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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 4, 1928

Number 2324

The Resurrection.

The salvation of men through the death and resurrection of the Savior should be an inspiration to the struggling business man.

To us it stands for a new beginning—a renewal of faith in the final outcome and a look into the future full of hope, in anticipation of a greater and more abundant business life.

The business uncertainties of the past year have cast a pall over our commercial activities which finds its counterpart in the gloom and discouragement which settled upon the people after the crucifixion.

But we thank God for "The Third Day," for another promise was fulfilled—a new life was given to the men of yesterday and to-day, proving that commercial death no more than physical death could hold the individual or nation bound in fetters of despair.

We as business men, shall rise again to the full power of a mighty industrial nation for "He that sat upon the throne said, 'Behold I make all things new.'"

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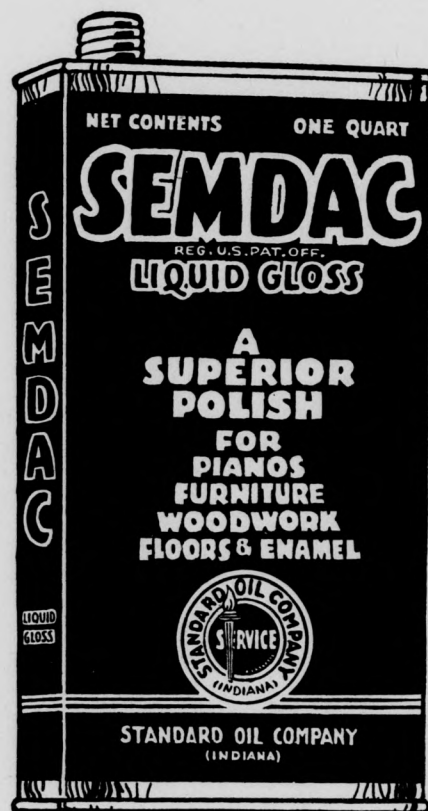
SEMDAC LIQUID GLOSS *and* DEALER PROFITS

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.

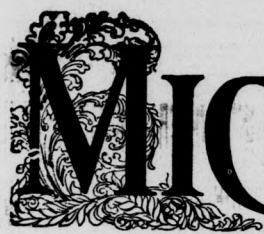
Semdac Auto Polish is easy to apply. It works quickly. It gives a brilliant lustre.

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

STANDARD OIL COMPANY
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CHICAGO, ILLINOIS



MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 4, 1928

Number 2324

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.

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IMPROVEMENT UNDER WAY.

A good deal of "whistling to keep up courage" has been done this year to discount the effect on business of a Presidential campaign. It will be recalled, however, that the last trade reaction took place in 1924. What occurred then is about what took place late last year, although the trouble could be more directly placed at the door of overproduction. Once industry had curtailed sufficiently and brought supplies in adjustment with demand, it took only the election result to bring about a full revival. Credit was duly claimed by the successful political party, although the latter, of course, was caught napping last fall.

In the present circumstances, it seems reasonable to suppose that, barring unforeseen developments, the usual spring improvement is under way, even if the progress is quite gradual. Certain buffers have been raised up in recent years against a marked depression, although other factors have crept into the situation that can only be described as highly unfavorable. Similarly, the upturn cannot be as accentuated as it has been in the past for the reason that supplies never get very low and manufacturing facilities are capable of meeting demands very quickly.

The unfavorable factors just now are to be found outside of business affairs. They exist chiefly in the speculative area. Worthy of special attention is the loss of gold that is making money firmer and may affect the credit structure.

BUILDING A CITY TO ORDER.

Radburn, N. J., is not yet on the map, but if the plans for its construction are carried out it will be there in both senses of the phrase. Most cities are like Topsy: they just growed—and they show it. Radburn is to be created. The purpose of this procedure is to avoid the characteristic evils of the modern city—congested housing and congested traffic.

The distinctively novel feature of the plan is the way in which it proposes to make the city safe for children and

other pedestrians while providing adequately for automobilists also. For fast traffic there are to be through motor routes, but not through the residential streets. The houses are to front on side streets which will be used for access only to these houses. The automobile routes will run past the ends of these streets.

Within the residential section of the city will be a system of parkways and garden paths for pedestrians. By means of these routes children will be able to go the half mile to school without crossing any street. Neighborhood shopping centers will be as easily accessible with the same safety. This arrangement is made possible by the grouping of houses for six hundred families around a parkway, each group being provided with a school. Thus the city is to be composed of a number of these community units, connected by parkways.

What is to prevent this attractive picture from remaining a mere picture? The answer is to be found in Sunnyside, the Queen's development which although less ambitious than the Radburn plan, embodies many of its features. Undertaken by the City Housing Corporation as a limited-dividend company four years ago, Sunnyside is now an actuality. The technical skill and the broadmindedness which have wrought wonders at Sunnyside will doubtless work a still greater miracle at Radburn.

ORATORY CONTROL.

In a desperate attempt to keep speakers within the limit of their allotted time the Women's Republican Club of Massachusetts has introduced a system of blue and red flashes analogous to traffic signals. The blue light warns the orator that he is nearing the end of his time, even if the end of his rhetoric is not in sight. The red light means "Stop!" The arrangement is said to have worked perfectly.

In a way, it worked too well. The lights were located on the platform in full view of the audience, which became so deeply interested in watching for the flashes that it paid less attention to the speakers. When the blue flash appeared there was anticipatory scraping of feet and shuffling, hardly adapted to put the speaker at ease and in trim to make a telling conclusion. Two minutes later, when the "stop" signal shone out, it was greeted with a general "Ah-h!" and the speaker sat down with such complacency as he could muster.

This concentration of attention upon the signals instead of upon the addresses was more than those in charge of the meeting had bargained for. It is suggested that hereafter the signals be concealed from the audience. But

that move may imperil the success of the whole idea. A speaker can ignore the lights if they are visible only to him and the presiding officer, but he cannot easily overrun his time when everybody in the hall is awaiting the red signal with his mouth shaped to say "Ah-h!"

If the Massachusetts women have found a way of compelling a speaker to stop when his time is up, whether he is through or not, they had better not monkey with it.

NEW ROADS WHILE YOU WAIT

Sensational doings in the air haven't dispensed with the need for well-built highways on terra firma. How we have advanced in the last few years in the speed at which these highways can be built as shown by the statement that in 1910 an entire month was frequently required for building a single mile of concrete highways, while to-day the trained builder, armed with mammoth paving mixers that turn out a cubic yard of fresh concrete every minute or so, can lay a concrete ribbon 1,500 feet long in eight or ten hours. In less than four days, that is, he can accomplish what a few years ago it took a month to achieve.

Even if this mechanical equipment had been available at the beginning of the present century, it would not have been used on a large scale. We knew that we had few really good roads, but we were determined to get along with what we had rather than pay the price of new ones. The chief factor in changing this unprogressive attitude has been the automobile. The new vehicle soon revealed the unsubstantial character of our roads. As it was a choice between giving up the automobile and giving up the roads, we started on the job of giving up the roads. We have succeeded in giving up so many of them that it is difficult to realize that the condition was what it was not many years ago.

It is reassuring to know that no matter how rapidly automobiles are made there are machines which can manufacture good roads fast enough to keep up with them.

TELEGRAMS BELOW COST.

As pertinent to the recurrent debate in this country on the question of private versus public ownership and operation of public utilities, it is worth noting that all does not go well with Great Britain's government operated telegraph system.

In the March issue of the Forum Mr. Nosman Hapgood, advocating a government monopoly of superpower, remarks: "I have been in England a good deal, and although the differences of her situation are to ours as a thousand to one, I have not been able to observe that any harm is done when I go into

a post office there to send a telegram and pay twelve and a half cents for it and have it delivered more rapidly and efficiently than my telegrams are delivered at home."

Dispatches from England received subsequently indicate that Mr. Hapgood has not been paying enough for his English telegrams. At least, receipts from telegrams have not paid the cost of the service in England. For years, according to the latest report of the British Postmaster General, there has been a growing annual deficit on inland telegrams and it has now reached \$8,000,000. There was an average of loss of 7.38 pence a telegram in 1926-27, or practically 15 cents. This was fine for the senders of telegrams but hardly so for the taxpaying public.

THE SAME OLD BILL.

The House Committee on Agriculture has favorably reported the Haugen farm relief bill with the equalization fee provision which it approved last week for the fourth time in five years. As in the Senate McNary bill, this scheme is included ostensibly for use only as a last resort, but it is none the less objectionable on that account. The provision is soft-pedaled in the hope of meeting the objections of President Coolidge, but if it is unconstitutional, as he and Attorney General Sargent believe, besides embracing a most undesirable principle, it is difficult to see how its proponents can expect it to run the executive gauntlet. Certainly the President has not changed his opinion on the subject since his last veto. And unless its advocates can muster enough votes to override his disapproval, this session, like the last, will be barren of any farm relief legislation. But better none than such measures as are now pending in House and Senate.

Careless use of words will doubtless continue until the last trump, but some instances of this carelessness are amazing. A special dispatch to one of our leading contemporaries says that a certain newspaper in San Juan, Porto Rico, is the "most extreme" of the San Juan dailies in its head lines. This is like saying that something is "most farthest." Poetic license allows the use of another word which is virtually a double superlative, "chiefest." But not even poetic license sanctions "most unique, it can't be uniquer. Such linguistic perversions are most extreme.

The cheapest and easiest thing in the world is to show your authority. You can show your authority until doomsday and make people fear it too, but you will never make them respect it.

One thing worse than a quitter is a fellow who is afraid to begin.

IN THE REALM OF RASCALITY.

Questionably Schemes Which Are Under Suspicion.

There is an alleged subscription agency which does business at 910 Garrick Bldg., Chicago, under the style of the H. & H. Periodical Service Co. The alleged owner of the business is a man who goes by the name of Lawrence E. Holbrook. Aug. 5, 1927, a representative of the concern induced Sherman Cole, of Copemish, to subscribe for the Frontier, a magazine published at Garden City, Long Island. The Chicago concern never reported this order to the publisher until March 27 of this year—seven months after the money was taken from the subscriber. Realm does not think the order would ever have been executed but for the importunities of the architect of this department. Threats of exposure brought no results, but an intimation that the circumstance would be reported to the detective bureau of the Post-office Department resulted in quick action. No matter how defiant a crook may be, he does not relish an indictment in the United States Court for misuse of the mails.

So necessary has it become for salesmen to "sugar" the piece goods buyers for many of the women's ready-to-wear concerns here to get an order that cognizance of the matter has been taken by traveling men's organizations in the silk field. Both the Silk Travelers' Association and the Silk Club have received numerous complaints on this score, particularly about buyers for dress houses, and promise drastic action on any case of this kind that can be definitely established. It was pointed out, however, that cases involving grafting by these buyers are difficult to prove. Salesmen who are victims of the practice are unwilling to carry them through for fear of being discriminated against by other buyers. With a living to make and paid on a commission basis, it was added, salesmen cannot really be blamed for taking this stand. The cure will have to come from the inside. Employers will have to check up on their buyers, investigating, for instance, cases of apparent favoritism of certain lines. This favoritism is frequently a sign that dishonest practices are indulged in.

It is admitted by men who are in daily touch with the buyers complained of that the latter's grafting is sometimes brought to light through offers of entertainment by salesmen. Realizing the need of being as friendly as possible with buyers, salesmen may suggest taking them to a prize fight or a good show. Honest buyers will take this entertainment; the others will use the invitation as entering wedges for split commissions. Although most of the grafting takes the form of split commissions, other varieties of it include requests for loans which are never repaid, demand for cash in lump sums, etc. In one instance which was brought to the attention of the Realm a grafting buyer got all the salesman's commission. The latter worked hard and long in getting his first order from this buyer. Two or three other small

ones followed. Then, one day, the salesman saw the buyer in his employers' office, talking with them. Later he was called in and told that the house would handle the account. The buyer had simply offered to deliver good-sized orders in return for the salesman's commission, and his offer had been accepted. The salesman's protest was met with the reply that if he did not like it he could quit.

Most of the buyers complained of are under 30 and of the "sheik" type. In most cases, it is said, they are paid from \$45 to \$50 a week. They get the remainder of their income by making salesmen pay tribute on every yard of goods they buy. Ten thousand a year "on the side" is said not to be exceptional, and in one case the buyer's "cut" ran between \$30,000 and \$35,000 a year. In another instance a better-than-average buyer was known to be getting \$100 a week. He worked for his house several years, and then was caught taking graft on his purchases. He was discharged. Failing to land with another house as buyer, he went into the dress business on his own account. To-day he is rated between \$100,000 and \$150,000. Despite its seriousness, the situation is not without an element of humor. One sample of this was supplied unwittingly by a buyer who had a relative in the insurance game. This man took up his stand in the small ante-room reserved for salesmen waiting for the buyer, and while the latter kept them waiting the relative went through the crowd for prospects. While it could not definitely be said that it was a case of no policy, no order, there was no questioning the difference in the reception by the buyer of a salesman who had signed an application and one who had not. About all the latter got was "Nothing to-day."

A certain buyer conceived the idea of milking salesmen by telling them that he had just become a father and that, because of the expenses attendant upon reaching this state, he was in great need of a hundred-dollar loan. Comparison of data by a group of salesmen one day brought out the surprising fact that this buyer had become a father six times in less than two months. None of the loans was ever repaid. One of the best known silk salesmen in the business is in a rather peculiar position solely because of the length of time he has been calling on the trade. Many of the manufacturers this salesman formerly sold goods to now employ buyers. The latter, knowing how well acquainted the salesman is with their employers, are afraid to suggest graft to him and therefore "pass him up" as often as they feel they can safely do it.

The salesmen are not the only ones hurt by the grafting practice, it is charged. Some of the smaller silk houses, which have one of the partners selling goods, are said to pay tribute to the buyer and then collect it from his employer by shipping short pieces. These shortages, which usually are not noticed when the goods are received, are often sources of argument between



OME MEN leave their families real estate, business properties, and blocks of securities.

¶ But many men . . . probably the great majority . . . look to Life Insurance as the substance of their Estates. Their insurance policies *are* their Estates.

¶ For protection and management of the proceeds of your insurance, this institution is prepared to serve you, just as it serves in the administration of general Estates.

Our officers will be glad to discuss this important subject with you

THE
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COMPANY
GRAND RAPIDS

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manufacturers and contractors. The inference is that the latter are not returning all the garments they should for the yardage supplied. Employers of grafting buyers are further hurt by the leniency shown in returning goods with blemishes in cases where graft has been collected. Further, by looking only at lines handled by salesmen who pay them a consideration, these buyers frequently fail to see novel patterns that might prove active sellers when made up into garments. Even when salesmen pay graft they cannot be sure that they will get business. One case was told of yesterday where a buyer with a single piece of silk to buy had six of his contributors each send in one piece. To square himself with the five losers he said the selection in that instance had been made by the boss.

Merchants are warned to be careful in accepting \$20 bills purporting to be uttered by the Federal Reserve Bank of Chicago. Last Saturday, at Lansing, there were \$1,620 worth of the counterfeit bills passed by a woman described as being "about 22 years old, five feet and five inches in height, having dark brown hair, worn in a long bob style, having a dark complexion and dainty features."

Wrong Attitude Toward Our Timber Wealth.

Grandville, March 27.—That big Michigan pine which has attracted so much notice, even to interesting the Governor in asking its preservation, has in a measure called the peoples' attention to trees. Not only pine trees, of which very few are left in the once thickly studded lands of the State, but other trees as well.

The big pine in question, which has withstood the storms of several hundred years, having started to grow before Columbus discovered America, has begun to decay at the top and its passing is only a matter of a few more years. This being true, doubtless the axe and saw will give it its quietus within a short time.

However, there are other trees, not pines, which call for our kindest consideration. Back in an early day, back from the streams a few miles, the extensive forest of Michigan consisted of hardwood timber of a character considered valueless at the time the pine was being converted into lumber for the Chicago market.

If the hardwood forests of the State were standing to-day they would prove a mine of wealth to the citizens of the State. Settlers back from our rivers, who came here to make farms, had no use for wooded land, and went about denuding the soil as rapidly as possible of its forest growth.

Here again, was made a great mistake. Back some sixty and more years ago I heard a tavern keeper within eight miles of the city of Grand Rapids bemoaning the fact that he had cleared his eighty of timber that he might work the soil in raising beans, corn and wheat which sold at that time at a very low price.

"I broke myself down clearing the land and burning the logs in heaps which, if I had them now, would be worth far more than the cleared land."

This was true, and furthermore he stated that much of his timber was black walnut, afterward valuable in the manufacture of furniture.

So much for the short-sightedness of the early settlers. To-day a tree is regarded with ideal favor, and he who destroys one does the public as well as himself a wrong.

If there is a manifestation of divine power in anything it is in trees. Stand-

ing under a giant oak I picked up some acorns and looked them over. Each one of these, no larger than the end of my thumb, was a potential giant tree. Something strange about that, is there not?

In early school days the small fry often recited that piece where it says "Tall oaks from small acorns grow; great streams from little fountains flow," and so on to the end of the chapter.

Trees are among the most valuable of nature's handiwork. Without them the world would be a desert indeed. Despite this fact, tree butchers have been met with everywhere and their work has been of a most destructive sort.

One of our modern poets speaks of the deep satisfaction it gives him to "get out in the fields with God." Satisfaction surely, but how drear these fields without trees. Trees are the homes of innumerable birds which come to us every spring and warble their way to the heart of mankind through the summer and autumn.

Birds and trees are in a way synonymous and we love them both. In speaking a good word for the giant pine first mentioned, the writer remarked on the fact that man could in one day destroy what it had taken God 700 years to make.

What a thought this brings out. That God is so long in making trees which man can so quickly destroy seems strange, and yet there is a lesson for us here which bids us look more leniently on the works of omnipotence which were placed here on earth for our good, and which so many of us in our blindness have signally failed to appreciate.

I have ever been a lover of trees, no matter what the kind, from the lowly spruce to the tallest pine, and more especially the hardwood growth. In clearing a small farm on cutover pine land some years ago, I found here and there a small maple or basswood which I invariably left standing.

My farmer neighbors smiled at my simple ideas and suggested that it did not pay to leave these trees, since many hills of corn could be grown where they stood.

Not far from where I built my dwelling was a small grove of hardwood. Near the center bubbled a boiling spring of clear cold water. You may be sure that grove of perhaps half an acre was left to nature, and under its shade many times we entertained neighbors and friends at dinner with only the blue arch of heaven and whispering tree-tops overhead.

Trees are almost human in their make-up. They are certainly nearer to God than anything else in nature.

One of my neighbors bought a farm adjoining his which had a neat cottage fronted along the highway with several beautiful maples. The new owner had no use for land which was going to waste in this shape and called his son, telling him to go to the home farm and bring a saw. Said he:

"We'll soon make these trees into a woodpile for the stove."

The neighbor who happened to be talking with the new farm owner felt a shock at such suggestion of vandalism and advised against cutting the beautiful shade trees.

"Oh, well, Ray," addressing his son, "you needn't get the saw. We'll let the trees stand," thus showing how small was his appreciation of the works of nature. I think those trees have since been cut, however.

"Woodman, spare that tree," is the best advice that can be given.

Old Timer.

Not Much In It.

Prof.—Why don't you answer me?

Fresh—I did, Professor. I shook my head.

Prof.—But you don't expect me to hear it rattle away up here, do you?



To the Wholesaler and the Retailer

... a nationally advertised food package is a sound investment. It is like so much money in the till. Off-brands may gather dust upon the shelves, but the well-known leader finds a ready market and assures you constant sales.

Postum Company, Incorporated, is the largest advertiser of grocery specialties. As a result, the sale of its products is guaranteed to wholesaler and retailer. Thus, Postum salesmen are concerned not with how much they can sell the buyer, but through service how much they can help the buyer sell.

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Post Toasties, Postum Cereal, Instant Postum, Jell-O, Grape-Nuts, Post's Bran Flakes, Franklin Baker's Coconut, Walter Baker's Cocoa and Chocolate, Log Cabin Syrup, Minute Tapioca, Swans Down Cake Flour

MOVEMENTS OF MERCHANTS.

Weidman—F. R. Bartlett succeeds Bartlett & Kane in the grocery business.

Mendon—M. J. Swonk is closing out his stock of shoes and will retire from trade.

Marion—N. D. Gover, of Mt. Pleasant, has purchased the Struble hardware stock.

Blanchard—Sanders & Scott succeed Elfanzo Allen in the grocery and general store business.

St. Johns—Roy Grubaugh, who opened a grocery store here several months ago has closed it.

Kingsley—Fenton & Baier succeed Anthony P. Baier in the grocery and general mercantile business.

St. Johns—The D. & G. Stores, Inc., which conducts a chain of 5-cent to \$1 stores have opened a store here.

Lansing—Brenner & Remer Co., heating and plumbing, has changed its name to the Brenner & Wilford Co.

Grand Rapids—The W. B. Chalmers Co., 232 Ottawa avenue, N. W., has changed its name to the Wolverine Asphalt Paving Co.

Detroit—Cutler Jewelers Supply Co., Inc., 512 Metropolitan Bldg., has changed its name to the Metropolitan Jewelers Supply Co.

Ann Arbor—The First National Co. of Ann Arbor, 201 First National Bank Bldg., has changed its name to the National Co. of Ann Arbor.

Detroit—The Jefferson Radio & Electric Corporation, 445 East Jefferson avenue, has changed its name to the Jefferson Radio Corporation.

Tyre—Fire destroyed the Tyre elevator, owned by Ray Thomas, of Bad Axe. The loss is estimated at \$35,000, which is partially covered by insurance.

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.

LeRoy—James Campbell, dealer in grocery and meats for many years, died at his home, March 27. The funeral was conducted by the Reed City Masonic lodge.

Vandalia—Claude Merritt has sold his interest in the hardware stock of Aurand & Merritt, to Earl Barnum and the business will be continued under the style of Aurand & Barnum.

Howard City—Oscar K. White bid in the Howard City Marketing Ass'n. elevator when it was sold under receivership proceedings and will continue the business under his own name.

Detroit—The Universal Refrigerating Sales Co., 18th and Howard streets, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Mt. Pleasant—Gover Bros. have opened a store at 108 North Hamilton street, Saginaw, under the style of the Liquidating Co., for an outlet for stocks of merchandise, distress merchandise, etc.

Detroit—The Michigan Warehouse Co., 1221 Beaufait avenue, cold storage, etc., has been incorporated with an authorized capital stock of \$350,000, \$35,000 of which has been subscribed and paid in in property.

Grand Rapids—The W. E. Kirches-

ner Co., 24 Sheldon avenue, drugs, etc., has been incorporated with an authorized capital stock of 1,000 shares at \$10 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Flint—The Reynolds Appliance Corporation, 660 Harrison street, has been incorporated to deal in appliances at wholesale and retail, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$2,500 paid in in cash.

Kalamazoo—The Paper City Tire Service, 527 East Main street, has been incorporated to deal in tires, auto accessories, etc., at wholesale and retail, with an authorized capital stock of \$25,000, \$2,000 of which has been subscribed and paid in in cash.

