rapids	40.00
Henry J. Heystek, Grand Rapids	15.00
Interstate Highway Service Co., Chicago	1,400.00
Interstate Motor Freight Corp., Detroit	220.00
M. R. Rubber Co., Grand Rapids	475.00
Merchants Service Bureau, Gr. R.	6.50
Mackinaw Trail Oil Co., Grand Rapids	75.00
National Refining Co., Detroit	20.00
Ornamental Glass Co., Grand Rapids	40.00
E. E. Parker, Grand Rapids	4.00
A. W. Shaw Pub. Co., Chicago	15.00
M. Segal, Dayton, Ohio	15.00
Stewart Warner, Grand Rapids	30.00
Shawmut Cafe, Grand Rapids	12.00
Tel. Dir. Adv. Co., Detroit	12.00
Togan Stiles Co., Grand Rapids	40.00
H. A. Tanis, Grand Rapids	55.00
Herbert Tanis, Grand Rapids	40.00
S. Porter Tuttle, Grand Rapids	50.00
VerWys & Co., Grand Rapids	90.00
White Printing Co., Grand Rapids	30.00
Williamston Gas & Oil Co., Wil.	140.00
John Bencus, Cedar Springs	275.00
G. R. Assn. of Commerce, G. R.	50.00
G. R. Trunk Co., Grand Rapids	10.35
G. R. Forging & Iron Co., G. R.	7.50
Penn. Petroleum Corp., Detroit	16.78

### Over Production of Automobiles a Grave Menace.

Grandville, March 13—In conversation with an up-state civil engineer a few days ago, I happened to mention the tremendous effect the automobile industry was having on the business of the country.

The gentleman with whom I was conversing at once branched out in a comprehensive description of conditions existing because of this great industry, which has covered the United States with factories and furnished busses which are giving the railroads the fight of their lives for existence.

He declared we are now at the height of business prosperity, owing to the vast extent of automobile construction, but that this could not possibly continue indefinitely. An end must come to the tremendous output until the people would be fed up on machines, after which there was sure to come a falling off in production.

What would this lead to but the closing down of factories, the release of vast thousands of men now employed, resulting in one of the worst panics this country ever had. Not a pleasant outlook, surely.

To-day the output of automobiles is as one to every five of our population, about one to every family in the United States. There is, of course, yet room for more, but when every man and woman is supplied, how can we expect the trade in speed wagons to continue as it is now doing? Impossible. Those that go out of commission calling for renewal will cut some figure, but nothing near what has been demanded. A plethora of gas wagons must result in a reaction and a falling off in production. When that time comes, what then?

The manufacture of automobiles, fixtures and necessary equipment, has built up a mammoth business, employing great numbers of men, but to this there must come an end. How far away is that end? Is the late slowing down of business in other lines but a fore runner of the greater catastrophe which the closing of auto factories must occasion?

The war of industries is on in deadly earnest. It has almost seemed that there could never be an ebb to the tremendous output of automobiles machines and their attachments, but sensible people must know that the rapidly increasing output is but hastening the day when the Nation will be gorged to repletion, and that when this takes place there must come a slump.

Are we prepared to meet this setback? We should not ignore facts which point to the cessation of the present flood of building which has so entranced the country and lulled the unwary to sleep when an extreme wakefulness should be the order of the day.

As dangerous to the peace and prosperity of the country as these facts indicate, there are some other automobile statistics which should be taken into consideration with regard to the danger of ignoring facts which unceasing use of the gas wagons, even among farmers has brought about.

We are becoming a Nation of imbeciles, so far as the art of walking is concerned. Even the farmers have ceased to walk, but step into the auto and go whirling from one field to another.

A trip of forty rods is seldom taken on foot these days. In the villages which as yet have not free delivery, the man of the house goes to the post-office in his auto. The idea of walking even the shortest distances is ridiculed. What is an auto for if not to furnish transportation for humans wherever they go?

Thus the automobile is a mighty convenience. When we invent another machine which takes the place of man's brain and does his thinking for him, we will have attained new distinction along the line of modern discovery.

Machinery for everything. For farm work, mill work, street work and even the work of the preacher in the pulpit. It is said that a man machine has been invented that does everything but talk and this accomplishment is promised by the inventor in the near future.