Flint—The Davison-Applegate Co., 917 South Saginaw street, has been incorporated to deal in automobiles, auto accessories, etc., at wholesale and retail, with an authorized capital stock of \$100,000, \$60,100 of which has been subscribed and \$40,100 paid in in cash.

Saginaw—Andrew Bros., one of the largest dealers in the State of fruits and produce, has erected a modern plant at the corner of Franklin and Hayden streets which it will occupy as a branch under the style of the Andrew-Ellis Co., with Andrew Ellis as manager.

Muskegon Heights—The Heights Lumber Co., 22 East Hackley Place, has been incorporated to deal in lumber and building material, with an authorized capital stock of \$150,000, of which amount \$75,200 has been subscribed and paid in, \$200 in cash and \$75,000 in property.

Royal Oak—Leo J. Dillon, Inc., 518 South Washington street, has merged his shoe and hosiery business into a stock company under the same style, with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$7,000 has been subscribed and paid in, \$2,000 in cash and \$5,000 in property.

Saginaw—S. R. Deitrich has sold his interest in the Jochen & Deitrich Hardware Co., 811 Genesee avenue, to C. W. Aker, formerly with the Winchester-Simmons Co., wholesale hardware distributors of Toledo, Ohio. Mr. Deitrich has removed to Lansing where he will be associated with his brother in the hardware business.

Ishpeming—Charles Burt, who has been associated with D. B. Bilkey in the B. & B. Mercantile Co., in the Sellwood block, since it was organized several years ago, has purchased the interest of Mr. Bilkey, and will continue the business under the style of Burt's Cash Grocery, at the same location. Mr. Burt has relinquished his interest in the wholesale department of the company and Mr. Bilkey and son, Harvey Bilkey will continue it as sole owners.

Muskegon—J. H. Lee, for twenty-six years with the Towner Hardware Co. as general manager and buyer, has severed his connection and bought the A. Van Zanten hardware stock, at Muskegon Heights. He has already taken possession. Mr. Lee's son will be associated with him in the business. Mr. Lee will be remembered as President of the Michigan Retail Hardware

Association three years ago. Mr. Van Zanten will engage in the real estate business.

Grand Haven—The Grand Haven Merchandising Co. has closed its business with the mailing of checks of \$13.80 to each of the stockholders, as the last payment of outstanding stock. The store was incorporated 10 years ago and stock then, \$10 a share is now \$29. The venture was discontinued when Richard R. Cook resigned as manager and the stockholders decided not to go on with another leader. William Bowman has purchased the stock and fixtures and will conduct a store under his own name.

Manufacturing Matters.

Jackson—The Ion-Glow Light Corporation, 401 Dwight Bldg., has increased its capital stock from \$25,000 to \$50,000.

Hudson—The Hillsdale Manufacturing Co., boys pants, has removed its branch plant from Hudson to Coldwater, where the business will be resumed.

Detroit—The Ideal Cabinet Corporation, 8841 Central avenue, manufacturer of medicine cabinets, has increased its capital stock from \$12,000 to \$50,000.

Detroit—The Richmond Fireproof Door Co. of Michigan, 2539 Woodward avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Iceaire Corporation, 4705 Cass avenue, has been incorporated to manufacture and sell ice machines, refrigeration devices, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,100 paid in in cash.

Constantine—The Grames Manufacturing Co., furniture and kindred lines, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$13,000 of which has been subscribed and paid in in property.

Lansing—The Michigan Surface Burial Vault Co., 319 West Grand River avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, and paid in, \$13,350 in cash and \$6,650 in property.

Algonac—The housing situation in Algonac is acute, because of the many new employees at the plant of the Chris Smith Sons Boat Co. The company is now employing more than 300 persons. The G. A. Wood Inc., Boat Co. also has thirty-five employees.

Novi—The Novi-Stov-Cab Corporation has been incorporated and will erect a factory for manufacturing 1,000 Stov-Cabs per month. The "Novi Stov-Cab" is a cabinet which is built around the kitchen stove. The company will employ forty-two men at the start.

St. Joseph—The Vail Rubber Works, Langley avenue, has merged its business into a stock company under the style of the Vail Rubber Works, Inc., with an authorized capital stock of \$150,000, of which amount \$145,000 has been subscribed and \$143,000 paid in in property.

Grand Rapids—The Nemco Engineering Co., has been incorporated to design, manufacture and sell machinery with an authorized capital stock of \$30,000 preferred and 2,000 shares at \$10 per share, of which amount \$11,000 has been subscribed and paid in, \$1,500 in cash and \$9,500 in property.

Saginaw—Willrich & Phalen manufacturers of lamp shades, filed a voluntary petition in bankruptcy April 3. The petition was filed by the firm as a co-partnership and by each individual as a member of the firm. The schedules fix the liabilities of the co-partnership at \$8,534.89, its assets at \$3,697.37, with no claims for exemption.

Grand Rapids—The Grand Rapids Enamel Sign Corporation, 1331 Phillips avenue, S. W., has been incorporated to manufacture and sell advertising devices, signs, etc., with an authorized capital stock of \$25,000 preferred and 25,000 shares at \$1 per share, of which amount \$27,600 has been subscribed, \$8,000 paid in in cash and \$12,600 in property.

Contrast Old and New in Hosiery.

Women's full-fashioned silk hosiery has not only become a great deal lighter in the last forty-two years, but cheaper as well. Concrete proof of this is supplied by a window display in the salesroom of the Belding Heminway Company. It contrasts pure-thread silk stockings of 1886, which ran 36½ ounces to the dozen, with those of 1928. The per dozen weight of the latter is only 8½ ounces. The two might be said to compare with kid and cobwebs, by way of contrast. Just as the 1928 hose are lighter than those of 1886, they are also less expensive. The current season's stockings in the display are of good quality, and are priced at \$16.50 wholesale. The 1886 stockings, per dozen, cost the retailer \$54.

Nose Veils in Demand.

During the past two weeks there has been a large demand for nose veils from all over the country. Merchants everywhere are asking for them in colors and designs which are selling in the large New York stores. Two types are selling well, the semi-circular veil and nose veiling by the yard, in designs worked out in chenille dots and fine scrolls and self dots. The leading colors are black, brown, beige, gray and some navy blue. In the veiling by the yard, two colors are combined in a border treatment. Prices range from \$2.50 a dozen upward and 25 cents a yard and up.

Better Grade Corsets Active.

In the better grade corset lines there has been considerable activity during the past week in orders for May delivery. The business seems to be divided between combinations and girdles. These latter are selling equally well in both step-in and side-hooked styles. The materials include French failles, satins, heavy brocades, especially in the girdles, crepe de chine and net. A new line of combinations is shown in a fine silk twill-like fabric without elastic or boning, and is sold for women of all sizes in models for both day and evening wear.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.65 and beet granulated at 6.45.

Tea—The market has had a dull week, and for the time being the bottom seems to have dropped out of the demand. Everywhere from first hands, holders report unsatisfactory conditions. The undertone, however, is considerably stronger than the demand would warrant. This is on account of comparatively light stocks. Ceylon teas are rather weak in primary markets. The consumptive demand for tea is just about the same.

Coffee—The market for Rio and Santos coffee, green and in a large way, has continued rather weak since the last report. This being entirely due to soft conditions in Brazil. There have been some flashes of strength during the week, but the market nets a fraction under what it was a week ago. Mild coffees remain about unchanged for the week. Jobbing market for roasted coffee is about unchanged, with the undertone feeling the soft Brazil market.

Canned Fruits — Peaches and apricots have been too unsettled to attract much attention for replacement, except in grades which are not to be had in abundance. Pears are about out at the source and while cherries are scarce their undertone does not match their statistical position. Pineapple has been going out constantly and a favorable clearance is anticipated before summer pack appears.

Canned Vegetables—There is something doing in tomatoes all of the time, as the distributing trade is carrying light stocks, but replacements can be made at ruling prices. More enquiry for extra standard peas is in evidence since the cheaper packs are disappearing and those who have big outlets find it better to keep their trade working on packs which can be readily duplicated. Cheap peas are still wanted, but it is a problem to locate them in any canning area. Fancy peas are in no marked demand, as the enquiry is strictly for goods as they are needed since there are relatively more fancy packs than other grades. While some Southern future peas have been sold, the bookings of other new packs have been light for the season. Corn is about steady in tone at quotations, but not active, since there is a hand-to-mouth buying of usable grades and not much call for fancy. String beans are firm and closely sold up, which has led to interest in new pack Louisiana beans for early delivery. The jobbing call for asparagus is better, but there has been no change in the range. Spinach is firmer on the Coast and there is talk of short deliveries by packers because of unfavorable weather conditions, which have cut the expected pack.

Dried Fruits—There is talk of higher raisin prices among packers in the near future on Thompsons and Sultanans, but Muscatels are still too plentiful and are pushed to sale to such an extent that they have been weak. The main development in apricots during the week was the possible damage to the growing crop by rain during the past few days. No accurate estimate

has been made and none is likely until later, when a close check up has been made. However, the prospect of crop damage has made packers less anxious to sell their remaining fruit, which consists mostly of grades below extra choice. Peaches remained firm at the source all of last week with a narrowing of offerings, since packers are getting down to bedrock. Prunes were firm in California and were not so pressed for sale in the Northwest. Such in brief, were conditions at the source. Locally there was no particular demand for any pack. Prunes moved out in fair jobbing parcels with no price betterment to record. The larger holders have more confidence in the situation but they are still forced to meet competition. The improvement in Oregon prunes on the Coast is felt here to some extent, but there is no excitement in the market. Apricots and peaches are moving more freely as normal spring outlets have enlivened the market. Good grades of the former are scarce and are at a wider differential over standards and choice than usual. Peaches sell according to grade, the strength being greatest in well colored quality packs. Raisins show favoritism in buying as Sultanans, Thompsons and bleached varieties out-sell the other types. The demand is too routine to make an interesting situation.

Canned Fish—Conservative buying of all fish packs is in evidence. Pink and chum salmon are decidedly firm, but not active, but reds and medium reds are dull. Maine sardines are well sold up in all positions, but with the new packing season legally opening on April 15, the trade is disinclined to buy freely in large blocks. Shrimp is also ignored in future positions, with the spring catch so far reported to be light.

Salt Fish—Demand for mackerel and other salt fish continues excellent. Dealers are not anticipating their wants much, but are coming steadily into the market and are buying actively. The supply of desirable mackerel is small. Prices are firm. Herring is active and strong, on account of light stocks.

Beans and Peas—The demand for pea beans is quiet, but the market is nevertheless very strong. California limas are also a firm item; demand fair. Red kidneys are steady and unchanged in price. Dried peas are for the most part firm, although yellow peas are only about steady.

Cheese—Offerings of cheese during the week have been light, although demand is quiet. The market has ruled steady, without change.

Nuts—Shelled nuts are in limited demand on the spot and without the encouragement of a heavy turnover importers are adverse to making contracts for additional shipments from cracking centers in Europe. Stocks here are light and have been so for several weeks, but with the restricted demand are sufficient. The price range is not disturbed from day to day as holders realize that it is not so much a matter of price as it is of actual need of replacements. For the most part the regular outlets are buying in small parcels even if they have to repeat orders frequently. The only marked

change abroad was a slump in almond prices in Spain, but world markets showed interest and prices quickly went back to their original levels. The demand for nuts in the shell has also been without volume. Walnuts are in the largest supply but they have experienced wider consuming outlets since the recent reduction in Coast prices, and the market is steady. Brazil nuts have not reached the stage where they look interesting from fall outlets and buying of new crop so far has been light.

Rice—Domestic rice has been moving so freely into consuming channels that the market has automatically improved its position and more confidence is shown in the article than in several months. Excessive rains in the South are reported to have delayed planting which may result in a reduced yield of the early varieties which would tend to prolong the season of distribution for carryover. Some estimates of the probable acreage throughout the country are for smaller plantings than in 1927. The chief influence, however, on market conditions, is the movement of current crop through domestic and export channels. Southern points have been firmer in their views on both rough and milled rices, and distributing markets are showing a better undertone without so far a material change in the trading basis, as previously acquired stocks on a low basis are being liquidated on their original cost.

Syrup and Molasses—Molasses is still being steadily bought, but only for current needs. This refers to fine grocery grades. The market remains entirely unchanged from the last report, demand being healthy and prices stable. The undertone is rather strong. Sugar syrup is in steady demand at fully maintained prices. No change for the week. Compound syrup has gone up again about 10 cents, on account of the advancing corn market. The demand is taking the goods at the higher prices.

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—Canadaian, \$2 per 100 lb. sack. Bananas—5½¢@6¢ per lb.

Butter—Butter has had for the most part a soft week. Prices have declined altogether about 3¢ per pound. The offerings have been more liberal and other markets are reporting lower conditions. Demand is not quite good enough at the present writing for the supply. Jobbers hold June packed at 41¢, fresh packed at 43¢, prints at 45¢. They pay 24¢ for No. 1 packing stock and 12¢ for No. 2.

Cabbage—\$2 per 100 lbs. for old from New York State; new from Texas, \$4 per crate.

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

Cauliflower — New from Florida, \$2.25 per doz.

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

Celery Cabbage—\$1.25 per doz.

Cocoanuts—\$1 doz. or \$7.50 a bag.

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

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$9.00
Light Red Kidney	-----	8.95
Dark Red Kidney	-----	9.25

Eggs—The market is beginning to begin to feel the effect of the approach of the largest producing season, which occurs in April. Receipts have been fairly liberal during the week, but the market is maintained to-day at 25¢ for strictly fresh, with indications of a decline before the end of the week.

Green Onions—Chalotts, 65¢ per doz.

Lemons—Quotations are as follows:

300 Sunkist	-----	\$6.50
360 Sunkist	-----	6.50
360 Red Ball	-----	6.00
300 Red Ball	-----	6.00

Lettuce—In good demand on the following basis:

Arizona Iceberg, 4s, per bu.	----	\$4.00
Arizona Iceberg, 6s, per bu.	----	3.50
Hothouse leaf, per lb.	-----	10¢

Onions—Spanish, \$2.75 for 72s and 50s; home grown command \$4 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, 50¢ cheaper. All sizes of Floridas are selling at \$6.

Peppers—Green, 65¢ per doz.

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

Poultry—Wilson & Company pay as follows:

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

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

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

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

Veal Calves—Wilson & Company pay as follows:

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

Here's Another Kind of Scotch.

American tanners believe they have learned how to produce Scotch grain leather for heavy shoes and to give it the quality of the best imported Scotch grain. This domestic leather has just appeared on the market and is being used by two leading manufacturers of men's high grade shoes.

The leather, made of imported hides from plump shouldered veal, is produced by the chrome tanning method, but with a finish so firm that it will hold the imprinted "grain." The leather is aniline dyed in tan or black and is not pigmented.

Items of Interest in Grand Rapids Council.

The annual Memorial day exercises will be held in the Council rooms at Rowe Hotel 3 p. m., April 15. The attendance at these Memorial services has been somewhat of a disappointment in past years to those in charge of them. The scribe has been present at similar exercises of a number of fraternal organizations and, almost without exception, an outside speaker was obtained to deliver the main address. Our Memorial services are different. They are entirely in the hands of the Past Grand Senior Counselor of Council No. 131. It is a sincere tribute of respect and reverence of friends of the departed. We feel that this service should be attended by at least 60 per cent. of our membership. Surely we all hope to be remembered after we have passed on to that Mystic Shore and this service is a wonderful place for meditation which is good for your soul. The officers in charge of the meeting are as follows:

Senior Counselor—Gilbert H. Moore
Junior Counselor—H. J. Mann
Conductor—William Bosman
Page—O. W. Stark
Sentinel—Fred De Graff
Past Counselor—John H. Wells
Chaplain—E. J. MacMillan

The eulogy will be delivered by Homer R. Bradfield. Mrs. Karl W. Dingman will be the soloist for the occasion. This announcement is published two weeks in advance, so that members may make plans to attend.

We are very glad to report that Edward F. Goebel, living at 2016 College avenue, who was in the hospital for some weeks undergoing a major operation, has returned to his business, the Madison Dry Cleaning Works.

Hart & Crouse, Utica, New York, manufacturers of the Royal furnace, have recently contracted with Senior Counselor Henry T. Koessel to represent them in Michigan and Northern Indiana. This is the same territory covered by Mr. Koessel for four years for the Utica Furnace Co., Utica, N. Y., and we predict he will not experience much difficulty in convincing the trade that the change he made is for their benefit as well as his own.

The Secretary reports that an unusually large percentage of the membership are lagging in paying assessment No. 192, which was due March 30. We regret to hear this. The protection and fraternalism of the United Commercial Travelers is truly a wonderful thing for the membership, but in order to appreciate and enjoy both fully it is necessary to keep in good standing. We recall reading some time back an article headed "A Lapsed Policy is Both a Loss and a Disappointment to the Beneficiary." The widow is in an hour of greatest distress when she learns the policy of insurance on which she relied is a lapsed policy; when she faces the expense incidental to a decent burial of the deceased, and the future of the little ones with a lapsed policy as a legacy from the man who stood with her before the minister and pledged his sacred oath to protect her. She would be superhuman if in her soul she could

wholly acquit him of the charge of wilful neglect.

Edward W. Klein, who represents the Quick Meal Stove Co., of St. Louis, Missouri, and wife are on an extended pleasure trip to Eastern Ohio, visiting relatives and friends.

John Ripperger, who suffered a fractured skull, due to a fall in a bath tub when in the Occidental Hotel, Muskegon, the early part of the year, is back on the job and feeling fine.

Mention was made in the notes of last week of the rapid strides of the Salesmen's Club of Grand Rapids, which is looked upon with pride by Council, No. 131, in obtaining new members and the best talent for the noon day luncheon meetings that Grand Rapids affords. They will undoubtedly have the most unusual entertainment on next Saturday, April 7, in the English room of the Rowe Hotel at 12:45 when the Girls' Glee Club, consisting of thirty members of Oberlin College, will entertain the members and their friends. They are on their annual tour through the Central West and the entertainment committee of the Salesmen's Club are quite wide-awake in booking an attraction thousands of people pay good money to hear. We urge an attendance of all the members who can possibly be present.

L. V. Pilkington, Past Grand Counselor of Michigan and well-known in U. C. T. circles, is now connected with the salesforce of the Kinsey Motor Co., selling Hupmobiles in Grand Rapids. Mr. Pilkington has a wide circle of friends and acquaintances who will be glad to know he will be in Grand Rapids almost continually, instead of the long trips he formerly made when selling furniture.

Word has been received from one of our members, Dr. George W. Ferguson, who is now living in Toronto, Canada, and who calls on the drug trade in Michigan, Ohio and parts of Canada. He has been extremely fortunate in one of his investments made a few years ago. A modest investment in the Canadian Mining Co. seems destined to make Brother Ferguson a very wealthy man. Apparently the first stroke of the pick of this mining company yielded "pay dirt," which has been getting better ever since, and the rapid accumulation of wealth is almost unbelievable. Mr. Ferguson is in line for an important position with them if they expand.

Sam Huldin, prominent member of the Council, narrowly escaped a severe accident a few days ago while driving on a State highway a few miles this side of Petoskey. The roads had become much impaired due to heavy snows and the car dropped into a deep opening of the roadway which was obscured by the snow. The damage was moderate, requiring a new casing and straightening and balancing the frame of the car.

The East Grand Rapids Auto Co., which is owned and conducted by Morris Osborn, and A. J. Kaser, members of 131, and W. R. Hattensley, report business very good. Notwithstanding the large percentage of unemployment and the general business



Swapping Horses

in mid-stream is no worse than constantly switching from one "bargain special" brand to another. Stay in the saddle.

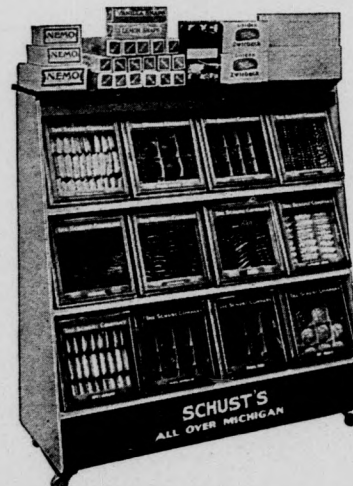
The demand for Beech-Nut quality is a steady current, kept steady by the pressure of consistent advertising.

Beech-Nut

"Foods of Finest Flavor"

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

depression, they closed the month of March by selling a new Essex to F. A. Aldrich, living at 901 Jefferson avenue, last Saturday afternoon. L. L. L.

Two-Button Suits Lead Call.

In clothing orders recently placed the two-button, single-breasted styles lead. The vests of these suits, however, are double-breasted. Tried out for a while, these styles have grown in favor until orders are now coming in from retailers throughout the country. Smooth finished fabrics in medium shades lead, the present demand for extreme shades and patterns being very small. Cheviot suits continue to meet with popularity. Recently there has been an expanding call for silver gray flannel suits in double-breasted effects and these are well regarded for the later season.

The Smile in Your Voice.

Keep the smile in your voice,
As the day wears through,
For others have problems
As well as do you.
It may be their worries
Have caused their upset.
Keep the smile in your voice,
And you'll never regret.

Keep the smile in your voice,
Though the world looks awry,
And it seems all storm clouds
Have massed in your sky.
Make your own silver lining
To lighten the gloom;
Keep the smile in your voice
And 'twill brighten your room.

Keep the smile in your voice:
See the grouches you kill
With a soft word and cheerful,
Brought out by your will,
In atmosphere cheering
The grouches won't live.
Keep the smile in your voice!
Watch the pleasure you give.
Charles Elbert Whelan.

Organization To Promote Probation Work.

Written for the Tradesman.

A few years ago I contributed \$5 toward the work of the National Probation Association and learned that I had become a member of the Association. An annual contribution of only \$2 makes one an "active" member.

Once in two months I receive a four-page bulletin and every year a copy of the proceedings of the annual meeting. The 1927 report consists of 308 pages and contains by-laws, lists of officers and committees, minutes of business, reports of secretary and treasurer and reports, addresses and papers of thirty-nine prominent people. It was somewhat of a surprise to learn that in May, 1927, there were only 4,966 members of the association—an average of 100 for each state in the Union. Every year I feel that I have passed another grade in the study of probation and, besides helping to pay for lectures, literature, study of needs, methods and results, I receive full value for my contribution.

I would like to give our readers a definite, comprehensive view of probation work, but that is out of the question and so I will mention just a few facts which are of general interest.

The association has just attained its majority, the twenty-first annual conference having been held in Des Moines, Iowa, May 9 to 11, 1927. Probation laws were enacted in Massachusetts in 1878; in Maryland, 1894; Vermont, 1898; Rhode Island, 1833.

The District of Columbia and thirty-three states have adult probation laws, but nineteen states only really have such probation. Nebraska is one example of a state having probation laws, but little accomplishment. It has one man at a salary of \$1,200 a year and one woman employed half time.

The states which have most complete administration of probation are Massachusetts, New York, Connecticut, Vermont, Rhode Island, New Jersey, Michigan, Pennsylvania and California. Leaving out of the foregoing Connecticut and California, and adding Illinois, gives another list of states which may be said to have demonstrated state-wide adult probation.

In 1926 the National Probation Association made a survey of eleven counties in Michigan. In one of the counties, with a population of 175,000, it found there were nominally under the care of one probation officer 770 men and 111 women from the adult courts, fifty-four boys and thirteen girls from the juvenile court, 180 families receiving mother's aid and 409 cases of divorced parents with children who were paying alimony through his office. An immediate result of the survey was the addition of two more probation officers. In five other smaller rural counties the Michigan State College co-operated in the survey.

As a direct result of the survey, Genesee county added two probation officers, a man and a woman, Jackson county added a man to handle boys in the juvenile court, in addition to a woman previously employed, and in-

creased the salary of the adult probation officer. In Calhoun county another officer was appointed to handle adult probation and investigate divorce cases. In Bay City and Ann Arbor, committees are at work to secure improved facilities for probation work. In the other counties officers have been replaced by better trained men, who are trying to carry out the recommendations of the survey.

The most interesting paper in the annual proceedings is that of Circuit Judge Frank L. Covert, of Pontiac, Oakland county, entitled, "Family Conservation and the Divorce Court." One of the most pathetic features of law disposition is brought out in his statement that a divorce case involving the entire future lives of husband, wife and perhaps several children, is usually disposed of in fifteen or twenty minutes, and the next case may be a suit over \$2,000, which, in addition to the same judge, clerk, reporter and court officers, consumes the time of twelve jurors and two or more lawyers for from one to four days. He adds: "The welfare of human beings ought to be, and is, of much greater importance than any commercial matter or monetary question."

Besides bulletins and annual reports, there are books on various phases of probation work by men and women of large experience and capability which may be purchased from the association, the general secretary of which is Charles L. Chute, 370 Seventh avenue, New York.

E. E. Whitney.

Buy Your Insurance

with the same care that you select your Doctor

When you are in need of a Doctor you instinctively turn to the man in whom you have the most confidence. Health and life are valuable assets. You do not entrust them to unsafe hands.

When you buy INSURANCE exercise the same care. Do not entrust the life and health of your family to unsafe hands. Do not buy protection haphazardly. Be as particular about your Life Insurance as you are about your Doctor.

THE NEW ERA LIFE ASSOCIATION is a Grand Rapids organization. Its office and officers are here at your door. It is a legal reserve organization, regulated by law. Its books, records and methods of doing business are always open to your inspection.

THE NEW ERA LIFE ASSOCIATION

(A LEGAL RESERVE ORGANIZATION)

2nd Floor, Grand Rapids Savings Building

Grand Rapids, Michigan

Telephones, 9-3189; Evenings, 8-7797

THE MESSAGE OF EASTER.

There is but one Easter message, and that is immortality. Easter has many rich associations. As a festival it is older than Christianity; it is as old as springtime and the vernal resurrection. The name itself, Easter, is the name of a pagan goddess, the goddess of the springtime, and long, long before worshipping congregations gathered together in Christian temples to celebrate the resurrection of their Lord pagan fellowships kept their festivals of seed time on the hillsides and in the meadows. Christian devotion has enriched the day with poetry and invested it with music, art and a moving splendor of liturgy, but the central meaning of it is beyond all this; it recalls us to faith in an endless life because Jesus Christ has brought life and immortality to light.

So it answers to our profoundest hopes and our most enduring needs. The hope of immortality is as old as human consciousness. Men have never been able to think of themselves as merely the children of time and change. They have refused to accept the grave as the terminal of life. We have no record of any religion in which faith in immortality is not a distinctive element, nor of any race which has not treasured, in some form or other, this supreme confidence. It has been held in many strange and clouded fashions, but none the less, the light of the hope of immortality has always been shining through the darkness, and the glory of it has never been quite lost. All this because life and love are too great for time. All this because this little world of ours is not big enough for the soul to play out to the end its high part. There are too many things which at the best are left unfinished, if there be no immortality; too many wrongs uncorrected, too many perplexing injustices, if death be the end of life. We have too vast a capacity for love and friendship, if love and friendship are at the mercy of death and time. We plan too daringly; we dream too greatly, if our plans are to be interrupted before we have fairly begun to finish our foundations, and our dreams to go out forever just as we are in the way of beginning to bring them true.

The vision which has been granted us of the long ascent of man lends weight to our passion for immortality, for this little world of ours has at the best but a limited term, and if nothing be saved from its perishing and humanity return in the end to dust, then the unspeakable cost of God's whole creative labor seems out of all proportion to what enduringly comes of it. We do not believe that any wise man ever builds simply in the end to destroy what he has built. How can we believe that God will permit His own creation to be poured out as water upon the sand?

Moved by such considerations as these, the poets have dreamed immortality, the philosophers have reasoned upon it and the devout have trusted, but in the life and resurrection of Jesus Christ such solidity is given to our faith that hereafter we may never doubt.

Here, then, is the message of Easter. It establishes us in such a faith of immortality as enriches us in life and service, consoles us in sorrow and gives us high courage for the last great adventure of the soul.

RETAIL TRADE STILL SPOTTY.

Favorable weather and a rush of buying will be required this week to put Easter trade up to last year's figures in many cases. From reports dealing with both local and out-of-town stores the retail demand continues to be spotty and still subject to the influences that have been repeatedly described. Weather is counted the most important factor, but sizable unemployment in many localities cannot be waived aside. Trade results are reported better in rural than in urban territory.

Department heads in the retail establishments find it necessary to concentrate most of their effort on the selling end of the business. This is demonstrated by the smaller number of buyers who have been visiting the New York market in the recent past. Usually the preparations for post-Easter clearances bring a great many buyers before the holiday. This year, it seems, money is still tied up in stocks and must be released before further buying on any sizable scale can be permitted.

This is not to say, of course, that buying activities in the wholesale merchandise markets have come to a standstill. Such operations have expanded, but they allow a good deal of room for improvement.

Some evidence of price easing in steel may indicate that the operating pace of that industry is near the slackening point. However, the quarter that has closed witnessed a remarkable revival when conditions at the close of 1927 are considered. Building construction and automobile manufacture at present do not disclose any weakness. On the other hand, the failure of other branches of industry to take their cue promptly from these leaders and forge ahead seems to be reflected by the freight movement figures, which are still running below a year ago.

The most recent data on general productions are the figures of the Department of Commerce for February. They show that the adjusted manufacturing index rose from 118 in January to 128 and was just under the 129 of February, 1927. At the same time, the output of raw materials dropped to 96 from 113 in January and 108 a year ago. The latter might be taken to indicate that raw material producers are not so much impressed with the industrial outlook. Bearing out this theory is the fact that stocks were cut down from 170 to 158 and were only slightly above the index of 156 in February, 1927.

A point was made during the week that machine tool output has greatly expanded and that this is a very hopeful augury for industry. Possibly this prospect may be fulfilled. However, the trend toward greater mechanization probably arises more from reasons of economy than out of plans of expansion.

RAILWAY MERGERS.

While governments generally still think tolerantly of war the great representative industries, which also used to be addicted to the rule of survival by tooth and claw, are making slowly toward an age of peace among themselves. Thus Daniel Willard, president of the Baltimore & Ohio, talked cheerfully in Philadelphia of pending rail mergers looking to a fixed truce between fiercely competing systems and of the good that may come from the present method of Federal rail regulation.

The system of control applied to railroads through the Interstate Commerce Commission Mr. Willard described as "the most stringent" ever applied to any industry in the world.

His characterization of the railroad control system was fair. Railroads are the foundation of the whole modern scheme of commerce. The degree of the economic influence they can exert for good or for evil is incalculable. The total of the invested capital they represent is stupendous. They were built up through private initiative. The thought of subjecting an industry so vast and so rich to any scheme of Government control would have seemed violently revolutionary a few generations ago. To ultra-conservatives it would have seemed like a harbinger of the crack of doom. Yet, as Mr. Willard implied, regulation may have many great and new advantages for the roads themselves. Railroad men too often emphasize the disadvantages of Federal control while they ignore its obvious advantages.

What, for example, would the harassed and competition-razed oil industry not give for a scheme devised to conserve its earnings, its resources, its peace of mind and the waning fortunes of many of its shareholders? It is interesting to observe that for their own salvation many of the great oil producing groups are now seeking a way by which they may benefit through a system of control not unlike that against which railroad corporations objected violently in the days of their unruly youth.

The outlines of rail mergers likely to be carried through are now dimly visible. Regrouped trunk lines of the highest efficiency will serve the rich industrial region running from the Great Lakes southeastward to tidewater at Newport News. The "Pennsy's" facilities in the lake regions will be extended. The New York Central, the Baltimore & Ohio and the Reading will be more closely tied up in a system touching tidewater at several points, as well as the lake regions and the Southwest. The Reading is a key system of the highest importance because of its strong position in the anthracite country and its control of extremely valuable rights of way on the shortest line between New York and Chicago.

THE PRICE OF MOTORING.

It is one of the signs of American prosperity that some twenty-five million automobiles through our three million miles of highways and that the manufacturers' figures for 1928 indicate that still more cars are being turn-

ed out at a rate faster than that of last year. But every so often we are struck with the other side of this prosperous picture, the appalling fact that accidents due to this plethora of automobiles and trucks are also increasing, despite every effort to control the danger which this ubiquitous product of the machine age has brought in its train.

Statistics may mean little, but in New York State alone there are now from fifty to seventy thousand accidents a year, with fatalities running around two thousand. This January the death rate increased 35 per cent. over that of the corresponding month in 1927, and the figures just released for February show that we are maintaining this alarming increase, with 36 per cent. more fatalities in the past month than in February, 1927. The statistics for February, issued by the Bureau of Motor Vehicles, tell the sorry story that the State had 4,621 accidents, with 5,532 injuries and 145 deaths.

A further disheartening feature of this report is that 54 per cent. of the accidents occurred at street crossings. Apparently the responsibility can be distributed pretty equally between motorists and pedestrians, and in almost every case the accident is due to simple carelessness. There is almost nothing that can be done about it except an intensified campaign of education in safety, but such a campaign must be continually and vigorously pressed through every possible medium. This loss of life is so utterly useless and unnecessary that it is a terrifying blot on the automobile age.

The use of automobiles for both business and pleasure is a happy development in our National life, but what price motoring if we do not take steps to cope with this growing death rate?

NEW SEASON IN TEXTILES.

Launching of the summer season by the women's apparel interests and the announcement of a carpet auction starting April 9 were features of interest to the textile markets during the week. The display of garments for the new season put additional emphasis on the more feminine or dressier styles which are apt to consume more yardage and also stimulate the accessory lines. At this fashion exhibition novelty cottons appeared for the first time. With respect to the rug auction, prospects of an active demand are considered good.

Some firming up of prices in the primary cotton goods market took place as a result of the upturn in the staple. The demand almost all along the line, however, is still for small quantities and prompt deliveries. Wide sheetings, sheets and pillow cases were maintained for second-quarter delivery at the old prices.

More interest in fall dress goods is reported in this branch of the woolen market, probably because garment producers see only price business left on spring lines. In men's wear the demand is still spotty. There are decided contrasts with some mills operating full and many shut down. New silk lines were offered during the week, but the general trend is toward a slowing up.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday a telegram was received from George W. Gilkey, President of the Michigan Paper Co., announcing the death of John D. Wagner, the long-time dry goods dealer of Plainwell. The telegram made our duty clear. It meant a special visit to Plainwell to pay our respects to the family of the deceased merchant who had been a life-long patron of the Tradesman and an associate of the writer on the board of directors of the Michigan Paper Co. for many years.

Mr. Wagner was born on a farm five miles from Ann Arbor, June 7, 1850. His antecedents were German on both sides. He received his education at the district school nearest his home and worked on his father's farm until he was 26 years old, when he went to Plainwell and engaged in general trade in company with his brother, Herman, under the style of Wagner Bros. The store was opened early in September, 1876, nearly fifty-two years ago. Herman Wagner died in 1894 and the brother purchased the interest of the deceased in the stock of dry goods and shoes—the grocery stock having been closed out in 1879—since which time he has conducted the business in his own name.

Mr. Wagner was married March 31, 1881, to Miss Luna M. Wetmore, of Plainwell, who survives her husband. They have had two children, Clare and Gladys, both of whom have been employed in the store for several years and who will probably continue the business.

Mr. Wagner was a member of the local Methodist church all his life. He was an Odd Fellow and a member of the Common Council for many years. He was one of the earliest stockholders of the Michigan Paper Co., a director for about forty years and acted as President for about twenty years. For some years he had been a director of the Citizens State Savings Bank of Plainwell. Deceased owned the store building in which he did business and also five or six other store buildings on Main street. He took an active interest in every movement which was calculated to advance the moral or material improvement of the village. His influence, example and financial support were in evidence when any matter that would contribute to the growth of the village was under discussion or action.

Mr. Wagner had not been feeling well for a year, but attended to his business duties as usual until about a week before he died, when he was taken with the influenza. He was apparently improving, but suddenly passed away early Friday morning. Death was caused by a blood clot on the brain. The funeral was held at the family residence Monday afternoon, conducted by Rev. Kendall and Rev. Nagler, the local Baptist and Methodist preachers. Interment was in Hillside cemetery.

In the passing of Mr. Wagner, Plainwell loses her oldest business man and one of her most stalwart citizens. His credit was always above par. His

word was always good. All who sought his friendship soon came to appreciate the sterling worth of the man. He was the soul of honor and was always ready to extend a helping hand to anyone in distress. His passing is a great loss to Plainwell. E. A. Stowe.

See Coral Gables and Weep.

This advice is given to all and sundry, in Michigan and elsewhere, who invested good money in this dream of 1000 per cent profits. It is now a masterpiece of development tragedy, a picturesque exhibition of building waste and crazy promotion. Here are magnificent distances, wide and beautifully paved streets, 30 million dollars worth of public and utility buildings, all splendid examples of Castilian art and architecture, a partly completed university campus and buildings, planned to cost 25 millions, hundreds of bungalows, plazas, courts and private residences, expensive ones too, all of these built within five years but not more than 50 per cent. of them used or occupied. Perhaps less than this. At the entrance to this dream of regal splendor is a gateway costing several hundred thousand. Three years ago many people in half the world were going crazy over Coral Gables and investing their money in millions. Now the buildings and lots can neither be sold nor rented. Real estate offices are closed and the dream city is as dead as it could well be, though many people still live there, street cars still run there from Miami. One of the finest hotels in the state is trying to keep open in winter and an equally gorgeous theater draws people to its shows. The silly dupes who built the place now wonder why. It is several miles from the water and as far from Miami. A Venetian canal, partly dug, was to connect the town with the ocean and form an American Riviera. Large properties like these are now being foreclosed and sold for less than half the amount of the mortgages on them. Even the mortgage investors are heavy losers.

To the North of Miami, eighteen miles Hollywood is still a going concern though no real estate is being offered for sale. No building is being done and the population is 4,000 less than two years ago now 10,000. It is laid out on almost as big and grand a scale as Coral Gables, but has been controlled by one man and is better managed. Hopes for this town and Ft. Lauderdale, near by, are now being built on the ocean port under construction. A small, shallow lake one mile inland has been dug out to a depth of thirty-five feet and is being connected with the ocean by a broad canal. The lake covers 300 acres and the work of excavating, building breakwaters, etc., is costing six millions, with the money all raised. By selling stock in all of the Hollywood enterprises, real estate, harbor properties, etc., they are trying to raise 15 millions more to build and equip factory sites and create several hundred acres of new land with the mud and coral rock pumped out of the harbor. And strange to say a third of the 15 millions has been sold. Every day about 300 tourists are taken to the new harbor site,

given a boat ride on it and later a lunch at the magnificent golf club house. Following the luncheon an expert salesman takes charge of three or four Northern people who wear the biggest diamonds and best clothes and privately talks to them for an hour. The sales of this 8 per cent. preferred stock with two shares of common free, average \$30,000 per day in the face of the financial wreck and ruin scattered all about. The properties of Hollywood, Inc., include four mammoth hotels, one the second biggest and best in the state, which cost three and one-half million dollars two years ago. It now has 500 guests at from \$11 to \$22 per day each. There is also a fine eighteen hole golf course. All subdivisions down here contain golf courses. Six years ago the site of Hollywood was a dense palmetto swamp. One man developed it all starting with half a million dollars of his own. He got the rest of the money selling lots and business sites. The corporation has recently been capitalized at 60 millions, with a mortgage of 7½ millions. If the harbor scheme goes through and factories for South American trade are attracted Hollywood may yet be saved. Otherwise the owners and investors are in quite as bad as at Coral Gables. Tourist business, however large in the future, can never save the hundreds of millions lately invested in Southeast Florida. Only industries with a big payroll can ever meet even the interest. The industries are not here. Where are they coming from? At present from dreamland though the stock salesmen at Hollywood, tell us that as soon as their world port is completed, in 1929, importers of raw materials from South America will stop their raw material here, make it into finished products and send them back to South America, thus saving freight charges on the raw materials from here to the North and the finished products back to South and Central America. It sounds good but we didn't buy any stock in the harbor project. We saw others who did.—G. E. English in Bad Axe Tribune.

Fresh Pork Cuts Best Buy of the Year

Everybody who has paid even slight attention to pork marketing this year knows that the present values are very low. It hardly seems that any lower prices would be necessary to send all the pork in the country into consumption during the next few months. Some people say prices are too low, and that this fact gives some consumers the idea the meat is not so desirable as other kinds costing more. We believe that we would be underrating the intelligence of the consumers of this country if we entertained the idea that they think meat is less valuable or of inferior quality just because it is low in price. Everybody must know that whether a certain pork loin sells for a high or a low price the quality remains the same. Whatever else we have to complain of we can hardly fairly condemn pork quality in general. The quality of pork produced in this country is nearly all high, and will be found to give excellent satisfaction on the tables. The producers are having a

bad year and taking a great deal less for what they sell than they did a year ago. It is difficult to understand just why this is so. Corn is higher in price, and corn is used extensively in feeding hogs. True, there is more pork in the country, but the quantity is not enough more than last year to alone account for the great difference in price were the relationship between quantity and price to remain the same. According to estimates of the United States Department of Agriculture, there will be a supply between 7 and 10 per cent. greater during the pork season we are just passing through than during a similar season a year earlier. The cost to consumers is not more than two-thirds as much this season, and in many instances the difference is even greater. Pork is a good buy, whether the purchase is fresh roasting cuts or smoked goods, or other products made wholly or in part of pork. The cost of any other kind of meat that can be thought of certainly shows no price advantage. There are so many ways that pork can be utilized in the home and nearly all of which are appealing to most consumers, one would think the comparatively small supply increase would be taken care of without any such price decline as obtains at present.

John Fell Now Conducts Hotel in San Diego.

John Fell, who traveled out of Grand Rapids many years, is now manager of the Lanier Hotel, San Diego, Calif. He recently wrote a newsy letter to Geo. McKay, from which the Tradesman makes the following extracts:

"We are very happy here in this perfect climate and as for me, I have no desire to go back to Michigan except to see old friends. We have a perfect climate 365 days per year, equal to the best you ever saw in Petoskey in summer. Always cool nights. No flies or mosquitoes; in fact, I am sitting at my desk writing with all the windows open, looking out in the back yard with plenty of flowers and roses, also bananas growing. My health is better than it has been for twenty-five years; in fact, I go out and play eighteen holes of golf three times per week. Mrs. Fell is well. Daughter is married and lives in Los Angeles.

"C. C. Hamill and family are at Pasadena. Charles Brooks and Pat De La Hunt are in Los Angeles, Frank Pierce and Fred Ephlin are in Hollywood. I hear Hal Montgomery is in Los Angeles, but I cannot find him. I get up there every month. Only 130 miles and three good paved highways, so you can take your choice.

"I played golf Saturday with old Mr. Dillon, of the Scotten & Dillon Tobacco Co., of Detroit. I wanted to attend the big Michigan picnic at Los Angeles last Saturday, but could not get away. Tom Dodge and Jim Mooney were there."

He Was Not Advertising.

"My friend," remarked the physician, "you are suffering from a chronic complaint.

"I know it, doc, but please lower your voice," cautioned the patient. "She's in the next room."

What Research Reveals Most About the Retailer.*

There are two conditions which make research work a matter of especial interest to retailers at this time. The first is that retailers need more than ever before the sort of help in competition which may be developed by research work, and the second is that there never has been a time when research methods and facilities were prepared to do as much for the retailer as now.

In referring to retailers we often draw a distinction between such comparatively new forms as the department store, the chain store, the mail order house, the house to house canvasser and the like, on the one hand, and what is called the regular retailer on the other hand. The use of this term to describe the retailer of the individual, single-store type is in some ways unfortunate, since it carries with it an implication that that particular type of retailer is the only sort that existed at some vague past time, and also that all regular retailers once were organized and were all conducting their business on precisely the same basis, and that there had been no material change in the structure of regular retailing for many generations until these newer forms began to develop.

As a matter of fact, all retailing has been undergoing change almost continuously for the past two or three hundred years. The bazaar merchants to be found in oriental countries and as far west as Naples still represent the only real regular retailer in existence. That sort of retailing represents a purely individual enterprise and it remained practically in all parts of the world down to possibly one hundred and fifty years ago. This regular retailer still does most of the retail business of the Far East and Near East, of the greater part of Africa, and of other portions of the world where transportation is still on a primitive basis.

What we usually refer to as the regular retailer is still a new-comer who has had anything like his present form only a comparatively short time and during that time his fundamental structure and relationships have been full of incessant change.

About the only thing concerning the regular retailer which has not undergone radical modifications is the fact that ownership and management of this type of store is kept in individual hands. Methods of financing, the character of merchandise sources, the ratio of stock to turnover, the ratio of rent to sales volume, policies with respect to credits, the recruiting and employment of personnel, in fact practically every branch of retail, business even as conducted by the so-called regular retailer has undergone change of a radical character almost continuously for many years.

The fact that the regular retailer has encountered certain new forms of competition ought not to be isolated from all those other facts but ought to be tied in with them when modern retailing is under discussion.

*Paper read at second Better Merchandising Conference and Exposition by Paul T. Cherington, Director of Research, New York.

Just as there is vast contrast between different regular retail stores and continuous change in their methods of doing business, so the department store is constantly undergoing reorganization, the mail order house is reaching out into new fields, and the chain store is finding it constantly necessary to reconstruct its ideas of finance, organization and management.

Perhaps the one exception to all of this spirit of change is the house to house merchant. He is sometimes spoken of as if he were a new institution. And where the peddling business is organized to supply the local sales people from a chain or warehouse or through some centralized merchandise control, the business, of course, has some certain new elements; but fundamentally it is the same peddling business about which there was constant quarreling in the colonies of Pennsylvania and Massachusetts in the days about Revolutionary times when the merchants were getting control of the government and were asking the legislatures to put the peddlers out of business.

What is going on in the retail business is not the justification of one type of retailing or another; it may not even be the survival of the fittest among these types. What apparently is under way is an attempt to find those forms of retail organization and structure which will deliver goods from present day types of producer to present day types of consumer better or more cheaply than any existing or older form has been able to do it.

But this term, the distribution of merchandise no longer means what it once did. I shall not discuss with you the changes which have resulted from large scale production methods. The changes in the retail structure itself are sufficiently numerous to give an air of general confusion. In cities there are in progress one type of changes, in the towns another in the villages and country still another, each arising from new forms of life—or to put it in more definitely—modern forms of consumption.