What is the world coming to?

The people have become so deeply engrossed in these new inventions they are fast losing all sense of individual responsibility and falling into a disuse of their natural faculties.

In the old days, before the automobiles were a factor in determining the processes of our everyday life, there were men who destroyed their ability for pedestrianism by continually going about from place to place on the steam cars. I read of a man who followed riding up and down the country on trains year in and year out until he became paralyzed, losing the use of his limbs entirely.

And this anti-walking habits is fast destroying man's natural bent for going about from place to place on his feet. The automobile is so handy that the necessity for walking has ceased to exist.

When man becomes that pitiable object, a helpless paralytic because of no longer using his legs, the world will be about as near its end as one can conceive.

First will come a panic in business affairs from an over production of cars, to be followed by mental and physical prostration from overuse of the invention, and then—what?

It is high time our people waked from their sleep of indolence and took notice of how really unsafe conditions are in which the automobile industry has become a principal factor.

Old Timer.

### Those Dear Girls.

"Tell me, just what sort of a man your fiancé is, Clara."

"Oh, he's everything that's nice."

"I'm so glad. You know I've always said that people should marry their opposites."

### Shall We Sell Our Birthright For Mess of Pottage?

(Continued from page 20)

of grocery retailing "on their own" to such an extent that the Eastern systems are having difficulty finding managers for their units.

It is an open question whether such young men, recruited from organizations which finance their own problems and pay for their own research, may not become much more active and effective members of the grocers associations of the future than the old boys now in line.

One thing seems absolutely certain: That the grocers now in business, if they want to remain in business, must waken to some of the needs of their calling, as I have hinted above.

If we remember that a need always evokes a remedy, that the demand for a certain type of man is certain to be filled, we shall know that the grocery business will go onward and prosper whether the individual men who are in it now stay in it or drop out.

If this is sound reasoning, then it follows that men who wish to remain in the grocery business must gird themselves for a stiff fight on the basis of true individual deservitude and not with any hope that legislation against anybody is going to help them.

Paul Findlay.

You are not always tired when you think you are. Sometimes you are merely bored.

Consult someone that knows Merchandise Value.  
**GET YOUR BEST OFFER FIRST.**  
Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.  
**ABE DEMBINSKY**  
Auctioneer and Liquidator  
Saginaw, Mich., Phone Riverside 3667W.  
Buyers inquiring everyday—  
No Sale—No Charge.

**NEW ISSUE**  
The enlarged annual edition  
of the  
**AMERICAN BANK  
REPORTER**  
(Blue Book)  
and Attorney List  
1928 Issue  
PRICE \$10.00 A COPY  
Corrected up to date of issuance  
Contents:  
A complete list of Banks, Bankers, Savings Banks, Principal Loan, Investment, Safe Deposit and Trust Companies in the United States and Canada, with names of Officers, Capital, Surplus, Undivided Profits, Loans, Deposits, Principal Correspondents, Attorney List, Banking Laws and other general Banking Information.  
Order Your Copy Today  
**STEURER PUBLISHING CO.**  
149th Street and Bergen Avenue  
New York City

### Business Wants Department

**WANTED**—Stock of shoes or men's wear. Have income property under ten-year government lease, and cash. D. H. Hunter, Rockford, Mich. 810

**STORE FOR RENT**—25 ft. x 75 ft. One of the best locations in Benton Harbor. Has been shoe store for twenty years. Apply or write H. Benjamin, 115 W. Washington St., Ann Arbor, Mich. 806

**FOR SALE**—Stock of men's clothing, furnishings and shoes. Inventory \$7,000. Workingman's Store, 340 W. Second St., Alpena, Mich. 807

**WANTED**—A STORE—GENERAL. Stock in SMALL TOWN PREFERRED. In exchange for my resort property located on one of the largest and best fishing lakes in Central Michigan. Improved roads; equipped with four cottages, twenty boats, motors, two-car garage, ice house, small summer store, 50 acres of good soil, some fruit, 80 rods sand beach frontage. Not platted. Forty other cottages, hotel, large dancing pavilion on lake. Address No. 808, c/o Michigan Tradesman. 808