The city dry goods retailer has his troubles in readjusting to modern conditions. The electric car and the passenger elevator gave birth to the department store—a collection of shops under one roof and usually under one management. Then the automobile followed and made the problem more difficult still—with congestion in these big stores, with snail paced motion in the streets, with suburbs running all over the country sides. The woman's magazine, the daily syndicated style service, the radio and the motion picture film, made styles a matter of only a few hour's duration. More money in the hands of more people made one week's luxuries next week's necessities. The young girls all tried to look seasoned and wise and the old ones all tried to look young and innocent, and both depended on heightened coloring to get their effect.

The city grocer and the city druggist also lost their old character, due to changes in the goods they carried and in their sources of purchase and the prevailing methods of doing business.

Off for Niagara Falls!

A Summer trip that is full of thrills. See the Great Cataract, the Gorge, the Whirlpool Rapids, the great Power Houses, the "Home of Shredded Wheat"—at the expense of The Shredded Wheat Company. To school children and their teachers. Tell your customers about it. For particulars address

The Shredded Wheat Company

Niagara Falls, N. Y.

WHITE HOUSE COFFEE

"Has the Edge" in Customer Satisfaction

We have been in the coffee business for more than 80 years. We know how coffee is bought, blended, roasted and packed—all the angles—all the ways and means to produce certain degrees of quality and certain price standards.

Therefore, when we say that White House Coffee is just a little better

blended from coffees just a little more expensive than any other brand at a similar price, we are stating a fact that can be proved. And in addition, "The Favor is Roasted In."

Since you can make a handsome profit by selling the best—sell your customers White House coffee.

*The
Flavor is
Roasted In!*

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



Well financed chain stores do half the grocery business in cities of over 100,000. Drug chains, cigar chains, candy chains, restaurant chains and others all serve to prove that profitable retailing has changed its scale, and the nature of this business has changed too. The harness maker is gone, the cobbler is gone, the apothecary is supplanted, the butcher no longer butchers, and so on up the street. The barber cuts women's hair, the men shave themselves at home and trim the back of their own necks when necessary, the blacksmith has gone into the automobile supply business, the dressmaker now runs a beauty-shoppe, the tailor is a haberdasher and everybody in town has store-made ice cream on Sunday. It isn't the same old place, and how could retailing expect to remain unchanged. Retailing in cities is no longer the one man business it once was and the indications are that the individual merchant so long known as "regular" is a fading element in most lines of trade. The market price for his brains can no longer be earned out of his one one man stand except by the rarest good fortune.

In the towns another sort of revolution is in progress. Good roads, moving picture houses, well lighted streets, new open-faced store fronts, new ideas of propriety and of value have created a new kind of retail business. Thirteen million automobiles roll over 500,000 miles of paved roads and nobody is out of reach of anything if he wants it badly enough and can buy the necessary gasoline.

The country stores have not escaped. A gasoline pump on the front porch is the least of the new changes. The stock is different, the turnover is different, the profits are different, the customers are different. Route cars take the stock out to the homes of the people. Now stock rolls in automatically two, three or four times a day. "Stickers" and slow selling items go to the attic and to the cellar and when the store rolls into the new building they are left behind or sent over to the country farm, or sold at auction.

And all of this means that store keeping is not the simple matter of buying cheap and selling dear that it once was. To-day it involves knowing people, knowing conditions, knowing trends. To keep store and make money at it means that an element of social usefulness must be in the job. People do not know goods as they once did, but they know better than ever what they want, and what is for them, a good trade.

And in all those changes what common factors are to be observed?

1. The scale of store ownership is no longer dependent on the personal contact between the retailer and his customers. The ownership and management are likely to be carried on upon a larger than one-man scale even though the unit stores remain small.

2. The knowledge possessed by the public is no longer what it once was. It may be better or it may be more scanty but it emphasizes the value of the goods in use rather than their component parts. The merchant's knowledge has to conform to this change.

3. The store keeper's knowledge also is undergoing change. What he needs to know is what will sell at a profit which is very different from knowing intrinsic properties of goods. But more than all he must know what will best suit his customers in use.

Research as applied to the sale of merchandise can regard nothing as wholly outside of its scope, but, whatever it does it cannot lose sight of the stern facts of profits and the two factors of which profits always are the product—markup and turnover. The merchant of the second quarter of the Twentieth Century may not be as full as his father was of quaint bits of partial truths about how goods are made. But he will know a useful and significant new language full of such high-brow terms as mark-up, turnover, stock-ratio, stock-turn, profit margin and the like and he will keep close to changes in public taste.

The Census of Distribution recently completed in eleven cities under the joint direction of the Bureau of the Census and the Chamber of Commerce of the United States marks the beginning of an effort to get together a larger body of facts about merchandise distribution. If this is followed, as is hoped, by a general census of this sort covering all parts of the country it will make available for the first time a trustworthy body of facts about retailing never before available.

And what are the matters concerning retailing about which research can help? The answer lies in the definition of research itself. The building up of a definite body of knowledge from original materials, and the drawing of firm conclusions from the facts thus gathered. That is the work of research. And in a field where changes are so many and so swift, knowledge is more than ever "at the bottom of a well." In a stable world hunches may be used with some degree of safety. In a changing world there can be no safety but in established facts, squarely faced. Such facts modern research undertakes to supply to modern business.

Glove Buyers After Supplies.

Buyers who were late in placing orders for Easter gloves are now scurrying around the market looking for special merchandise. Some are asking for special numbers for sales, others requiring first-grade merchandise. In the better grades, there are sufficient lines to choose from, but in the cheaper grades there seems to be a scarcity. This condition, it seems, has been caused by the change in styles. Fancy cuffs with new strap treatments, little bows and odd applique work are the accepted modes of embellishment. Beige shades lead in color choice, with silver gray and black following. White is also selling but not in quantities.

Had No Terminal Station.

A henpecked negro man was pleading in court for a separation from his wife.

On what grounds?" asked the judge. "Oh, she talk, and talk, and talk till I can't stand it no longer." "And what does she talk about?" "She don't never say."

Wholesale . . Flower and Vegetable . . Lawn Grass

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It's a wonderful line

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Grand Rapids, Michigan

WESTERN MICHIGAN DISTRIBUTORS



When your customers
want a change
from meat
suggest
MUELLER'S
PRODUCTS



FINANCIAL

April and May Usually Bring Easier Money.

The rise in call money to 5 per cent. reflects partly the normal month-end requirements but it reflects also an influence for tightness induced by gold exports and not generally understood.

Essentially the difference between 5 per cent. call funds now and 4 per cent. a year ago is that gold is flowing out at a record pace. At this time last year it was flowing in. Net exports of \$13,766,000 in January, \$11,090,000 in February and \$89,000,000 so far in March—already this month's losses exceed those for any other month in history—swell the 1928 net gold exports to \$113,856,000. Deducting \$36,000,000 for earmarkings leaves \$77,856,000 as the gold losses of the year to date calculated to narrow our credit base.

Now the loss of \$78,000,000 in gold does not loom large in the public imagination. If the report went around that loans this year had jumped \$780,000,000 that would mean something. Actually the loss of \$78,000,000 in gold is roughly equivalent to an expansion of \$780,000,000 in commercial or security loans by member banks. It is easier for a member bank to build up its reserve requirements to offset a loan than a gold export. When gold is drawn off the diminution in reserves at the Federal Reserve bank must be met in full. Not so when funds are taken to extend a loan.

This is not all. Last fall when gold was leaving this country in large quantities the Federal Reserve System prevented the loss from tightening money here. Through the purchase of Government securities funds were thrown upon the market in a sum sufficient to neutralize the loss of metal. No similar effort has been made by the Federal Reserve system to offset the tightening forces set at work by the 1928 gold exports. Instead of buying Government securities this year the Federal Reserve banks have been sellers.

Just how long the present export movement will continue or to what proportions it will reach nobody knows, but the future of money is intimately connected with these events. Deducting the earmarked metal that went to France the country has lost \$53,000,000 in gold already this month. So far as its effect on credit goes that is equivalent to a \$530,000,000 growth in loans. If as much gold goes out next month that too would exercise as powerful a tightening influence on money as an increase roughly of ten times that much in loans.

The fact remains of course that April and May ordinarily are months of seasonal ease in money and these months lie just ahead.

Paul Willard Garrett.
[Copyrighted, 1928.]

Trusts Not Behind Great Bull Movement.

Chief among the mistaken theories on the stock market's mysterious bull performances nowadays is the one that the "nigger in the woodpile" will be found in investment trust buying.

How small a part America's growing family of investment trusts really

plays in the present stock market, is plain enough on analysis. Irresponsible reports have led some to believe investment trust buying like a powerful absorbent so takes up the market's excess offerings that it forces values higher all along the line.

At the time Attorney General Ottinger published his report on investment trusts he gave \$400,000,000 as a reasonable estimate of the total paid-in capital for all American devices of this description. Each new commentator has added to the figure generously until now the calculation sometimes reaches \$1,000,000,000.

Actually \$500,000,000 is a liberal estimate for anyone who wants a yardstick by which to measure investment trust activities in the present market. Even allowing that the paid-in capital of all legitimate American investment trusts totals \$500,000,000—and here comes the significant point of the matter—nobody can assume that over half of the investment trust holdings represent stock, or that over half of the stock owned is American.

The fact is that one great family of American investment trusts now has only 20 per cent. of its resources in common stock—and less than half that small ratio is in American stocks. Whatever may be the explanation for the stock market's unprecedented advance, it is not investment trust buying.

Instead of a new force to accelerate market movements the investment trust in time will become an important stabilizer. In markets like the present orders by investment trusts account for only a small portion of the activity. As time goes on their influence will become more powerful in preventing either excessive advances or declines. Just as sharp upswings in the market will stimulate liquidation on the part of investment trusts, similar downswings will invite purchases.

At present some of the country's largest investment trusts are virtually liquid. Not only are they refusing to purchase stock but they are getting themselves into position to take advantage of market declines. As the resources of investment trusts multiply the time will come when investment trust operations may be looked upon as an increasingly important influence for stabilization in the market.

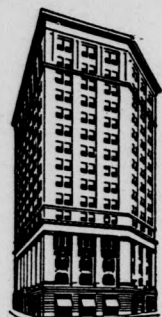
[Copyrighted, 1928.]
Paul Willard Garrett.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Michigan Triple Duty Boilers Co., Detroit.

Jackson Nokol Co., Jackson.
Norbro Shop, Detroit.
American Woodenware Co., Detroit.
Consolidated Boilers Corporation, Benton Harbor.
Anderson & Bennett Co., Marquette.
Prest-O-Lite Storage Battery Sales Corporation, Detroit.
Standard Heating and Specialties Corporation, Saginaw.
Venturafin Corporation, Detroit.
Barryton Electric Light & Power Co., Barryton.
Armour Plate Engineering Co., Detroit.
Sureset Jelly Powder Co., Grand Rapids.

Don't let your mind become water-proofed to new ideas.



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GRAND RAPIDS NATIONAL BANK

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LEWIS—DEWES & Co., Inc.

INVESTMENT SECURITIES

Chicago, Illinois

—Representatives—

GEORGE C. SHELBY

HARRY T. WIDDICOMBE

Phone 68833

GRAND RAPIDS, MICHIGAN

930 Michigan Trust Bldg

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.

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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.

Early 1928 Slack Was Picked Up Last Month.

February brought no significant change in the general pace of trade when allowance is made for the extra selling day this year, according to the monthly review of credit and business conditions, published to-day by the Federal Reserve Agent at New York.

Leading department store sales in New York jumped 4.6 per cent. over a year ago last month but virtually all of that reflects the benefits of the extra selling day. Significant is it that whereas January sales were 3 per cent. under last year the daily rate for February equals the pace set in the same month of 1927.

Apparel stores "showed an unusually large increase," says the Federal Reserve Agent, reflecting, no doubt, the increased demand for goods induced partly by the early season.

Wholesale houses likewise reported a modest gain in business over a year ago but here again the improvement presumably reflects the extra business day. Perhaps the most significant item in the Agent's whole report is his statement that "the largest increase over last year again was in machine tools, which in the past two months has been the largest in several years."

Variations in sales of machine tools in times past have been a fairly reliable index to changing business. A falling off in the demand for machine tools usually indicates shrinking business and an increasing demand for tools is a barometer of improving industry. On the basis of past performance the recent heavy sales of machine tools may be viewed as a portent of better business this year.

In keeping with the record for the last three years chain stores registered another gain of about 14 per cent. in the total February sales over a year ago. The biggest gains were shown by grocery stores, variety stores and 10 cent stores. Sales increased for drugs and shoe stores but those of tobacco and candy stores fell off.

A factor destined to improve business this spring but one naturally not discussed by the Federal Reserve Agent is the early arrival of spring and Easter. When cold weather persists until late, and when Easter falls late in the season, buyers postpone their apparel purchases. Those who follow these matters reckon that the Spring trade will be benefited this year by the early appearance of mild weather and by an early Easter.

Paul Willard Garrett.
[Copyrighted, 1928.]

Predicts Civil War in Italy.

I have recently returned from Italy and I wish to say through your impartial paper that the industrial and financial situation at the present time under the Fascist government is worse than that of fifteen years ago.

Prices are very high, especially of meats, sugar, coffee, tobacco and bread. I notice, especially in the big cities like Naples, Rome, Palermo, Milan, Turin, Venice and Trieste, that people are starving. If they get a job they make 50 or 60 lire a week. What can they buy with that? A pair of shoes costs 100 lire, a cheap hat about

75 lire, a cheap suit about 600 lire, shirts from 25 lire up. Most Italians do not use coffee or sugar because they cannot afford to buy it. Everywhere in Italy people will tell you hard luck stories.

Italy to-day looks like an armed nation in time of war. Everywhere you go you see armed people. Ninety-five in a hundred of the Italian people to-day, for one reason or another, carry a pistol or a rifle. They have no money, "bum" shoes on their feet, but they must carry a gun.

I don't think the tyrannical government of Fascisti will last six months more, because the majority of the honest people don't like it. They are forced to obey the Fascist rules under threat of being killed or sent to prison for life. I am sure, from what I have seen there with my own eyes, that in six months we will have a civil war in Italy between the Fascisti and the honest people of Italy in general.

Italy to-day is a country in which nobody smiles. John Alfieri.

The Dominance of Food.

A survey recently completed indicates that, over the world as a whole, 48.9 per cent. is the proportion of income spent for food. It is only in America, where standards of living are high, that the average gets below 30 per cent., and then only in selected groups.

The Government distribution census rates the food part of the consumer's dollar at 28 cents. Clothing is the only item that approaches it—25 per cent. Among the working classes the food item rises as you go down the scale of income, and averages 41.7 per cent.

And yet in the United States food does not dominate in advertising volume—in fact, yields the leadership to drug and toilet goods. In 1927 the magazine advertising expenditure for drug and toilet goods reached about 28 million dollars, and food only 26, while the automotive industry tied with it for second place.

Food advertising has risen steadily, and will continue to rise. The jealousy between food, clothing and automobile groups appears to be justified, for they are the greatest contenders by far the consumer's dollar.

Are They All Alike?

A very loquacious woman talked a man pretty nearly to death at a dinner party, and then, as she got up with the other women to go into the drawing room, she tapped him on the arm with her fan and said:

"I talk a lot, don't I? But if you men told the truth I believe you'd all admit that you like talkative women better than others."

"The others?" said the man. "What others?"

Speaking of Thrift.

No one is so poor that he cannot afford to be thrifty. No one is so rich he does not need to be thrifty. The margin between success and failure, between a respectable place in life and oblivion, is very narrow; it is measured by a single word—"thrift." The one who saves is the one who will win. Calvin Coolidge.

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MUTUAL FIRE INSURANCE

Turning Spotlight of Public Opinion on Arson.

Arson is a most heinous crime, the most despicable act conceivable. Yet, is the public at large fully aware of what actually takes place when the torch is applied to a building, or of the awful consequences that too often follow in the wake of this crime? Those interested in halting the activities of arsonists should make every possible effort to inform the public of the facts.

When someone decides to "sell out to the insurance company" by setting fire to his property, it is with the deliberate intent of defrauding the underwriters. As a matter of fact, the public is robbed as well as the insurance company, for when arson is committed, the expense of the fire must be spread over the entire community in the cost of fire insurance. In this way the innocent pay for the misdeeds of the guilty. Thus it is evident that, financially, the repression of arson is a vital matter to everybody, and that as a matter of public safety the fire fiend should be combatted at every turn.

There is a still more important reason why the public should be intensely interested in the curbing of this vicious crime—the loss of life from fire is appalling, thousands being killed and maimed every year, particularly in arson fires. The fire criminal generally does a thorough job, often working in the dead of night. As a result, the fire spreads with terrible rapidity, and his victims awaken, horror-stricken, to find themselves surrounded by flames and escape impossible. Then, too, this type of blaze has generally gained such headway before the firemen arrive, that a larger percentage of property is destroyed than in other fires.

Has the public a true picture of the type of criminal who will start a fire to defraud? Anyone who will commit such an act deliberately destroys useful property, robs the insurance companies, indirectly robs the public, and endangers the lives and property of others, having absolutely no regard for the suffering he inflicts upon innocent people. He has indeed sunk low, lower in the scale of life than the average thug or gunman.

Some even make a precarious living by setting fires for those who place personal gain above honor. Investigations by the fire authorities have revealed so-called "arson rings" operating in many sections. Their usual procedure is to locate a business that is not doing very well, sound out the owner and suggest that they will fire the place for a certain specified sum, the owner collecting the insurance. Sometimes if the owner approached is dishonest these infamous plans are carried out. Usually, however, they are reported to the fire department or the Fire Marshal. Then it is a case of "fighting fire with fire." The arsonist is allowed to carry out his scheme and when sufficient evidence is accumulated, but before any damage is done to the property, the trap is sprung and he and his gang are indicted and placed behind the bars.

As a matter of fact it is becoming in-

creasingly difficult for this "crime of crimes" to be committed without detection. Investigations of suspicious fires are carried on relentlessly and with precision. Capture and imprisonment of the criminals are almost certain. The laws in many states have recently been changed, making it much easier to obtain convictions and long sentences. Detection of one act of arson leads to others, so that in the long run many of the criminals are rounded up before the bar of justice. The man who has a dishonest fire is no longer considered "smart" by honest people!

For ten years the National Board of Fire Underwriters has maintained an arson squad, to which experienced men are constantly being added. A vitally important work is being accomplished all over the United States, in co-operation with fire chiefs, fire marshals, chambers of commerce and police forces. This is a formidable array, which will eventually make the "crime of crimes" as dangerous to the criminal as its nature deserves.

But the arsonist is still a very dangerous factor in the fire situation! Every citizen should bear down on him and all his kind.

Insurance Legislation in Britain.

During the past fifty-eight years there has been but one act of insurance legislation in Great Britain, and that was passed nineteen years ago. It was carelessly drawn in some details and these are now to be corrected by suggestion of the Board of Trade—not of political enthusiasts and demagogues.

It is because Great Britain has made insurance free and made its practitioners responsible for their acts that her great companies have been pioneers of reliability and good practice all over the world. While they respond to every demand of the arbitrary, often contradictory and repressive laws of the United States, they uphold as a body the fine traditions and probity of the mother nation that has equipped them with her confidence and sent them forth. Nobody quicker than the British have discovered and practiced that freedom of action is the foundation stone of fairness and business existence.

On the other hand, if the trustees of a British business corporation fail through dishonesty in their trust, it is not the business as a whole that is punished, but the individuals who are guilty of the wrongful act. And the punishment promptly follows. Here the tendency is to assume that the guilty individual represents a whole class that may be guilty and all are penalized by restrictive laws. It is a striking contrast between nations with the same ideals.

One act in fifty-eight years concerning insurance in England! Acts and their interpretation pop out of legislative and supervising boxes in the United States every day in the year. They keep the business in turmoil and its cost high.

Characteristic of the Men.

He—Seems to me women would rather have beauty than brains.

She—Of course. Most men are stupid, but few are blind.

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**THE GRAND RAPIDS MERCHANTS MUTUAL
 FIRE INSURANCE COMPANY**

320 Houseman Bldg.

Grand Rapids, Mich.

The Need and Usefulness of Forests.

Timber is one of the basic needs—for construction, for transportation facilities and for making the innumerable products of our shops which go out in world-wide commerce. Counting up all the many varied uses of wood products, we can turn to the usefulness of the living trees as scenic assets and recreational glories which call us to increasing health by our wise use of them and the commercial value of recreational use to enhance other natural features of our landscapes and our summer home sites.

An investment in forests will be one of the soundest, most sure of adequate return and yielding indirect returns far greater than the amount required for Michigan to establish them. The growing forests will add a definite zest to motor travel which will mark the beginning of wide and wider appreciation of the recreational facilities throughout our State as the forests add grace and beauty during their maturing years.

You and I and all citizens of Michigan are fellow members of a corporate body which has listed among its items of property a million acres of land. A very small part has been improved by planting forests. Continuous productive use of all this land can be assured by growing forests thereon. We need in wood products the highest grade of timber which can be grown on this land and which will assure the greatest return on the investment.

In times past a let-alone policy led to an era of destructive shiftlessness in which the rule of the survival of the fittest to withstand such awful conditions practically wiped out the pines and the undergrowth of the old-time forests—the oak and aspen have possession of vast areas. Now we need forests of pine and other high grade timber. As we take stock of where we are and of where we want to be, it is a safe conclusion that large areas of State forests will most definitely place us on the up grade on the road we want to go.

Current State expenses are of such a nature and volume that ordinary tax levies cannot well be increased to adequately meet the expense of large items of forest building. The forests, when cut for timber, will meet all the expense for their formation and upkeep, but the harvest time will necessarily be half a century or more in the future. The forests will make a growing asset on land that is now non-productive and have no prospect of adequate return if left to grow the stuff that is now on it. Looking over the various facts, we can balance the first cost, plus interest, by the return from the timber when cut, so, if we utilize our credit facilities there need be only the item of interest in current items of State taxation and this will be settled for when the timber is cut.

We would have as an outstanding asset the founding of forest properties much needed as health giving recreational facilities to sustain and extend our reputation as a resort State.

The immediate advertising influence of such progressive measures will be one part of the indirect returns from adequate State forests.

Counting up all the varied forms of community use and the commercial side of the recreational use by tourists, there is assuredly great need for forest building on all State land.

If timber was a usual farm crop or factory output, the use of credit facilities in its production would be a natural course to pursue.

With a long-term crop, such as good timber, and the means of growing it on land, the State must administer for the best interest of us all. It seems logical to use available credit facilities to turn the scale of accounts from an unused or inadequately used item of bankrupt junk in abandoned land, to the rising quality of a growing asset in forests which spread a wide, beneficent influence while they steadily mature the needed timber.

Long term bonds will be the form of credit facilities to fit the needs for growing the timber.

And I put it up to you, fellow citizen, if it is not high time to take the needed action to place our State squarely progressive.

We are at a time of inventory now.

We need the most attractive recreational facilities to assure an increasing use by tourists.

We can plainly see the greater demand for more good timber. We know that our soil and climate enable us to grow the conifer for which there is the greatest demand.

Therefore is it not logical to use borrowed capital when the direct and indirect return therefrom will so far exceed all costs?

Frederick Wheeler,
President Michigan Forestry Ass'n.

Freight Waits For Rain.

Such a thing seems hardly believable in this fast moving world of today, yet there is a railroad in the United States which moves its freight in rainy weather only! In fact, all trains were discontinued at one time, except on days when it rained.

There is a very good reason for the unique condition described above. The railroad which is but twenty miles long, runs through a densely wooded section from Mount Jewett to Smethport, Pa. Sparks from the locomotive so frequently ignited the timber and caused forest fires, that it was decided for safety's sake to operate the railroad only when rain had made the forest thoroughly wet. Passenger service, at the present time, is maintained with gasoline locomotives, but the freights still wait for rain.

Would that safety precautions such as these were more often taken in the interest of fire prevention!

The Fortune Teller.

A crack in your chimney is a sure sign that you are going to move.

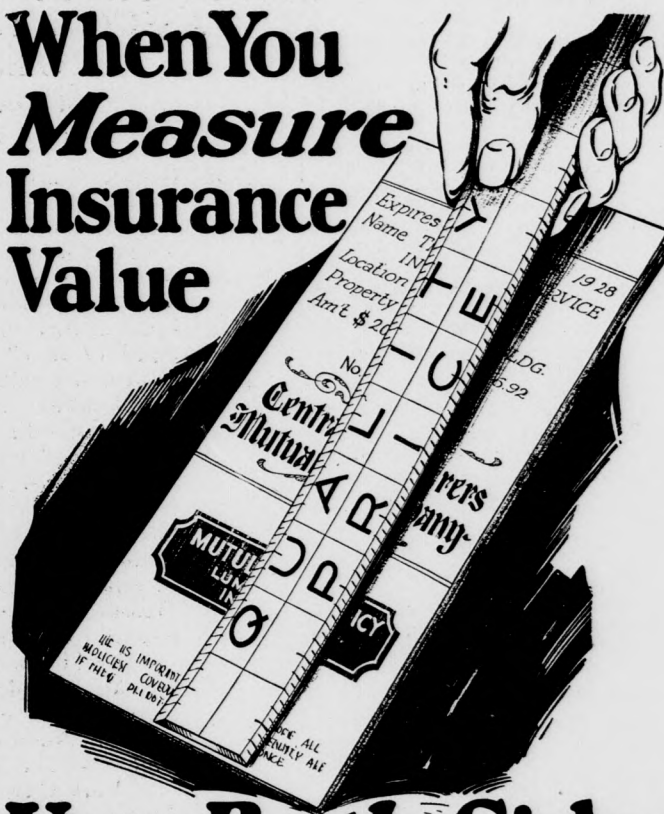
To see a paperhanger paper over a flue-hole indicates an impending loss.

It is worse to look in a dark closet with a match than to see the new moon over your left shoulder.

When the wind moans it is extremely bad luck to burn trash near the house.

If you smell gasoline or gas and look for it with a lighted match, it is a sign that you are probably about to start on a long journey.

When You Measure Insurance Value



Use Both Sides of the Rule!

Whenever you buy anything, be it merchandise or service, you and every other shrewd merchant measure the value of your purchase, first by quality and second by price—or perhaps price may sometimes come first. *How do you buy your insurance?*

Insurance is not worth buying at all, unless it is 100% quality when the crisis comes. It is only sound judgment therefore to put quality first when you measure the insurance that you buy. Then, satisfied with the quality, use the other side of the rule and measure it by price.

Central policies offer quality insurance protection, backed by ample resources and a reputation for fair adjustments and prompt settlement for honest losses. In figuring cost, Central premiums are based on normal rates, but the actual cost is reduced by 30% through dividends returned to policy-holders. That's why the careful buyer, using both sides of the rule, usually invests in Central insurance.

Write for further information as to the quality and cost of Central protection.

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1876

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A Friendly
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Manufacturers Mutual Insurance Company
of Van Wert, Ohio.

FIRE, AUTOMOBILE AND TORNADO INSURANCE FOR SELECT RISKS

Strong Letter in Support of Fair Trade Act.

New York, April 2—The enclosed copy of letter received by Representative Clyde Kelly from J. F. Tatman, merchant of Clare, Michigan, justifies a special bulletin and request for your thoughtful attention.

No more appealing statement of the situation of independent merchants under existing merchandising conditions has ever come to our attention.

Mr. Tatman's letter dramatically tells the story of the use of standard trademarked products as cut-price bargain bait, which is responsible, to a far greater extent than generally realized, for the enormous development in the past decade of monopolistic trend in retail distribution.

It would please us greatly if you would give place to this letter in the Tradesman, which we regard as the strongest advocate of right methods of merchandising in the United States.

Edmond A. Whittier,
Sec'y American Fair Trade Ass'n.

The letter above referred to is as follows:

Clare, Jan. 16—A few days ago I was handed a copy of your speech in Congress and I want to congratulate you on your efforts as to Fair Trade Act. I have been in the grocery business for more than forty years in one town and during that time I have seen my little town in the woods with its stumps in every street grow to one of the finest little cities in the State, with paved streets, fine stores, a quarter million dollar school house and a fine sixty room fire-proof hotel which is known from coast to coast for its many conveniences. It has been my privilege to have a big part in all these substantial improvements, which has been a pleasure to me in connection with the development of my own business, which has been in keeping with the growth and development of our little city.

The selecting and distributing of food for the human family I consider a wonderful calling and my aim has been to handle the very best goods possible. So in my time I have helped to place on the market nearly all of the nationally advertised food products; but now we are infested with chain stores and they take pride in placing all these articles of food at cut prices, many times for less than we can buy and backed up by their millions of dollars I am feeling like thousands of other retail dealers are. We must quit and feel that we have been robbed of our business that has been so dear to us. The tide is so heavy we cannot endure the unfair competition and live.

The chain institution in our city which is playing hob with business is contributing to our beautiful school the tax sum of \$27 only, while my school tax is \$366. This is, without doubt, a fair comparison of the amount which most chain stores contribute to the general welfare of the communities in which they use their unfair methods to oust the real taxpayer. Excuse this lengthy letter, but as I have been chairman of the board of directors of our State organization for several years, I am vitally interested in this move you are in and I wish if you could you would mail me one dozen of your speeches as given, for I can place them where a lot of good will come from them.

J. F. Tatman.

Kalamazoo Jobbers Make Friendship Tours By Auto.

Kalamazoo, April 2—Kalamazoo wholesalers have perfected plans for three spring friendship tours, according to Earl S. Weber, secretary of the Chamber of Commerce. A like number will be held in the fall months, making six in all for the season. These tours are not confined solely to registered members of the wholesalers' division and Weber states that any

RETAIL GROCERS AND MEAT DEALERS ASSOCIATION OF MICHIGAN.

Official Program

TUESDAY, APRIL 17, 1928

All sessions at Hotel Olds, Lansing.

Eastern Time

- 1 p. m. Registration of Delegates and Guests, in charge of W. L. Kirby, Sec'y of Lansing Grocers and Meat Dealers Assn. Registration \$2.00. (Includes tickets for both banquets). Yearly dues \$2.50. (Groups from organized towns pay \$1.75 each on less than 25 members, \$1.50 on 15 to 49 members, 50 and over pay \$1.25). Treasurers will please bring or mail their checks in time for the annual meeting April 17-18-19.
- 2 p. m. Convention called to order—Elmer Van Antwerp, Pres. Lansing Assn.
Invocation—Fr. John Gabriels, Lansing.
Response—Vice-President Hans Johnson, Muskegon.
Address of Welcome—Hon. Laird J. Troyer, Mayor of Lansing.
Introduction of Pres. O. H. Bailey—Elmer Van Antwerp.
President's Annual Address.
Secretary's Annual Report.
Treasurer's Annual Report.
Report—Omaha Convention of National Grocers Assn. by Herman Hansen, Secretary G. R. Grocers and Meat Dealers Assn.
Appointment of Committees, Credentials, Resolutions and Auditing.
Address—The Model Store—Mr. Carl W. Dipman, New York City, Editor "Progressive Grocer."
Ample time for questions and discussions will be allowed after each address.
- 6:30 p. m. Supper, entertainment and program for members, guests, and their ladies. Cabaret style. Entire program in charge of Lansing Assn. Chairman—John Affeldt, Jr. Don't miss this.

WEDNESDAY, APRIL 18, 1928

- 9 a. m. Convention called to order—Chairman Vice-President Alden J. Faunce.
Report—Credentials Committee.
Appointment—Nominating Committee.
Address—"The Merchants Who Stay." John A. Lake, Petoskey.
Business Session.
Address—"The New Competition." Chas. G. Christenson, Saginaw.
Report—Tourist and Resort Meeting in Lansing—T. F. Tatman.
- 12 Noon Adjournment.
- 1:30 p. m. Convention called to order—Chairman Past President Chas. G. Christenson.
Address—"Aroused," Mr. "Bob" Nesbitt, Reid-Murdoch & Co., Chicago.
Address—"Whipping the Chains." Mr. David Schappee, W. F. McLaughlin & Co., Chicago.
Unfinished Business.
- 6:30 p. m. Banquet—Ladies and Gentlemen. Ball Room, Hotel Olds
Speaker—Mr. John W. Goode, Pres. National Grocers' Assn., Nashville.
Entire program in charge of Lansing Committee.

THURSDAY, APRIL 19, 1928

- 9 a. m. Called to order—Pres. O. H. Bailey.
Report—Resolutions Committee.
Auditing Committee.
Nominating Committee.
Election of Officers.
Selection of next convention city.
Adjournment.
- 10 a. m. Meeting—Board of Directors.
- 10:30 a. m. Meeting—Quality Service Grocers of Michigan.
Chairman—Hans Johnson, Muskegon.
There will be a program of business, reports, addresses, all more or less informal but vital to the progress of our business. Every Quality-Service Grocer should be there and other Grocers are invited. All should stay for this meeting.
If you belong to any kind of collective buying and advertising group you should attend.
Speakers—D. C. Foshier, South Bend, Ind.
H. C. Schuberth, Port Huron, Mich.

jobbers desiring to participate are urged to join the parties.

As in the years past these tours will be conducted every two weeks, Thursdays being the days selected.

Tour 1 will be held April 12 and will include Plainwell, Otsego, Martin, Shelbyville, Bradley, Wayland (lunch), Hopkins, and Allegan. Dinner will be served at the latter place, and Paul Staake and Harold B. Allen will be in charge of program arrangements.

Tour 2 occurs April 26 and the route covered includes Mattawan, Lawton, Marcellus, Dowagiac (lunch), Decatur, and Paw Paw, for dinner and the evening program in charge of E. L. Schaefer and Rhenius Bell.

Tour 3 on May 10 will take the jobbers to Alamo, Kendall, Gobles, Bloomingdale (lunch), Berlamont, Lacota, Grand Junction and South Haven for a dinner at the Reid Hotel and program. Joseph Hamilton and J. M. Schackleton are in charge of entertainment. Ralph Ralston has been engaged as song leader for the tours.

Businessmen of Gobles are still interested in securing a State highway from Kalamazoo to South Haven via that town and appeared before the jobbers recently, urging Kalamazoo's aid in the proposition.

Annual Meeting of Saginaw Council.

Saginaw, April 2—In reply to yours of March 20 would say that we had our annual meeting March 17 and as yet the new Senior Counselor has not advised me of his appointments. As soon as he does, I will call his attention to the fact that we should have a correspondent for the Tradesman, if he has not already taken care of it. The following officers were elected for the ensuing year.

Senior Counselor—J. V. Paquette.
Junior Counselor—Earl Chisholm.
Past Counselor—Joseph Frost.
Secretary-Treasurer—G. A. Pitts.
Chaplain—Art Malone.
Conductor—Fred Hayes.
Page—Carl Rice.
Sentinel—Wm. Honey.
Executive Committee—George C. Bremer, E. D. Alderton, Bert Gotts, Otto Rohde.

We are closing the year with a membership of 758, a gain of twenty-four over a year ago.

We had the pleasure of having as visitors Brother Mike Howarn, of Cadillac Council, No. 143, Brother S. C. Speer, of Jackson, No. 57, Brother Fred Fenske and Brother R. M. Grein, of Bay Council, No. 51.

G. A. Pitts, Sec'y.

Drumsticks of Cormorant Prove Surprise Delicacy.

Ottawa, Ont., April 2—The cormorant, a rare sea fowl which heretofore has been considered quite inedible, when properly prepared may make a delicious palate-pleasing hors d'oeuvre, researches carried on at the National Museum here indicate. This revelation came to light when a specimen cormorant was received at the museum from the New Brunswick coast. Members of the museum biological staff had heard that the flesh of the cormorant was very disagreeable to the taste, but the noble cause of scientific research must be served and so the maritime bird, a 9 lb. specimen, was cooked. Announcement that the cormorant was not a tough and inedible fowl, as it was believed to be, was made after three naturalists of the museum staff had industriously munched the wings and drumsticks of the New Brunswick specimen.

The Scotch Way.

"Did you hear about the Scotchman who went to have a profile picture taken?"

"No."

"He only had one side of his suit pressed."

Meandering Memories of the Month of April.

Grandville, April 3—Spring is here according to the calendar, and above all the month of April, the most important of the twelve in the history of the United States. The war of the Revolution began in April, as did the civil war, which makes the month of vivid import in our history.

We recall that terrible tragedy of the 14th of April when an assassin fired the shot that deprived America of her greatest citizen, the immortal Lincoln. Still farther back we recall the birthdays of some of the grandest men in American history.

General U. S. Grant was born of humble parentage this month, another son to the long roll of April born American men of mark. Thomas Jefferson was another April babe, as was also James Monroe, whose name is synonymous with that of the Monroe doctrine.

Indeed we find the month of April well up in the story of great happenings in the history of the United States. The civil war came to an end this month, beginning and ending in the spring of the year.

And now we come down to things nearer home. The Muskegon river is the longest stream in the State of Michigan and was the head and front of logging operations in the days of the pine industry. It is even now a picturesque stream and often visited by lovers of nature, even though its one-time swarms of fish have become comparatively wiped out.

Many saw mills along the Muskegon and even in the village of Muskegon itself, closed down for the winters while the men of the mills betook themselves to the woods, cutting logs to be run down the stream to the mills which opened for operations in April.

The village of Bridgeton, twenty miles up the stream from the mouth, once supported four sawmills, two or three stores, and the finest district school in the State of Michigan.

Fish constituted a large food product in the spring of the year. Jim Maze, in his Newaygo Republican, hailed the arrival of spring as the opening of the suckers and milk season.

The first run of fish after the ice lift the river were the common black suckers, and there were millions of them, the month of April being particularly a sucker month, since few other fish came up the stream so early in the season.

The main objection to feeding on suckers was the fact that the fish was a mass of fine bones hard to digest, and equally hard to discard while eating them. Nevertheless they were a fine flavored fish, and being the first of the season, the woods natives, red and white, partook of them greedily after a long winter of salt pork and beans, interspersed now and then with potatoes.

The river was a place for sport with the boys of the settlements. It was a natural swimming pool far and away ahead of the "old swimming pool" of history. One of the sawmill owners boomed the river for half a mile up the stream, and the various piers furnished resting places for the schoolboys who flocked thither every night after school during the warm season.

Nearly every boy was a fisherman as well as a bather, and many night lines were set along the banks during the fishing season. Many very fine fish were thus obtained. One lad caught a 45 pound catfish on a set line. Sturgeon were not bait-biters and had to be speared or gaffed.

The story of a man's struggles to land a sturgeon not long ago, in which, during the process of landing, the huge fish fastened his jaws over the man's arm, nearly crushing it, amused me not a little, since the sturgeon has no teeth, but a round sucker mouth, which of course, could not perform any such miracle.

Those who tell these wonderful fish and animal stories are what President Roosevelt termed nature fakers, of which we have a plenty down to the present day.

Swimming days did not come until the beginning of summer, so the month of April has no claim in that quarter as a sporting month. The boys, however, got out their canoes at the first touch of warmth and many April canoe rides were pulled off this month.

Under the end of the long river bridge was quite a resort for school-boys after school in the summer for swimming. Not merely bathing, but doing various stunts appertaining to the human frog while in the water.

Although the boys imagined they were perfectly safe under the bridge it so happened that one person objected since her girl had to pass that way on her trip home from school, and by dint of peeking she was able to catch a view of some of the sportive youths. Bathing suits were never worn, the fad not having found its way into the wilderness.

Driven from under the bridge swimming hole the boys made their first essay along the river boom, and found much better sport away upstream where peering eyes of the overly modest could not reach.

When the first Muskegon River steamboat came up the stream the people of Newaygo village and surrounding country swarmed along the bank and on the river bridge to see the sight. Maze's Republican estimated that 500 men and boys crowded to the water's edge to cheer the arrival of the steamboat.

Steamboating, however, did not prove a success, although the steamer Newaygo clung to the stream for a year or more before it gave up to the superior power of log jams and sand-bars. Old Timer.

Owner Talks Chicken and Proves His Right To Fowl.

Chicago, April 3—Nature-faking bobs up in strange places; still, one would hardly suspect the police. Sixteen chickens had been taken into custody by the South Chicago police recently. They were holding the fowls for their owner, whoever he might be. Came then one Ypk Devris, a Hollander. "How can you prove them your animals?" asked the skeptical sergeant. "Easy," responded Ypk. "If they're mine they'll talk to me." Ypk and the sergeant, more skeptical than ever, repaired to the cell in which the chickens were asleep. Ypk spoke to them in his native Dutch. The chickens awakening, began to cackle, crow and flap their wings. This is the police story and they say they'll stick to it. In any event, Ypk got the chickens.

High Materials Hold Back Business.

Attempts of mills to make selling prices compensate for poor buying of raw materials is cited as a cause of the present stagnation in several textile lines. Instead of buying cotton, wool or silk liberally when the market is low and carrying it, it was said, many manufacturers now buy material only as they need it. The result is that most of the time they pay more for it than they should, which forces up production costs and prices. Jobbers and retailers who watch raw material trends closely then refuse to buy until it is absolutely necessary. In the meantime either costly curtailment is put into effect by the mills or goods are produced in volume for later sacrificing.

Better be contented as a successful clerk than discontented as an unsuccessful merchant.



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 Secretary-Treasurer — John Richey, Charlotte.
 Manager—Jason E. Hammond, Lansing.

Michigan Retail Dry Goods Association Convention Notes.

Lansing, April 2—We have just completed a successful convention and have sent a summarized report to our regular mailing list of 360 members including trade journals, 250 Michigan newspapers, State officers and to our representatives at Washington. This summarized report is on your desks and since many of you have read it you are familiar with the standard of principles declared in the form of a report of the Committee on Resolutions, the report of the Committee on Nominations showing who the new officers will be for the ensuing year.

You have also been promised a report of the finances of the Association at the close of the fiscal period March 31, 1928. The report of the handling of the funds by the Secretary-Treasurer will be carefully reviewed by a certified public accountant and the financial records delivered to our new Secretary, John Richey, of Charlotte, on April 1. This report will speak for itself in one of our succeeding bulletins and need not be discussed further at this time.

The affairs of the Association have been in the hands of a capable President, A. K. Frandsen, of Hastings, during the past year. It would be of value to the Association if Mr. Frandsen would serve another term, but a contemplated European trip to his native country is before him and since he gave very faithful service during the past year, a word at this time commending his faithful, intelligent services is appropriate.

During this year Mr. Frandsen has urged that the manager should advertise more the services of the Association office and not hesitate to speak of the services rendered even at the expense of occasional self-commendation. This we hesitate to do because it is more pleasant to work much and talk little than to talk much and work little. We will endeavor to strike a happy medium at least.

The above comment is to justify to a certain extent the reproduction of words of commendation which have been received from members of our Association who were in attendance at our convention. We have supplemented these statements somewhat with some notations which will appear in the comments below. It is appropriate to say that splendid co-operation was given in the arranging for the recent program by several members residing in towns adjacent to Lansing, including Jackson, Battle Creek, Albion, Kalamazoo, Owosso, Alma, Ithaca, etc. and the success of the program is due to the splendid advice given, based on our experiences in attending the Interstate Merchants Council Convention in Chicago and the Better Merchandising Conference in Detroit.

Our thanks are due to the National Retail Dry Goods Association for sending Miss Jane Hill here with her illustrated lecture on the Romance of Rayon. This lecture can well be repeated in some of the medium sized cities throughout Michigan to the great advantage of persons engaged in dry goods and department store business.

We are indebted to Governor Fred W. Green, Judge W. W. Potter, Attorney General Brucker and Toastmaster E. C. Nettles for their attendance at our convention and the contributions which were made to the occasion. Statements regarding the splendid speakers may be observed in

the quoted comments from our members.

The holding of the programs in the same room with the exhibits occasioned much favorable comment from the exhibitors and incidentally some unfavorable comment from those whose booths were too near to where the addresses were given. It is certain that by this method the crowd was kept together and that merchants and exhibitors became better acquainted thereby. Slight interruption was suffered occasionally but on the whole the exhibitors and the persons with whom they were conversing were exceedingly courteous and considerate. On the other hand, we believe that our merchants endeavored to show their appreciation to the exhibitors.

There is always some difference of opinion with reference to the kind of a program that should be put on with the convention banquet. We believe that the preponderance of judgment is in favor of a happy event, rather than a solid one. Personally, I believe that our toasts and messages should be dignified, but brief and happy with one solid address occupying about twenty or twenty-five minutes.

The dancing on the ball room floor in the exposition hall accompanied by Jack Carlos' orchestra was thoroughly enjoyed by the pleasure loving portion of our members. We were proud of the fine young ladies from the Alpha Gamma Delta Sorority of Michigan State College for the part they took in our style show. Under the chaperonage of their President, Miss Margaret Longnecker, their work was in every way befitting the refinement of college girls.

We were favored by our speakers who came to give their own messages on the program, but who also remained to lend their presence and counsel to other discussions. It is unnecessary to make eulogistic remarks regarding our new President, Fred E. Mills, of Lansing. He is well known and highly respected and further comment regarding this wise choice would be only telling our members what they already know. We will have faithful and efficient guidance during the year he is our President. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Stabilize Wide Sheetting Prices.

Makers of the better grades of wide sheetings will not follow the slight advances that have been made on some of the lower-count cloths, it was said yesterday. Utica and Pequot bleached sheetings will continue indefinitely on the basis of 56 cents for the 10-4 goods. This price has stood on the latter brand since July 26. The price revisions made on other lines were said to have a double purpose. One is to bring them into line with quotations on the higher-count goods. The other is to stabilize the market by dispelling any doubts in buyers' minds about the general firmness of the situation.

Scarf Call on Two Types.

One of the large scarf manufacturers states that there is a call at present for two types of scarfs. The silk crepe squares in bright colors are wanted by younger folks to wear with Easter coats and ensembles. These are selling well in all grades. Large chiffon squares in subdued colorings are selling in the women's departments only. But later it is expected that this same type of scarf, but in gay colors, will sell as an evening shawl. Buyers are asking for hand-painted, printed and English blocked designs.