**GROCERY**—For Sale—Stock and fixtures. \$2,000. Rent \$38. Owner, 1935 Hilton Ave., Ferndale, Mich. 809

**GARAGE FOR SALE**—A well-equipped garage in excellent location in city at junction of two trunk lines. Good lease, old, well-established business. Phone 4623, or see W. F. Wilkinson, 650 Bridge St., Grand Rapids, Mich. 811

**Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc.** W. D. Gover, Mt. Pleasant, Mich.

**FOR SALE**—Grocery stock and fixtures; clean stock, good fixtures. Best location in business center. An opportunity for man who knows grocery business. Address Box 452, Ypsilanti, Mich. 800

**For Sale**—BUTTER, extra FANCY quality, prints or tubs, at reasonable prices. Good trade builder. "Campbell's Butter that betters the bread." Write us. Campbell Dairy Products Co., Homer, Mich. 801

**FOR RENT**—Store room 24x80, second door from corner, in lake shore farming and resort town, and possibly oil. An attractive location for small department store, shoes and clothing, general, etc. Shelving and counters included. Reasonable rent. Address No 802, c/o Michigan Tradesman. 802

**FOR RENT**—MARINETTE, WISCONSIN—New modern store, best location in city. Suitable for general merchandise or any specialty line. Location established forty years. Information from H. Friedstein, 5723 Winthrop Ave., Chicago. 804

### CASH For Your Merchandise!

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

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

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

**Why Not Own A House In Kalamazoo**—While your child is in Normal School or college? Cuts expenses, and easily sold later. Modern house, with garage; two rooms are rented to students, for \$48 per month. Good time to buy now. W. I. Benedict, 601 Axtell St., Kalamazoo, Mich. 805

**FOR SALE**—300-account McCaskey charge register. L. C. Hoffman, Waterloo, Wisconsin. 798

**Merchants Who Are Overstocked With Winter Merchandise!**—Should Act at once! Close it Out! Get the Cash! Get ready for Spring! For satisfactory results and expert Sales Service, write W. G. Montgomery, 7409 Second Blvd., Detroit, Mich. 795

**FOR SALE**—Double store, six living rooms. Location, six corner intersection, on car line. Suitable for any business. Present business, shoe retailer and repairer. Priced for quick sale. For particulars write F. Halamka, 1419 Douglas Ave., Racine, Wisconsin. 796

**For Sale Or Exchange**—Clean stock groceries, located main highway, northern city 5,000. Cash business. Low overhead. Address No. 797, c/o Michigan Tradesman. 797

**FOR SALE**  
Brick Hotel. 40 rooms. Steam heat. Running waer. Two Railroads. Two U.S. trunk lines. A real bargain if you have the cash. Address No. 2500, c/o Michigan Tradesman.



## THE EXPERIENCE OF OTHERS

### Profit By It By Going To Lansing Convention.

Profit by the experience of others. The busiest groceryman, the busiest meat dealers and the busiest general merchants will attend the Lansing convention in greatest numbers. They profit by the experience of others. Why not you?

Babson says stores do not advertise because they are big, but they are big because they advertise. By the same token, we may say: Merchants do not attend conventions because they are successful, but they are successful because they attend conventions.

No time? Nonsense. You may as well argue that a mechanic must work with dull tools, because he has no time to sharpen and recondition them.

Some merchants could actually better afford to lock the door of their stores for a day or two and go to a merchants' meeting, such as is to be held in Lansing in April, than to plod and plug along without the slightest idea of where they are going to land, as they are in fact now doing.

There are merchants who are doomed, headed for financial disaster, who are not in the least aware of it. Ask one of this type of misfits why he doesn't come to a convention to get fitted out with a new set of implements for plying his trade in a more scientific manner and he will laugh you to scorn. In the next breath he will blame everything on earth from the corn borer back to Noah for his lack of success, but never will he tumble to the fact that his failure to progress and succeed is spelled SELF.

If you accept this invitation to come to the State Grocers and Meat Dealers convention at Lansing April 17, 18 and 19, you will be in attendance at, no doubt, the best meeting of its kind ever held. Michigan numbers among its grocers and meat dealers some of the ablest men in the trade anywhere; men who have not only passed the proverbial seven years of successful merchandising, but some of them having actually spent an entire lifetime of uninterrupted success back of the counter. Space forbids mentioning to you the names of these men, but be assured that such is the case.