Infants' Wear Upholds Tradition.

Reports from specialty shops and infants' wear departments indicate that the March tradition of good business in these lines is holding good so far this month. Items of wearing apparel are particularly active, as well as nursery furnishings, carriage covers and new types of conveyances. In the clothing end, both plain and fancy garments are in demand. The call seems general, taking in the cheaper as well as the very expensive lines.

PANAMA HATS

Genuine Montecristi — Best Made. Imported direct from Ecuador by the undersigned. Prices, \$12, \$15, \$18 and \$20.
 ALLAN KELSEY,
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Track Pants and Shirts New Styles, New Prices

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

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TOLEDO, O.	.95
TRAVERSE CITY, MICH.	.80

The rates quoted above are *Station-to-Station* Day rates, effective from 4:30 a. m. to 7:00 p. m.

Evening Station-to-Station rates are effective from 7:00 p. m. to 8:30 p. m. and *Night Station-to-Station* rates, 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.

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



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.

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SHOE MARKET

Style Sells Children's Footwear.

In the month of January, 1928, sales of women's shoes in department stores reporting to the Federal Reserve System, showed an increase of 3.3 per cent. over the sales for January, 1927. Men's shoes showed a decrease in sales amounting to four-tenths of one per cent. Sales of children's shoes, however, increased 16.6 per cent.

These figures are compiled from the official reports issued by the Federal Reserve System and they afford an interesting commentary on the sales possibilities in juvenile footwear. They will doubtless prove a surprise to many shoe merchants, but they are not particularly surprising to those who have followed carefully the trend of recent developments in juvenile apparel. Style to-day is as much of a factor in boys' and girls' wear as it is in the apparel of grownups, and the new style consciousness is increasing the sales of children's shoes, particularly those of girls and misses. The department stores, through their admirable facilities for advertising, display and sales promotion are capitalizing the new style consciousness among juveniles and cashing in on it in their shoe departments as well as in the other departments where juvenile apparel is sold.

This fact, so amply evidenced by the figures above quoted, raises the interesting question as to what the retail shoe stores are doing toward cashing in on a situation that apparently is ready made for them. Here and there one sees evidence in the more enterprising and up-to-date shoe stores of a real appreciation of what is necessary to make a children's department profitable and worth while. Too many stores, on the other hand, are simply marking time, so far as children's shoes are concerned, and treating this branch of their business as a sort of necessary evil, rather than as a department which can be made to add substantially to the sum total of sales and profits.

Nothing appeals more to the average parent than the desire to see his or her child well dressed. In many a home where the clothing budget is limited, the claims of the children come first, the wife and mother is next considered, while the man of the family gets on as best he can with what is left. The advent of style in juvenile apparel and footwear has vastly stimulated the ambition of parents to dress their children well, and to a corresponding degree it has increased the opportunities for sales and profits in children's shoes.

Realizing this situation, the department store shows shoes along with its other juvenile apparel in window displays and advertising, promotes them through suggestive selling and in countless other ways. It has an advantage over the shoe store in that it is able to feature shoes as an integral and important part of the costume ensemble, and of this advantage it has made full use, with the result that already it is reaping the benefit. Shoe stores likewise have certain advantages peculiar to themselves which they could employ to develop more business

on children's shoes. They have among their customers for example, many mothers who are interested in the right styles and types of shoes for their children. Why not find out which of their customers have children and circularize them with well planned advertising material on juvenile shoes?

When a pair of shoes is sold to a mother or father, the attention of the customer can be directed to the store's line of boys' and girls' shoes. Interesting window displays of juvenile footwear can be used at frequent intervals, particularly at such times as Easter, Christmas, school opening and the various holidays when shoes are most likely to be in demand. A reasonable part of the advertising space used in newspapers can be devoted to children's shoe advertisements, designed and laid out in such a manner as to create real interest and an urge to buy.

By these and countless other devices the shoe store can claim its share of the increased business made possible by the introduction of style into juvenile footwear, which increase, apparently, is now being enjoyed mainly by the department store.—Shoe Retailer.

Cheaper Hats Quite Active.

One of the largest manufacturers of \$3 hats claims good department store business in New York and throughout the country. At present the big call is for straw hats in leghorns, ballbuntals, paillasons, milan and rough straws. Hair hats are also active in both large and small shapes, but in small quantities. Beige and sand shades, navy blue and black are the outstanding colors, with no call at all for purples, which, incidentally, led early in the season. The fancy dress hat leads in the selling end, although there is an almost equal call for the trimmed sports and tailored hat for wear with the semi-formal ensembles. Trimming is varied and includes feathers, ribbons, flowers, pins, buckles and veils.

Calls Labeling Law Unworkable.

In a communication made public last week the Carded Woolen Manufacturers' Association of Boston calls upon Kleber B. Hadsell, President of the Wyoming Wool Growers' Association, to proceed to make the Wyoming "pure wool law of 1925" operative. This law, which requires the labeling of wool goods to show the percentage of new wool, reworked wool and other fibers, was recently declared constitutional by the Wyoming Supreme Court. The carded woolen manufacturers claim the law cannot be enforced and cite five ground for their belief. The law, in their opinion, "puts a premium on dishonesty, penalizes honest dealing and defrauds consumers by false labels."

Stores Testing Bag Styles.

Although there has been considerable confusion of late in the bag industry, manufacturers of cheap and popular-priced bags look for a good re-order business during the Easter holidays. Department stores are interested in these bags and are featuring them in sales in order to find out what women really want in a bag from a

standpoint of style, color and practicality. A buyer pointed out that more women are realizing the style value of a handbag and are no longer willing to pay high prices for an article which is apt to go out of style before it is actually worn out or even shabby.

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Stands for:

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GOOD LOOKS
CORDUROY TIRE COMPANY
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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

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Manufactured and fully
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Herold-Bertsch Shoe Co.
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Manufacturers of Quality Footwear since 1892.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

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Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

Stand Up Against Chains on Known Fundamentals.

The following comes on a letter head which bears the firm name and the legend: "Strictly Cash Grocers." I wonder whether that is a good thing to print when the business runs half credit, and good credit is desired. He says:

"We are up against Blank's grocer-tertia competition here and realize our goods are not priced proportionately. Can you give us a rule or classification of different goods, also the range of profit they should carry working on a gross percentage of twenty-two? Is this too high to meet them? Their prices now range about three to five per cent. over our cost, but think they will raise that later on.

"Business last year was about \$60,000, half cash, half credit, which is good; and our loss in bad debts about \$200. Handle fruit and candy; three per cent. of our sales are dishes. Sales so far only dropped ten per cent. Competitors have been at it three weeks. We have prompt delivery service, cater to best credit trade, run specials for cash trade Wednesday and Saturday. Our location makes it hard to buy goods right and have to buy quite a few direct."

There is no rule for classification which will cover all points and conditions. To tell it here would take too many pages; but my correspondent has been awakened to one crucial point by his new competition. That is that grocers have priced merchandise without scientific system; that chains have inaugurated that system; that because it is sound, economically, grocers must follow suit in this, regardless of whether they like it or not. But it can be seen that this first question touches the great fundamental of merchandising, hence requires the best thought any man can put into business and that thought must be continuous, so long as he remains in business.

How narrow can our margin be on some staple lines? Well, we know that six to eight per cent. on sugar is profitable, regardless of our general expense. Less margin on certain packaged goods unquestionably will pay a profit, particularly if those are sold automatically, as the chains sell them, by display, accessibility and suggestions which lead to quantity purchases. That we have much to learn and that a good forgetter can also be an advantage in many directions may be indicated by what one of the soundest merchandisers I ever met—a man I have known in business for more than twenty years—said to me a time ago:

"No grocer ever failed in Los Angeles because he met the low prices of competition," was his statement. Inasmuch as Los Angeles is almost proverbial for its hard competition, this was a striking thing to say. But he continued by saying that the plentiful

failures of that region were due to other factors.

So my correspondent should first study the prices made by the chain on staples and he should price his staple lines just sufficiently higher to cover the actual difference in expense and profit requirements. Now, get that factor with absolute accuracy, for it is vital to success. Get enough more, but not a fraction more than enough—and maintain such spread, no more, no less, hereafter.

Statistics show that expenses in a service store range about 2½ to 3 per cent. higher than in a non-service chain. That seems remarkable when we consider that service stores deliver and extend credit, and that those two services—neither of which is furnished by the non-service chain—cost 6 to 7 per cent. The explanation is that the service grocer can—and in many cases does—economize on expenses in ways the non-service man cannot do.

Now, taking chain prices as they stand, what differences will pay us 2½ to 3 per cent. extra expense and yield a profit over that? For example, take a staple priced by the chain at three for 25c. If you get ten cents straight for that, you get far too great an advance, for the difference is 16⅓ per cent. If you get nine cents straight for it, you get 7.44 per cent., plus extra margin, all of twice what you need to restore the balance. Yet you can get nine cents straight and your customers hardly notice the difference. Even those who leave temporarily will return and pay the necessary extra price—provided you do not exceed what is necessary.

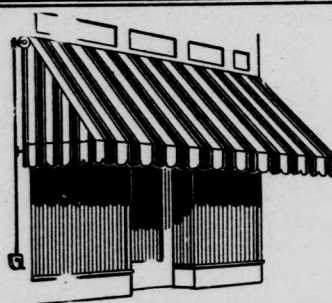
Next angle to consider is this: A cash-carry chain seldom carries more than 750 items in stock. That is a prime reason for its success. That system must be emulated by all grocers to the maximum limit consistent with the different plan of business. Needless duplication must be cut out in every possible place. Dead stock must be eliminated, dormant capital released through selling off anything that does not move freely.

But any service store wherein sales run \$5,000 per month will necessarily carry from 500 to 2,000 items not carried by the non-service chain; and those constitute 500 to 2,000 holds on trade which the other fellow does not have. Those holds will endure in face of the new line of competition only so long as you price them with strict regard to the science of economics. There will just be no chance at all for any man who is not willing to apply his think tank day in and day out hereafter. Prosperity in future will go to those who can be eternally vigilant to keep all factors in correct line. Such is the way of the chains. Such must be the way of any who seeks to compete with chains.

The merchant of the immediate future must have the nicest judgment to discern the precise dividing lines of prices and values. The lines you carry which the chain does not carry are not monopolized by you or anybody else. If they are priced correctly, they will enable you to continue to serve those who want your kind of

(Continued on page 31)

1862	Seely Flavoring Extracts	1928
Flavoring Extracts	A standard of quality for over 60 years SEELY MANUFACTURING CO. 1900 Jefferson Ave., East, Detroit	Toilet Goods



COYE AWNINGS
for
PROTECTION
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BEAUTY.

STORE, OFFICE, HOME

CHAS. A. COYE, INC.

Campau Ave. and Louis St.
GRAND RAPIDS

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS

INCORPORATED

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UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham	Rowena Pancake Flour
Rowena Golden G. Meal	Rowena Buckwheat Compound
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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

MEAT DEALER

Milk-Fed Veal Almost Always Tender.

Milk-fed veal marketed at the age it usually comes to the wholesale distributing centers is almost always tender when properly cooked. We believe that there is less complaint about the toughness of veal than that of any other kind of meat except pork. Of course most lamb is sold while reasonably young, and so most of the supply is very satisfactory, but milk-fed veal is marketed younger than most animals of any other class. As a matter of fact most milk-fed veal is marketed before six weeks old, and a great deal is sold before four weeks have elapsed. This short period does not give time for the characteristics of very young, tender meat to change. Veal is considered delicious by most people, especially the higher quality usually fed on whole milk under favorable conditions. Milk-fed veal is a by-product of the dairy industry, broadly speaking, and because milk is so valuable, especially in locations where quantities are sold in the natural state, it would be considered too costly to keep veal calves beyond six weeks. Many dealers in milk feel that six weeks is too long to keep their vealers and market them as soon as they are in good flesh. Most states provide in their laws that calves younger than an age that assures wholesome meat be not allowed to be sold. The age limit is set at three weeks by some states, since it is found that calves reach a satisfactory condition of maturity at that age or over. There is a feeling among many dealers and consumers that very young veal is unsatisfactory for food. In some cases tests have been made to determine its suitability when under three weeks, but it has been found in some cases that veal one or two weeks old may be more satisfactory than other veal considerably older. Condition of the calf with respect to flesh is considered by many of major importance, and so the quality of the carcass is judged this way, rather than by age alone. Well-finished milk veal has always been considered a delicious kind of meat. There is a flavor and tenderness associated with milk-fed veal that is irresistible. There is no other kind of meat just like it. Breaded chops or cutlets are enjoyed by nearly everybody and nicely breaded oven roasts are equal in their satisfying qualities. The Government in its market reporting and grading work recognizes a distinction between vealers and more mature calves.

Meat From Cow Carcasses.

We heard a dealer in meats discussing cow meat this week, and he gave us the impression that he considered all cow meat in practically the same quality or grade position. He seemed to think that none of it possesses quality worth considering from the standpoint of utility in the home. While cow meat, grade for grade, is lower in quality than steer or heifer meat, there is a great deal of difference between the best and the worst offered for sale. To begin, there are two distinct types of cows produced. One type is used

for dairy purposes, chiefly valuable because of the milk, butter and cheese it furnishes. The other type is that of the beef breeds used for the production of beef, as the name implies. Steers are raised to supply beef, and they possess characteristics that make them particularly desirable. Heifers also supply high quality beef, but the quantity of heifer beef is by no means as great as that from steers. Whether cows are of the dairy or the beef type they are marketed after they have outlived their usefulness as producers, and are considerably older when they are turned into beef than steers and heifers. Age has great influence on quality, and in the older cows it cannot be expected to be as desirable for beef as the younger animals. The characteristics of dairy cows are far less desirable from a beef standpoint than those of the beef type, and most of them come to market in poorer flesh. Many carcasses of the dairy type are used for manufacturing purposes, rather than for cutting up in meat markets. For the purposes for which they are used they do very well, but the cuts from them would not appeal to most meat buyers—either from the standpoint of appearance or cutting quality. The beef type carcasses, on the other hand, are generally in better flesh and are inherently more blocky. They have a more liberal distribution of fat on the outside of the meat and throughout the muscles. Feed has a great deal to do with the quality of the meat also. If cows are fed well before they are sent to market, especially if they are fed grain, the meat will be found more tender and suitable in every way. Many cow carcasses from beef type animals that were well fattened on grain possess considerable real quality and give good satisfaction when eaten.

Food Poisoning More Accurate Expression.

The Assistant Commissioner of Health for Chicago is quoted as saying that canned tomatoes and other canned fruits and vegetables need not be immediately turned from their tins when these are opened, there being no danger from the inside of a tin can that has necessarily been sterilized along with its contents in the preserving process. There is no scientific evidence that the tin lining of a can corrodes and produces poisons that affect the food within and it may easily happen that the can is more safe than the dish into which its contents are poured. The term food poisoning is replacing the once commonly used "ptomaine poisoning," though the latter expressed the scientific views of its day. It is now known that ptomaines are not responsible for the poisoning that sometimes follows the eating of spoiled foods, this poisoning being due to germ life of a nature inimical to the human body when taken into it by way of the mouth. "Food poisoning" has not quite the dignified and sonorous sound of "ptomaine poisoning" but it more accurately expresses the nature of the accident when this occurs, and the scientists who proposed the latter term are willing to give it up in the interests of scientific accuracy.

WORDEN GROCER COMPANY

The Prompt Shippers

You Won't Have To Apologize For

Morton House COFFEE

It Will Make Good

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

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THE MICHIGAN TRUST COMPANY, Receiver

MARY JANE COTTAGE CHEESE

MADE FROM SWEET MILK

Once used, consumers will take no other. Meat dealers are solicited to order sample shipment.

MARY JANE CREAMERIES

Kent City, Michigan

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

KEEP THESE SALES AIDS WORKING FOR YOU ALL THE TIME.

The Fleischmann Transparency on your door or window will bring many passersby into your store for Yeast-for-Health—giving you an opportunity to sell them all the groceries they need.

And the Fleischmann Package Display on your shelves will act as a silent reminder for you at the time of sale—when many groceries are forgotten.

FLEISCHMANN'S YEAST
Service

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.

Spring Trade in Gas Ranges and Heaters.

Early spring is essentially a brisk season for the sale of gas ranges and heaters. It is the season of moving for a good many tenants, and a season of property changes for owners; and when a family moves into a new house, the need for a gas range—if one is not already owned—is most keenly felt. Moving families are anxious to establish themselves on a thoroughly comfortable basis.

"Now that we have to tear up everything anyway, we may as well make a thorough job of it," is the usual attitude.

Then, with the weather growing warmer, the need is felt for a range that doesn't overheat the kitchen; and this is found in the modern adjustable gas range.

The dealer should make it his business this spring to get in touch with people who have no gas ranges, and make a determined effort to sell them.

A Western hardware dealer last spring estimated that at least half of the heads of families who could be classified as regular customers of his store were without gas ranges. He determined to sell as many as possible. He had no list of these people, however; so he went about obtaining one.

Commencing about February 1, he questioned every customer who came into the store. "Have you a gas range at home, Mr. Brown?" If the answer were in the negative, the dealer would say, "You will need one this spring. In a few weeks' time I'd like you to look at our stock." There the matter would drop; except that the dealer made a note of the prospect's name and address.

By the second week in March, this dealer had nearly 200 names on his list, all of them people financially able to afford a gas range. Many dealers, without the necessity of so much preliminary work, have similar prospect lists. The dealer in this case sent out a personal letter to each prospect, somewhat as follows:

Dear Sir (or Madam):

Some time ago we suggested that, as you would probably be buying a gas range this spring, we would like you to look over our stock.

We have now received our first spring consignment and are in a position to show you a complete range of gas stoves at all prices.

The next time you call, we would appreciate your giving us a few minutes to show you our line.

A gas range is a splendid investment, as we are prepared to demonstrate.

Yours very truly,

Blank Hardware Store.

This letter was by no means a perfect letter for the purpose; but in a number of cases it brought an immediate response. Some of the recipients called at the store to look over the line; and a few early sales resulted. With the large majority, however, the

letter served merely as a stepping stone to further sales effort.

A prospect would come into the store on other business. "By the way, Mr. Brown, you got my letter, I suppose?" the dealer would say as he wrapped a parcel or made change. "Could you spare a few minutes now to look at our gas ranges?" Only a few refused the "few minutes;" the great majority took time to look at the ranges. The dealer meanwhile had carefully studied his sales arguments and had his talk so thoroughly condensed that he was able to present it in a few minutes' time. It was a distinct advantage to be able to cover the ground thoroughly without wearing out the patience and needlessly consuming the time of the prospect.

Some sales were made at this stage. In other cases the prospects did not buy at the time, but came back later, and bought. In all, approximately 65 out of the 200 prospects bought gas ranges.

In conjunction with the campaign, window displays were run, and each Friday a 3 column advertisement, five inches deep, was run in the local paper. This day was chosen because the dealer, knowing that Saturday was normally a big business day, concluded that a Friday advertisement would reach the largest number of people likely to visit the store.

In selling a gas range, it is of course necessary for the salesman to have a thorough knowledge of the subject. It is more essential, indeed, to understand all about gas stoves than to understand ordinary stoves. Most people know pretty well how to handle a coal range, and if the salesman can demonstrate how to check the fire and manipulate the dampers, that may prove sufficient. But a gas range is different. Even to-day, it is an absolutely new thing to many people; and many prospects furthermore are nervous with regard to the suppositious danger from explosions. This situation is not so marked as it was some years ago, but it still exists.

The salesman will more than double his chances of selling, and will at the same time save much future trouble, if he thoroughly and intelligently demonstrates the working of the gas range. When the customer has decided to purchase, a further lesson should be given; and under no circumstances should the customer be allowed to handle the range alone until the salesman is thoroughly convinced that every detail of its working is clearly understood. Many people will follow a demonstration with every evidence of interest, and bob their heads wisely at every move; yet when they undertake to operate the range single-handed, they discover that they have forgotten some important detail or have only the most hazy recollection of the entire procedure. To escape future trouble with customers of this sort, it is sound policy after the range is installed to see that the customer goes through all the operations, not once but several times, under the watchful eye of the store "expert." And even after that it is wise to maintain a sort of service department, to respond to hurry up calls from forgetful customers.

SPRING CLEANING made easier with AMSTERDAM BROOMS

PRIZE

White Swan

GOLD BOND

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

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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

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Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
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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

It may seem easier to convince the prospect that she needs a gas range, to sell her the range she wants, to install it, and then to leave the purchaser to solve her difficulties with the aid of an instruction book. But in many cases such a procedure involves dissatisfaction on the part of the customer and a lot of bad advertising for the range and the store.

A practical demonstration, with the stove connected, is worth any amount of verbal instruction; and in the great majority of cases, the customer, after such a demonstration in her home, will be able to carry on without further difficulty.

One dealer complained a year or two ago of being bothered by purchasers of gas ranges calling up and asking him to send a man to see what was wrong with the range. "The most trivial thing," he said, "will result in a call for someone to fix the stove. They don't seem to know the first thing about it. It costs me quite a lot just for a man to go out and help customers."

Then he adopted the expedient of a thorough-going demonstration after installation of every range. This took time; but it reduced by about 85 per cent. the number of subsequent calls. Consequently there was a large direct time-saving; in addition to which the service given resulted in greater satisfaction to customers. Prospects no longer had to dread the troublesome period when they were "getting on to" the workings of the gas range.

It is advisable in the early spring to advertise your gas ranges and water heaters. While most people realize the usefulness of the gas range, there were many who still persist in cooking through the summer months with the coal or wood range. Effective advertising, through newspapers, window displays and circular letters, will do a great deal to interest these people in the gas range.

A wealth of argument can be adduced in favor of the gas range. From the economical standpoint it is a paying investment; on top of which there is a distinct saving in time and labor; improved facilities for getting a meal quickly; and increased comfort through the elimination of waste heat in the summer months.

A simple and yet effective display was put on last spring by a small city dealer. In the center of the display was shown a high-grade gas range. The window was bordered with a series of placards stuck to the inside of the plate glass. Each placard gave a reason why a gas range was necessary, and why the particular range handled by this firm was the very best on the market. Bands of tissue paper in various colors were drawn from the placards to the range on display; thus serving to center attention on the range. Only the one range was displayed; but every selling point in connection with it was effectively brought out.

Store demonstrations of gas range cooking are of course a most effective help in selling such ranges. These demonstrations should be widely advertised. Personal invitations should be sent out to your entire prospect

list; indeed, it is often a good stunt to have the invitation printed to resemble a formal social invitation, and make the affair something of a social function, serving coffee or tea and biscuits and cakes made on the range. Now and then a range is actually demonstrated in the window; this stunt attracts a lot of attention from passers by, but of course is not as effective a selling demonstration as where customers can get close and see every item of operation explained. A good salesman, with a little practice, will make a thoroughly capable demonstrator.

Victor Lauriston.

Furniture Conditions Poor.

Conditions in the furniture field are very unsatisfactory from both manufacturing and retail standpoints. Volume of sales is substantially under last year and a cheaper type of furniture is meeting with the best consumer demand. These types allow manufacturers a very slender profit margin and retailers are carrying unchanged delivery and other overhead expense on the cheaper merchandise which keeps volume down. Living room and bedroom sets are showing up much better than dining room styles. One bright feature of the situation is that installment payments are being readily met by consumers.

Perfume Loses To Make-Up.

Lack of activity in both the medium and better-priced perfumes is attributed by some of the leading factors in the trade to the extensive use of expensive powders, rouges and lipsticks. It appears from sales records that women are cutting down on perfumes in order to pay more for items of make-up. In addition most of the make-up is perfumed in pleasing fragrances. Another harmful factor is the use of cheap imitations. Over-popularity of any one odor in time kills it with women who use expensive perfumes.

Glass Trade Remedying Abuses.

Of outstanding importance in the glass industry during the week were the meetings in Chicago of the newly organized Window Glass Manufacturers' Association and the Western Division of the National Glass Distributors' Association. Resolutions were adopted endorsing measures aimed at trade abuses recently submitted to the Attorney General for a ruling. Progress has been made in the organization of a statistical bureau by the jobbers. Business in window glass was of slightly better volume. A small drop occurred in orders for plate glass.

Rug Buying Likely To Be Good.

While the spot demand for floor coverings is quiet, the indications are that buyers will respond favorably to the auction in New York beginning April 9 and the opening of new lines by many factors. There is general agreement in the trade that retail stocks are low, a condition which should be reflected in active absorption of merchandise. Estimates of the goods to be auctioned vary, but it is not believed their size will be a depressing factor. Prices, it is anticipated, will show a firm to higher tendency.

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

The best the World has to offer in GRASS SEEDS

Timothy	Michigan Grown Seed Corn
Red Clover	Ensilage Corn
Mammoth Clover	Flint Corn
Alsike	Dwarf Essex Rape
Sweet Clover	Soy Beans
Alfalfa	Sudan Grass
Red Top	Orchard Grass
Blue Grass	Millet
White Clover	Winter Vetch

INOCULATION FOR LEGUMES

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

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Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
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Combined Assets of Group

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20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

HOTEL DEPARTMENT

Law Enforcement a Huge Joke in California.

Los Angeles, March 30.—To hold a basket picnic in the open on St. Patrick's day is going some, but to attend a reunion of 25,000 former Wolverines, 3,000 miles away from their former homes, with Old Sol scorching you on the basis of 80 degrees by the thermometer is at least a novel as well as notable event.

And that was just what it amounted to.

Sycamore Grove, so named from the verdure which adorns it, was the Mecca for at least that number of Michigan people who ate from the sumptuous tables, reminisced, orated and pitched horse shoes on Saturday last. It is estimated that 10 per cent. of California's present population originally came from the automobile state, and these, added to the tourists who are spending the winter here from the same locality, make up a respectable quorum.

The general secretary advised me that every county in the state was represented. Kent county, for instance, showed a representation on their register of 408. Wayne county was scarcely less.

Among the contingent formerly from Oceana county, Pentwater, in particular, were a hundred. It was my great pleasure to catch up with L. M. Hartwick, now of Van Nuys, a suburb of Los Angeles, formerly publisher of the Pentwater News, which he conducted nearly a half century ago, but which is now owned and published by Harry Royal, of the Shelby Herald. Mr. Hartwick entertained me with stories of Pentwater's early lumbering days, when it was claimed that the white pine timber supply then in sight was sufficient for all the demands of 500 years, but which is to-day conspicuous by its absence. His many old-time friends, or such of them who remain, will be glad to know he is spending his declining years in comfort among relatives, but, as he says, "likes to reminisce about dear old Pentwater."

Arthur Gifford, formerly a civil engineer in that town, is now interested in Pasadena real estate, with success rewarding his efforts. He is in appearance, the same "Art" I used to know back there.

George W. Sessions, the dean of fruit raisers in Oceana county, now a resident of California, looks hale and hearty, and enjoys talking of the days, as he said, "when the peaches were perennially killed by late frosts in April, and rotted on the ground in August."

Then there was Mrs. Nellie Chaffee, formerly of Weare township, who came out here ten years ago, looking as spry as you please, and Mrs. Dr. Rennert, of Pentwater, who lives in San Diego, but comes annually to the official state picnic. The years rest lightly on her auburn locks.

Among the winter sojourners is Charles F. Lewis, state representative from Oceana county, who was for a long time engaged in the hardware business at Pentwater. He is the perfect picture of health, much tanned from "beach combing" and took occasion to speak of the days when we both fought, bled and died politically, in the city of "pent up waters." We were usually political opponents, but friends always.

At Sycamore Grove, where the bulk of the state organizations hold their reunions, are ample provisions for such gatherings, hot coffee is provided, and after the capacious lunch baskets have been "mowed away" the participants gather around the speakers stand, sing good, old-time songs, including "Michigan, My Michigan," listen to letters of regret from absent ones, hear speakers of note, usually former Michi-

ganders, and then comes the reward of prizes and medals, to the oldest participant, the oldest California resident, the latest arrival, and the best lookers. Modesty forbids my mentioning any names, especially on the last count.

And they are all loyal to Michigan, talk about motor trips back there, the superior flavor of the fruits there, visit among themselves and all look prosperous.

One of the Los Angeles newspapers had a full page of snap shots taken on that occasion, and, as my good friend Carl Montgomery would express himself, "mostly darned good looking."

H. D. Smith, operator of Fisherman's Paradise, near Bellaire, is promoting a bond sale of \$35,000, to provide for further improvements on his already attractive resort. They may talk about associations for promoting resort business in Michigan, but my friend Smith is an association of organizations, when it comes to boosting. He goes right out into the highways and byways, carries samples of fish right along with him, and when his resort colleagues are talking about lack of patronage, he is housing them in tents.

Mrs. Maria Sohl, who at one time was owner and operator of Arbor Rest, Pentwater, passed away at Manistee a short time ago, although her home was with relatives at Muskegon. After her disposal of the hotel at Pentwater it was converted into what is now known as Verbeck Tavern.

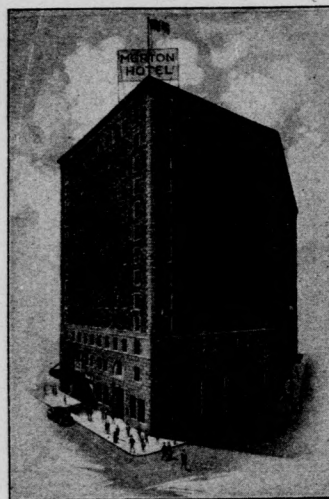
Why make all this fuss because some time back in the dark ages some oil corporation or other made a donation for the campaign expenses of the dominant party? If they were like most of the corporations, they gave freely to both parties, played, as it were, "clear across the board" and "safe." Everyone knows it costs money to conduct campaigns. It is necessary to keep up educational bureaus, pay hotel and traveling expenses for speakers, whom we all like to know are intent on saving the Nation, and someone has to foot the bill. No one has ever accused a president-elect, after being inducted into office, of betraying any financial trust through the effect of campaign contribution. Some have committed, possibly, sins of omission, but as a rule they have been honest, and uninfluenced by these contributions.

There are many evils in the political make-up of this great republic, but one finds them under any rule, and so long as we have the expensive methods of conducting campaigns and men of moderate means for candidates there must necessarily be campaign funds and contributions thereto. The candidate for one party calling the party of his opponent crooked is a good deal like the pot calling the kettle black.

Ours would be an ideal Nation if all the individuals constituting it were trustworthy and honest, but so long as they are not, let us do our best to minimize these abuses, and leave it at that. We all realize that congressional investigations as a rule are jokelets. They flare up frequently just prior to or during a campaign, but once the election is over, assume a coat of whiteness and are forgotten.

Maybe President Coolidge is guilty of malfeasance in office, but for all that one feels about it as Lincoln did when he wished more of his generals had a supply of General Grant's whisky. Let's have more of the type and enjoy a maximum of peace and prosperity.

Over in Inyo county, this state, where they arrested a dozen prominent citizens of complicity in bombing Los Angeles' water supply viaduct and who were all unmistakably guilty of the crime, an examining judge—who is



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400 Rooms—400 Baths

Menus in English

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Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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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.
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HOTEL PHELPS

Good Beds - Good Eats
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LARGEST HOTEL IN LANSING

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

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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.

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Fireproof Construction
The only All New Hotel in the city.
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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,
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HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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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.

about the same degree of importance as a Michigan justice of the peace—with evidence showing they were guilty of one of the most dastardly crimes imaginable, dismissed the charges against them.

California has got to purge herself of a lot of this rough stuff or her reputation for perfect weather conditions will be outweighed by her record of unpunished crime. Gamblers are willing to bet even money that Hickman, one of the grossest criminals the world ever knew, who admitted and boasted of his career of crime, will never be hanged, and a majority of the people here believe he will be paroled in a short time, to continue his process of exterminating life. Quite likely the California Supreme Court will reverse the verdict on a technicality, which has been discovered, as a result of loosely formed criminal laws.

I have had many pleasant things to say about California, and the weather is all that is claimed for it, but for reason of physical attractiveness, criminals have infested the state to the extent that human life, and property, are no safer than in the city of Chicago, which everyone concedes to be the limit in that line.

But it wouldn't be so bad if, after the offender has been detected and apprehended, they had competent laws and law enforcers to mete out punishment to malefactors. Even the constituents of a jury will absolutely lie for the purpose of getting on a jury. The judge and, in fact, everyone else interested knows they are doing it, but they are all politically "afraid of the cars" and allow these evils to continue. On the occasion of the Hickman trial for a crime that was familiar to everyone of intelligence in the entire known world, respectable men and women, who were undergoing examination as to their qualifications as jurors, unblushingly stated that they had read nothing and heard little of the crime itself. Perjurers, every one of them, and as such should be ostracized or, if possible, deported.

The successful bombing of the aqueduct supplying water to Los Angeles, and which consumed years of time and millions in expenditure would, automatically have put the city on the rocks, so to speak. Imagine, if you can, taking away the water supply of Grand Rapids without a moment's warning, and not being able to restore it for months? That is just the situation which would have obtained here for a population of a million and a half.

And an insignificant two-for-a-cent judge turns them loose for the sole purpose of permitting them to try it again.

What California really needs is more vigilance committees and less unenforceable laws. I am running the risk of being accused of slander or lese majeste or something of the kind, but I am going to criticize California's shortcomings just as vociferously as I have sounded her praises. One knows nothing of secret crimes which are constantly committed, but knowledge of such as do come to light, and her treatment of the culprits, is what starts one's blood temperature in competition with her climate.

Last week I spoke about the reservoir systems surrounding Los Angeles and particularly the one at Santa Paula valley, which was carried away in flood a few days ago. It really was not, as at first reported, a cloudburst, but a collapse of the dam itself, the extent of which and far reaching effects have been reported in the Nation's newspapers.

But it is not of the flood I am going to speak, but of the prompt response of the citizenry of Southern California in assisting to minimize the effects of the disaster. The waters had scarcely subsided, and the mud still lay deep along the course of the Santa Clara river, when steps were taken toward

rehabilitation of the stricken section. These steps were taken by the surviving residents themselves, and so strong was their determination in that direction that definite results are already much in evidence. It is true that assistance will be needed, and that is being given and pledged by the city of Los Angeles. In fact, immediately after the disaster was reported, a special meeting of the common council of this city was called, and the entire financial responsibility for the damage was legally assumed by them.

But the determination of the people of the stricken valley is the great outstanding feature of the episode. They did not weep, wail and gnash their teeth, but started in to immediately restore order out of chaos. Here were small towns and villages flooded and partially swept away by the whirling tide. Here were the savings of a lifetime in hundreds of instances dissipated in an hour. Here were rich farming lands covered with from ten to fifty feet of silt and made practically useless.

It would seem enough to weaken even the strongest determination, to make even the strongest heart react, yet in the face of such circumstances, they kept their courage and announced to the world they would bear their own burdens, turning their faces to the future with a courage immeasurable.

For those who remain there is much to do but they stand ready and eager to do that work, but the determination of the city of Los Angeles to bear the financial burden will have much to do with the re-establishment of activities in this most fruitful area.

The reservoir was one of Los Angeles units for storing up a water supply, and she feels responsible for the pitiable condition brought about by its collapse. Therefore it is proposed by them that they assume all responsibility for the damage, which it appears at present will amount to \$15,000,000. There will be no lawsuits if they can be prevented. Adjusters are already in the field, funds provided and disbursements will begin at once. This is an evidence of the enterprise which has made California just what she is.

I have said much about the recklessness of outsiders who come to California without provision for the future or a return ticket. Now comes an announcement from the Iowa society of California to the effect that they will endeavor to secure employment for such deserving Iowans as need work or assistance. This is some large contract, but it shows enterprise on the part of the organization, which is the largest of the state societies, comprising 30 per cent. of the whole memberships of the states.

It is announced that within a year a new hotel will be completed and occupy the site of Hotel Gildner, Grand Haven. A local promotion company has been organized with Stephen Nemeth, the present operator of the hotel, as secretary.

The Morton Hotel, Grand Rapids, is giving much newspaper publicity of the fact that henceforth popular prices will prevail in their dining rooms, and I desire to congratulate Manager Frost on this new departure, which will undoubtedly stimulate a demand for the service offered by the Morton. The service here has been exceptionally good and, without doubt, was more than equivalent to the prices charged, but there is a constantly increasing demand everywhere for meals at lower prices, and the Morton management realizes this fully. I predict they will do a satisfactory and largely increased business.

Speaking of popular meal prices, there are scores of cafes and restaurants in Los Angeles which are tumbling all over themselves in the

matter of price reduction. Every day one sees where a popular feeding resort, among them prominent hotel dining rooms, are introducing lower prices. Of course, these can only be maintained by simplifying the menus, but at that they are made attractive and draw the multitudes.

The simple facts are that most people feel they cannot afford to pay the prices charged by the restaurants ordinarily, although, no doubt, the offerings are well worth the charges made, and it is the wise operator who meets this ever growing sentiment.

Every few days I pay a visit to one of the various attractive city parks, and recently I discovered what I presumed were wild geese paddling around in the lagoons. Upon further investigation it was established that my diagnosis was correct.

It seems very curious that these wild birds know that they will not be harmed by humans in the parks. They seem to realize that they have a sanctuary here, and that they will not be shot down by ambitious Nimrods. They are bold, therefore, in the presence of man. Visitors to the parks bring them bread crumbs, pop corn and other grains, and the dive dip and splash in the water as contented as they would be if they were far away in Northern lakes.

Sometimes wild ducks and geese remain for weeks in these parks, and they then suddenly flap their wings, stretch their necks and disappear in the sky. Fortunately when they leave they drop their habits of fearlessness or they would be easy prey for the sportsman. They are timid, wild and fearful when they next meet him, away from the park environs.

In the San Francisco Federal court the other day, a decision was rendered to the effect that rum crafts from countries other than the ones with which we have special treaties were not prohibited from coming to the edge of the old three-mile limit, and must not be interfered with. In other words, while an English vessel must keep twelve miles off the coast to escape our jurisdiction, a craft from Portugal could utilize the intervening nine miles as a parade ground.

Frank S. Verbeck.

New Case For Shipping Apples.

Commercial Attache Chester Lloyd Jones, recently at Paris, has furnished a report on a new type of container used in shipping apples to France. This container is a specially designed, ventilated bushel box lined with corrugated cardboard, with internal compartments similar to those in standard egg crates. Each apple is wrapped separately. An inspection of a shipment made in this container revealed that the merchandise arrived at its destination in practically the same condition as it left storage on the Pacific Coast. Apparently the increased expense of packing was more than offset by the fact that loss in handling was practically eliminated.

"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.

No Use To Look.

There was a timid knock at the door. "If you please, kind lady," said the beggar, "I've lost my right leg—"

"Well, it ain't here!" retorted the woman of the house, as she slammed the door.



Warm Friend Tavern Holland, Mich.

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

E. L. LELAND, Mgr.



CODY HOTEL

IN THE HEART OF THE
CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

HOTEL GARY



GARY'S NEW \$2,500,000 HOTEL
GARY, IND. HOLDEN OPERATED
COL. C. G. HOLDEN, President
C. L. HOLDEN, Treas. & Gen. Manager
One of the Fine Hotels of the Middle West.
400 ROOMS FROM \$2.00
Each room an outside room.
Circulating Ice Water and Every Modern
Convenience. Large, Light Sample Rooms.
Restaurant, Coffee Shop and Cafeteria
in connection, all at popular prices.

We will also operate the following Hotels:
The Mills-Holden Hotel, Richmond, Ind.,
will open about May 1, 1928; Hotel Teeling,
Harvey, Ill., will open about June 1,
1928. HOLDEN-GARY COMPANY.

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, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Specializing in Certain Lines.

Naturally there is an immense advantage in stocking lines for which there is a steady demand, yet which few stores care to handle. In a city of 500,000 we will find a number of professional artists, and a great many more. If there are art schools, the demand for artists' supplies will be greatly augmented. At any rate there will be various art classes attached to all sorts of educational institutions, and some private ones. Yet in a city of this size we will find very few shops specializing in artists' supplies. There would seem to be no reason why a druggist should not be able to handle this business.

What is sold?

A list of some of the items may prove helpful:

Brushes
Batik dyes
Artists' paper
Oil colors
Water colors
Decalcomanias
School drafting outfits
Photo oil colors
Varnishes
Easels
Sketch boxes
Canvas boards
Sealing wax
China paints
Sketch blocks
Art books
Pastels
Canvas
Stretchers
Stencils
Artists' charcoal
Parchment shades
Prismatic oil colors
Art studies
Stools
Palettes
Palette knives
Color boxes
Modeling clay
Art studies

Most of this stuff is handed out precisely as you would any other merchandise. In cutting canvas, some dexterity is required, and this is true of mounting the canvas upon stretchers. Many professionals prefer to do this themselves. The young lady art student would probably want it done for her. But the necessary dexterity could be acquired easily enough. All that is necessary is to cut the canvas to fit the stretcher and tack it on.

How many stores can you mention that stock any such list as that outlined above?

Not very many.

Yet in certain circles these supplies are in demand, and nothing will take their place.

The staple sellers could be handled by any down town city drug store, by

some up town city stores, and by stores in towns of medium size.

Where there is a field there is bound to be a following, and these customers are apt to become strongly attached to the store stocking the line. It always pays to be headquarters.

This is merely one suggestion.

There are other unusual lines in which a druggist may specialize. We may mention:

Antitoxins
Serums
Wheel chairs
Rubber-tipped canes
Rare chemicals
Hospital supplies
Laboratory supplies
Ligatures
Elastic bandages
Surgical instruments
Trusses
Crutches
Rubber mattresses
Cane and crutch tips
Anaesthetics
Surgical dressings
Splints
Hypodermic tablets

Then we have a long list of special compounds manufactured under patents and sold to doctors direct.

It would hardly pay a neighborhood store to put in an extensive line of rare chemicals, but with an entire city as a field things are different. Coming from many directions there is sufficient business. The store specializing in trusses will find a field, and here is something to advertise in the daily papers. Some dexterity is necessary in fitting. There was a time (and it may be so now) when hundreds of druggists in small towns did watch repairing. This required a course of instruction. If a druggist can master watch repairing, certainly he can become an expert at fitting trusses.

With special lines one can become a distributor, say of vaccines, or serums, anything that affords an opening. There is a chance, too, to bid on supplies for city institutions, and for hospitals. Many druggists have started in a small way and become dealers on a large scale. There are manufacturers who are looking for agents. These agencies are often profitable. Doctors soon learn about special lines and are apt to send customers from all parts of the city. This results in some good advertising. And for various goods doctors themselves are excellent customers. It would be quite possible to act as an agent for office equipment. The doctor requires special chairs, tables, files, and a large assortment of utensils.

We also have the case of the druggist located in a town of 40,000 to 50,000 population. He can cover a lot of territory in the county, and has a chance to make his establishment headquarters for the various lines we have mentioned. In many towns and cities you will find one or two stores carrying lines not to be had elsewhere. There are stores that have very few lay customers, selling almost entirely to doctors, surgeons, students, hospitals, schools and to other dealers. This illustrates strongly the possibilities of special lines.

Some of these lines the neighborhood store can handle, and that establishment then becomes headquarters in its own territory.

As the business grows, the territory expands. It would be quite possible for an up town store to command the city. If customers have to cross the town, they might as well go in one direction as another. And the motor car is annihilating distance as we used to understand it.

Death of Henry Milton, the Well-Known Hotel Man.

Henry Clay Milton, landlord of the Hotel Milton, died Sunday morning as the result of cancer of the liver. The funeral was held at the Community M. E. church this afternoon. Interment was in Oakdale cemetery.

Mr. Milton was born in Chattanooga, Tenn., Dec. 16, 1875. He attended school in his native city and as soon as he was old enough to select a vocation in life he decided to embrace the hotel business. His first employment was in the Green Hotel as bus boy. When 19 years old he went to Louisville, where he worked in various hotels until 1898, when he came to Grand Rapids. His first employment was with Warren Swetland, who then managed the Lakeside Club. When the late Boyd Pantlind opened the grill in the old Morton House where the culinary department—of blessed memory—was under the personal supervision of Paul Kempter, Mr. Milton officiated as head waiter. When the Pantlinds took over the Pantlind, Mr. Milton was placed in charge of the dining room, where he came to be regarded as one of the best men in his line of business in the country. His acquaintance among prominent people was large and comprehensive and his tact and judgment in handling difficult problems was a matter of frequent comment and commendation. Among his most steadfast friends was Hon. Fred W. Green, who stated years ago that he expected to be governor some day and in that event he wanted Henry for his messenger. Mr. Milton retired from his position at the Pantlind two years ago, devoted the fall months to campaigning among the people of his race in behalf of Mr. Green and Jan. 1, 1927, assumed the position the Governor had selected for him. Not liking the job, he retired six months later and leased the Arlington Hotel, on South Ionia avenue, which he refitted and re-furnished with the assistance of a dozen of his friends among the prominent men of the State. He had hardly gotten started in his new position, when he was stricken with the illness which resulted fatally. The business will probably be continued by the widow.

Mr. Milton was married about twenty-five years ago to Miss Lena Daley, of Grand Rapids. The family resided in their own home at 615 Sherman street until Mr. Milton took charge of the hotel.

Mr. Milton was a life-long member of the Community Methodist church. He was a charter member of K. P. Lodge, No. 2, and Star Lodge, F. & A. M.

Mr. Milton had but one hobby,

which was fishing for blue gills. He was one of the best posted men in the city on the habitat of that branch of the fish family.

Mr. Milton faced death with the hope of a Christian and the courage of a stoic. Realizing that the end was near, he gave his wife careful and detailed instruction regarding the conduct of the business after he should pass on. Their married life had been singularly happy and companionable.

A week ago Monday Governor Green was host to a number of distinguished men from Washington en route to Big Rapids to attend the funeral of Senator Ferris next day. Notwithstanding the extraordinary demands on his time in this emergency, he broke away from the gathering for an hour and sought the death bed of Henry Milton, who was head waiter at the Pantlind Hotel during the Pantlind regime and who acted as the Governor's messenger the first six months of Mr. Green's official career at Lansing. They had been warm personal friends for years and the great heart of Fred Green went out to his long-time friend and former employe as soon as he learned that Mr. Milton was near the end of his worldly pilgrimage. Nothing Fred Green could do discloses his true character more than this act in paying homage to a high grade colored man who always did his duty, who lived an exemplary life and furnished an example for the men of his race to follow.