You will see these men at the meeting, notebook in hand, attentive as a university student at a class lecture, jotting down a notation here and a memo there, to be put into effect in their own stores upon their arrival home after the convention. Never would you dream that they are Master Victualers from their attitude.

There are definite, unalterable fundamentals for success which dare not be violated. There may be ethics and rules which are optional and have no particular bearing on successful merchandising, but fundamentals, never.

The strange part of it is that they are so simple. Anyone may use them if they know what they are, but, unless you are born with business instinct, you may grope for years and never actually use them effectively.

Hundreds of men in business shy back when you talk shop, because they are unfamiliar with the terms of the

business they are in. This should not be so and what's more, dare not be so if one expects to survive the onslaught of the terrific competition in which we are about to find ourselves.

If you are not already a member of the Michigan Retail Grocers and Meat Dealers' Association, get in touch with our efficient and versatile Secretary, Paul Gezon, Grand Rapids, and have him fit you out with credentials and information. Tuesday and Wednesday are the big days. If you attend on these two days you will ever after remember them as stepping stones to greater success in your business career.

The President of the Association, Orla H. Bailey, calls Lansing his home. The Lansing men are exceedingly proud of Orla, as they call him, and are laying plans for the ultimate utmost in conventions for this event. For purely selfish reasons come and take advantage of what will be offered to you, both in a business way as well as entertainment. Charles Christensen.

### Old-Time Traveling Salesmen of Grand Rapids.

The first re-union of old-time traveling salesmen of Grand Rapids a year ago was so enjoyable and so successful that it has been decided to hold a second re-union at the Rowe Hotel Saturday, April 28.

At a meeting held last Saturday, the following committee on arrangements was appointed: Leo A. Caro, Manley Jones, R. M. Dively, Walter S. Lawton, Sam Evans and Geo. W. McKay.

This committee thereupon made up a reception committee as follows: Geo. E. Abbott, Edward P. Andrew, Chas. H. Bass, Wm. L. Berner, Con M. Broene, Cornelius Crawford, Herbert T. Chase, John Cummins, Neal Cary, W. C. Farley, Peter H. Fox, H. W. Garrett, D. M. Hoogerhyde, Harry Mayer, D. W. Johns, Joe S. Major, Wm. I. Millar, Fred E. Morley, W. W. McKean, John P. Oggel, A. C. Rockwell, Wm. H. Schrader, Scott J. Thompson, Harry P. Winchester.

There is promise of a very much larger turnout than we had last year. A fine programme for the afternoon and evening is being arranged for, so we can safely assure all who come a good time. Make your banquet reservations early. Reception starts at 3 p. m. Banquet closes arbitrarily 10 p. m. George W. McKay, Chairman.

### Largest U. C. T. Council in Michigan.

Saginaw, March 19—Joseph Paquette was elected Senior Counselor of Saginaw Council No. 43, United Commercial Travelers, at the annual meeting. Other officers elected for the ensuing year are:

Junior Counselor—Earl Chisholm.  
Past Counselor—Harry Cheney.  
Secretary-Treasurer—Geo. A. Pitts.  
Chaplain—Arthur Malone.  
Conductor—Fred A. Hayes.  
Page—Carl Rice.  
Sentinel—William E. Honey.  
Executive Committee—Bert E. Gotts and Otto M. Rhode.

The Council also elected twenty-two delegates to the State U. C. T. convention, that will take place June 14, 15 and 16 in Petoskey.

Annual reports were presented during the business session and it was announced that the Saginaw Council now has the largest membership of any council in Michigan and ranks twelfth or thirteenth in the entire country.

## WORDEN GROCER COMPANY

The Prompt Shippers

You Have To Sell

# Morton House COFFEE

Only Once — It's A Sure Repeater

## WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON . GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

# HEKMAN'S

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

## Cookie-Cakes and Crackers

MASTERPIECES  
OF THE BAKER'S ART



for every occasion



*Hekman Biscuit Co.*  
Grand Rapids, Mich.