Bottle Capping Mixtures.

1. Melt one pound of gelatin in as little hot water as is necessary, add 1½ ounces of glycerin and as much cochineal solution as desired to give a red color.

2. Gelatin 1 ounce
Albin 1 ounce
Starch 1 ounce
Boric acid 20 grains
Water 16 ounces

Mix the albin, gelatin and boric acid with 4 ounces of cold water and stir occasionally until solution is effected, and then heat the mixture to boiling on a sand bath. Remove the scum and strain. Mix the starch intimately with the remainder of the water, and stir this mixture with the hot gelatin solution, continuing the stirring until a uniform mixture results. To use, soften by the application of heat.

The "sealing wax" type of capping is represented by the following:

3. Melt 1,000 parts of ordinary brom rosin and to it add 12 parts of cinnabar rubbed up with 8 parts of cottonseed oil. Rub up 85 parts of ultramarine blue and 15 parts of zinc oxide, add this to the rosin mixture and mix thoroughly. The color will be a rich blue with a shade toward purple.

4. Melt together 100 parts of rosin and 25 parts of tallow, and to the melted mixture add 8 parts of cinnabar rubbed to a smooth paste with rosin oil. Stir the mixture until it is uniform. The product is a rich red.

5. Rosin 100 parts
Tallow 20 parts
Chrome yellow 12 parts
Prepared chalk 2 parts
Rosin oil or cottonseed oil 6 parts

Prepare as number 4. the wax is yellow.

6. Rosin	200 parts
Tallow	20 parts
Prussian blue	6 parts
Yellow ochre	6 parts
Prepared chalk	2 parts
Rosin with cottonseed oil	3 parts

Prepare as above. The product is green, and by varying the proportions of the Prussian blue and yellow ochre various tints of that color can be obtained.

Treatment of "Tennis Leg."

The author states that the term "tennis leg" is applied to a rupture, which may be of varying degree, of the fibers of the plantaris, gastrocnemius, or soleus muscles. The injury occurs because of a sudden severe contraction of the affected muscle, as in violent efforts in tennis. The patient feels a sudden sharp pain in the calf of his leg, and usually thinks he has been struck by some missile. The best treatment is to advise the patient to begin walking at once. Should this be too painful, the patient should have the leg elevated for a few minutes and

then firmly strapped with adhesive plaster or fitted with a snug elastic bandage. Should immediate mobilization be impracticable because of severe pain, the patient should be put to bed with the leg elevated and external heat applied for forty-eight or ninety-six hours, after which walking is advised. All violent exercise should be avoided for three or four weeks. While the pain may be noticed by the patient for several months, the prognosis is excellent.

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.

INSECTICIDES FOR 1928



PARIS GREEN
ARSENATE OF
LEAD
ARSENATE OF
CALCIUM
FUNGUS BORDO
DRY LIME AND
SULPHUR
PESTROY TUBER
TONIC

BLUE VITRIOL, FORMALDEHYDE, ETC.
WE CARRY STOCK OF ALL THE ABOVE
—PERHAPS THE LARGEST LINE IN THE
STATE. WRITE FOR PRICES.

Hazeltine & Perkins Drug Company

MANISTEE

Michigan

GRAND RAPIDS

Fenton Davis & Boyle

Investment Bankers

Chicago

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Bank Building

GRAND RAPIDS

Grand Rapids National Bank Building
Phone 4212

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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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	1 35 @ 1 50	Benzoin	2 @ 1 44
Boric (Xtal)	15 @ 25	Eigeron	6 50 @ 6 75	Benzoin Comp'd	2 @ 2 28
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	2 @ 2 16
Citric	63 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	2 @ 2 28
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	2 @ 2 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	2 @ 1 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 66	Cinchona	2 @ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	2 @ 1 80
Tartaric	50 @ 60	Lavender Flow.	6 00 @ 6 25	Cubebs	2 @ 2 76
Ammonia		Lavender Gar'n.	85 @ 1 20	Digitalis	2 @ 2 04
Water, 26 deg.	06 @ 16	Lemon	4 25 @ 4 50	Gentian	2 @ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 77	Gualac	2 @ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl.	@ 80	Gualac, Ammon.	2 @ 2 04
Carbonate	20 @ 25	Linseed, bld less	87 @ 1 00	Iodine	2 @ 1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	84 @ 97	Iodine, Colorless	2 @ 1 50
Balsams		Mustard, artifl. oz.	7 @ 35	Iron, Clo.	2 @ 1 56
Copaiba	1 00 @ 1 25	Nutsfoot	1 25 @ 1 35	Kino	2 @ 1 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	4 00 @ 5 00	Myrrh	2 @ 2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,	2 85 @ 3 25	Nux Vomica	2 @ 1 80
Peru	3 00 @ 3 25	Olive, Malaga,	2 85 @ 3 25	Opium	2 @ 2 50
Tolu	2 00 @ 2 25	green	2 85 @ 3 25	Opium, Camp.	2 @ 1 44
Barks		Orange, Sweet	5 00 @ 5 25	Opium, Deodor'd	2 @ 2 50
Cassia (ordinary)	25 @ 30	Origanum, pure	7 @ 50	Rhubarb	2 @ 1 92
Cassia (Salgon)	50 @ 60	Origanum, com'l	1 00 @ 1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 25 @ 3 50	Lead, red dry	13 1/4 @ 13 1/4
Soap Cut (powd.)	20 @ 30	Peppermint	5 50 @ 5 70	Lead, white dry	13 1/4 @ 13 1/4
Berries		Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	2 @ 2 1/2
Cubeb	@ 1 00	Rosemary Flow.	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandwood, E.	10 50 @ 10 75	Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	Sassafras, true	1 75 @ 2 00	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, arti'l	75 @ 1 00	Putty	5 @ 8
Extracts		Spearment	8 00 @ 8 25	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Sperm	1 50 @ 1 75	Whiting	5 1/2 @ 7
Licorice, powd.	60 @ 70	Tany	7 00 @ 7 25	L. H. P. Prep.	2 90 @ 3 0
Flowers		Tar USP	65 @ 75	Rogers Prep.	2 90 @ 3 0
Arnica	1 75 @ 1 85	Turpentine, bbl.	@ 64	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, less	71 @ 84	Acetanallid	57 @ 75
Chamomile Rom.	@ 50	Wintergreen,	6 00 @ 6 25	Alum	08 @ 12
Gums		leaf	3 00 @ 3 25	Alum, powd. and	09 @ 15
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00 @ 3 25	Bismuth, Subni-	3 15 @ 3 40
Acacia, 2nd	45 @ 50	birch	3 00 @ 3 25	trate	
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 1 00	Borax xtal or	6 1/2 @ 15
Acacia, Powdered	35 @ 40	Worm Seed	5 50 @ 5 75	powdered	1 50 @ 2 00
Aloes (Barb Pow)	25 @ 35	Wormwood	16 50 @ 16 75	Cantharides, po.	2 72 @ 2 82
Aloes (Cape Pow)	25 @ 35	Potassium		Calomel	50 @ 60
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Capsicum, pow'd	7 00 @ 7 50
Asafoetida	50 @ 60	Bichromate	15 @ 25	Carmine	35 @ 40
Pow.	75 @ 1 00	Bromide	54 @ 71	Cassia Buds	50 @ 55
Camphor	75 @ 90	Chlorate, gran'd	23 @ 30	Cloves	14 @ 16
Guaiac	@ 80	Chlorate, powd.	16 @ 25	Chalk Prepared	53 @ 60
Guaiac, pow'd	@ 90	or Xtal	30 @ 90	Chloral Hydrate	1 20 @ 1 50
Kino	@ 1 25	Cyanide	4 36 @ 4 55	Cocaine	12 85 @ 13 50
Kino, powdered	@ 1 25	Iodide	20 @ 30	Cocoa Butter	65 @ 90
Myrrh	@ 75	Permanganate	20 @ 30	Corks, list, less	49 % - 50 %
Myrrh, powdered	@ 1 00	Frussiate, yellow	40 @ 50	Copperas	2 1/2 @ 10
Opium, powd.	65 @ 19 92	Frussiate, red	@ 70	Copperas, Powd.	4 @ 10
Opium, gran.	65 @ 19 92	Sulphate	35 @ 40	Corrosive Sublim	2 25 @ 2 30
Shellac	65 @ 80	Roots		Cream Tartar	35 @ 45
Shellac	75 @ 90	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Tragacanth, pow.	@ 1 75	Blood, powdered	35 @ 40	Dextrine	6 @ 15
Tragacanth	2 00 @ 2 35	Calamus	35 @ 75	Dover's Powder	4 00 @ 4 50
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Emery, All Nos.	10 @ 15
Insecticides		Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Arsenic	08 @ 30	Ginger, African,	30 @ 35	Epsom Salts, bbls.	@ 10
Blue Vitriol, bbl.	@ 07 1/2	powdered	30 @ 35	Epsom Salts, less	3 1/2 @ 3
Blue Vitriol, less	09 @ 16	Ginger, Jamaica.	60 @ 65	Ergot, powdered	@ 4 00
Bordea. Mix Dry	12 @ 26	Ginger, Jamaica,	60 @ 65	Flake, White	15 @ 20
Hellebore, White	18 @ 30	powdered	45 @ 50	Formaldehyde, lb.	12 @ 30
powdered	18 @ 30	Golden Seal, pow.	50 @ 8 00	Gelatin	80 @ 90
Insect Powder	42 1/2 @ 50	Ipecac, powd.	@ 6 00	Glassware, less 55 %	
Lead Arsenate Po.	13 1/2 @ 30	Licorice	35 @ 40	Glassware, full case 60 %	
Lime and Sulphur		Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 02 1/2
Dry	08 @ 22	Orris, powdered	30 @ 40	Glauber Salts less	04 @ 10
Paris Green	24 @ 42	Poke, powdered	35 @ 40	Glue, Brown	20 @ 30
Leaves		Rhubarb, powd.	@ 1 00	Blue, Brown Grd	16 @ 22
Buchu	@ 1 05	Rosinwood, powd.	@ 40	Glue, White	27 1/2 @ 35
Buchu, powdered	@ 1 10	Sarsaparilla, Hond.	@ 1 10	Glue, white grd.	25 @ 35
Anise, Bulk	25 @ 30	ground	@ 1 10	Glycerine	21 @ 45
Anise, 1/2 loose	@ 40	Sarsaparilla Mexican,	35 @ 40	Hops	75 @ 95
Anise, powdered	@ 25	Squills	70 @ 80	Iodine	6 45 @ 7 00
Sage, powdered	@ 25	Squills, powdered	20 @ 25	Iodoform	8 00 @ 8 30
Senna, Alex.	50 @ 75	Tumeric, powd.	@ 1 00	Lead Acetate	20 @ 30
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	@ 1 00	Mace	@ 1 50
Uva Ursi	20 @ 25	Seeds		Mace, powdered	@ 1 50
Oils		Anise	35 @ 40	Menthol	7 50 @ 8 00
Almonds, Bitter,	7 50 @ 7 75	Anise, powdered	35 @ 40	Morphine	12 83 @ 13 92
Almonds, Bitter,	3 00 @ 3 35	Bird, ls	13 @ 17	Nux Vomica	@ 30
artificial	1 50 @ 1 80	Canary	10 @ 15	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,	1 50 @ 1 80	Caraway, Po.	30 @ 35	Pepper, black, pow.	50 @ 60
true	1 50 @ 1 80	Cardamon	3 25 @ 3 50	Pepper, White, pw.	65 @ 75
Almonds, Sweet,	1 00 @ 1 25	Coriander pow.	30 @ 35	Pitch, Burgudry	20 @ 25
imitation	1 00 @ 1 25	Dill	15 @ 20	Quassia	12 @ 15
Amber, crude	1 25 @ 1 50	Fennel	35 @ 50	Quinine, 5 oz. cans	@ 40
Amber, rectified	1 50 @ 1 75	Flax	7 @ 15	Rochelle Salts	31 @ 40
Anise	1 25 @ 1 50	Flax, ground	7 @ 15	Sacharine	2 60 @ 2 75
Bergamont	9 00 @ 9 25	Foenugreek, powd.	15 @ 25	Salt Peter	11 @ 22
Cajeput	2 00 @ 2 25	Hemp	8 @ 15	Seldits Mixture	30 @ 40
Cassia	3 00 @ 3 25	Lobelia, powd.	@ 1 60	Soap, green	15 @ 30
Castor	1 45 @ 1 70	Mustard, yellow	17 @ 25	Soap mott cast.	@ 25
Cedar Leaf	2 00 @ 2 25	Mustard, black	20 @ 25	Soap, white castile	@ 15 00
Citronella	1 25 @ 1 50	Poppy	15 @ 20	case	
Cloves	2 50 @ 2 75	Quince	1 25 @ 1 50	Soap, white castile	@ 1 60
Cocanut	27 1/2 @ 35	Sabadilla	45 @ 50	less, per bar	
Cod Liver	2 00 @ 2 45	Sunflower	11 1/2 @ 18	Soda Ash	3 @ 10
Croton	2 00 @ 2 25	Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Tinctures		Worm, Levant	6 00 @ 6 50	Soda, Sal	02 1/2 @ 08
Aconite	@ 1 80	Whites		Spirits Camphor	@ 1 20
Aloes	@ 1 54	Alkanet	30 @ 35	Sulphur, roll	3 1/2 @ 10
Arnica	@ 1 50	Aloes	@ 1 54	Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@ 2 28	Arnica	@ 1 50	Tamarinds	20 @ 25

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BLUING

JENNINGS

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Corn Flakes, No. 102	2 00
Pep, No. 224	2 00
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 25
Bran Flakes, No. 602	1 50

Post's Brands.

Grape-Nuts, 24s	2 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. 9	2 25
Postum Cereal, No. 1	2 70
Post Toasties, 36s	2 60
Post Toasties, 24s	2 60
Post's Bran, 24s	2 70

BROOMS

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

BRUSHES

Scrub

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14 1/4
Paraffine, 12s	14 1/4
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	3 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
P'apple, 2 br. sl.	2 25
P'apple, 2 br. sl.	2 40
P'apple, 2 1/2, sil.	3 00
P'apple, 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 25
Clam Ch., No. 3	3 50
Clams, Steamed, No. 1	2 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 20
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	3 75
Fish Flakes, small	1 25
Cod Fish Cake, 10 oz.	1 35
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 25
Sard's, 1/4 Oil, Key	6 10
Sardines, 1/4 Oil, k'less	5 50
Sardines, 1/4 Smoked	6 75
Salmon, Warrens, 1/2s	3 10
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink Alaska	2 00
Sardines, Im. 1/4, ea.	10@23
Sardines, Im., 1/4, ea.	25
Sardines, Cal.	1 65@1 80
Tuna, 1/2 Blue Fin	2 25
Tuna, 1/4s, Curtis, doz.	3 20
Tuna, 1/2, Curtis, doz.	4 00
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	8 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, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52 1/4
Potted Meat, 1/2 Libby	92 1/4
Potted Meat, 1/4 Qua.	90
Potted Ham, Gen. 1/4	1 85
Vienna Saus., No. 1/4	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
Peas, No. 2, Ex. Sift.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 60
Pumpkin, No. 10	4 00@4 75
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Swt 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
Sprach, No. 10	6 50@7 00
Tomatoes, No. 2	1 20@1 30
Tomatoes, No. 2, 1 90@2 25	
Tomatoes, No. 10	6 00@7 50

CATSUP.

B-nut, small	1 90
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Paramount, 24, 8s	1 35
Paramount, 24, 16s	2 25
Sniders, 8 oz.	1 75
Sniders, 16 oz.	3 55
Quaker, 8 oz.	1 25
Quaker, 10 oz.	1 40
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	8 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort	55
Kraft, small items	1 65
Kraft, American	1 65
Chili, small tins	1 65
Pimento, small tins	1 65
Roquefort, sm. tins	2 25
Wisconsin Daisies	27
Longhorn	28
Michigan Daisy	27
Sap Sazo	48
Brick	28

CHEWING GUM.

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

Beeman's Pepsin	65
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Julcy 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
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
que	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastelles	3 40
Langues De Chats	4 80

CHOCOLATE.

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

COCOANUT

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

CLOTHES LINE.

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



HUME GROCER CO.

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
Vaccum 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
Caroline, Tall, 4 doz.	3 80
Caroline, Baby	3 50

EVAPORATED MILK

Quaker, Tall, 4 doz.	4 55
Quaker, Baby, 8 doz.	4 45
Quaker, Gallon, 1/2 doz.	4 40
Carnation, Tall, 4 doz.	4 80
Carnation, Baby, 8 doz.	4 70
Oatman's Dundee, Tall	4 80
Oatman's D'dee, Baby	4 70
Every Day, Tall	5 00
Every Day, Baby	4 90
Pet, Tall	4 80
Pet, Baby, 8 oz.	4 70
Borden's Tall	4 80
Borden's Baby	4 70
Van Camp, Tall	4 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
Havana Sweets	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 Knickerbocker	95 00
Webster Belmont	110 00
Webster St. Reges	125 00
Bering Apollos	95 00
Bering Palmitas	115 00
Bering Diplomatica	115 00
Bering Dellosos	

GELATINE



26 oz., 1 doz. case	6 50
3 1/2 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 35
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	35
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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 bx	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
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MOLASSES

Molasses in Cans

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

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	12 1/2
Peanuts, Jumbo, std.	17 1/2
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	27

Salted Peanuts

Fancy, No. 1	14 1/2
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Shelled

Almonds	60
Peanuts, Spanish,	125 lb. bags
Filberts	32
Pecans Salted	89
Walnuts	23

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
Bulk, 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. do.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuff-d, dz.	2 25
9 oz. Jar, stuff-d, doz.	3 50
12 oz. Jar, Stuff-d,	
doz.	4 50@4 75
30 oz. Jar, stuff-d	7 00

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	
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 "P"	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
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PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

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

Veal

Top	20
Good	19
Medium	18

Lamb

Spring Lamb	32
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	13

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
Trimnings	10

PROVISIONS

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

Lard

Pure in tierces	12 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 1/2
15 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	13
Compound, tubs	13 1/2

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@22
Hams, Cert., Skinned	
16-18 lb.	@21
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@32
Mince 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 1/2
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'nun	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
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Mackerel

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixby's, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

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

SALT

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



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



BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Export, 100 box	4 00
Big Jack, 60s	4 50
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 90
Grdina White Na, 10s	3 90
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 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
Climalline, 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	4 40
Octagon, 96s	3 90
Rinsol, 40s	3 20
Rinsol, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 19—On this day was held the final meeting of creditors in the matter of Valdy L. Baumgardner, Bankrupt No. 3195. The bankrupt was not present or represented. The trustee was present in person. One claim was proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 2 per cent. on the one claim proved and allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court, in due course.

March 20. On this day was held the sale of assets in the matter of Moses Baum, Bankrupt No. 3363. The bankrupt was not present. The trustee was present. The auctioneer of the court was present. Several bidders were present. The stock in trade and fixtures, except the exemptions of the bankrupt were sold to James Silk, of Detroit, for \$1,500. The sale was confirmed and the matter adjourned without date.

March 21. On this day was held the sale of assets in the matter of Muskegon Scrap Materials Co., Bankrupt No. 3343. The bankrupt was not represented. The trustee was present. The auctioneer was present. The final offer of J. Brown & Co., of Grand Rapids, of \$10,150 was accepted and confirmed and the meeting adjourned without date.

In the matter of Francis J. Heany, Bankrupt No. 3388, the assets of the estate being of a nature warranting immediate sale were placed for sale at auction and the highest offer of C. R. Meyers for the stock and fixtures accepted and confirmed. The sale then closed without date.

March 22. We have to-day received the schedules, reference and adjudication in the matter of Fred Austin, Bankrupt No. 3389. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a mechanic. The schedules show assets of \$500 of which the full interest is claimed as exempt, with liabilities of \$1,487.50. The court has written for funds and upon receipt of the 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:

Fredricks Lumber Co., Muskegon	\$229.00
Benjamin Palmer, Muskegon	343.50
Kal. Stove Co., Kalamazoo	135.00
Sherman Drago, Muskegon	125.00
Peoples Credit Co., Muskegon	69.00
Butler Clothing Co., Muskegon	48.00
Dr. Robert I. Busard, Muskegon	35.00
Dr. Albert B. Poppen, Muskegon	80.00
Mr. Ludwig, Muskegon	27.00
P. J. Connell & Co., Muskegon	20.00
Reliable Tire & Accessory Co., Muskegon	47.00
Sheriff-Joslin Roofing Co., Kala.	135.00
Home Fuel Co., Muskegon	9.50
Boyd Auto Sales Co., Muskegon	98.00
Perle Bordeau, Muskegon	20.00
W. & W. Motor Supply Co., Muskegon	7.50
Padelt & Padelt, Muskegon	40.00
Nicholas Neiboer, Muskegon	20.00

March 22. We have to-day received the schedules, reference and adjudication in the matter of Frank Majchrazak Bankrupt No. 3390. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$861.62. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same will be made herein. The list of creditors of said bankrupt is as follows:

Francis L. Williams, Grand Rapids	\$37.75
Butterworth Market, Grand Rapids	32.10
Young & Chaffee, Grand Rapids	28.50
Liberal Clothing Co., Grand Rapids	17.95
Basch Jewelry Co., Grand Rapids	23.25
Fox Jewelry Co., Grand Rapids	5.50
H. W. Lehnen Co., Grand Rapids	2.25
Thomas Gura, Grand Rapids	40.87
Wm. Alkema, Grand Rapids	22.00
C. W. Firlik, Grand Rapids	9.60
Harnon Drug Co., Grand Rapids	14.90
R. P. Morse, Grand Rapids	48.00
Brehl Bros., Grand Rapids	9.76
Richard P. Timmer, Grand Rapids	11.96
J. A. Tate, Grand Rapids	47.96
G. R. Lumber Co., Grand Rapids	140.00
Riverside Lumber Co., Grand Rapids	214.87
Stanley Jakubowski, Grand Rapids	139.00
Dr. T. R. Kemmer, Grand Rapids	11.00
Quality Lumber Co., Grand Rapids	4.40

In the matter of Alton Wenxel, doing business as Peoples Shoe Store, Bankrupt No. 2822, the trustee has filed his final report and account, and a final meeting of creditors has been called for April 4. The final report and account of the trustee will be considered and passed upon. Expenses will be ordered paid, and a first and final dividend to creditors ordered paid.

In the matter of the Music Shop, Bankrupt No. 2922, the trustee has filed his final report and account, and a final meeting of creditors has been called for

April 4, to be held at the referee's office. The report and account of the trustee will be passed upon. Expenses will be paid and a final dividend to creditors ordered paid.

In the matter of Harry A. Filkins, Bankrupt No. 3081, the trustee has filed in said court his final report and account and a final meeting of creditors has been called for April 4. The report and account of the trustee will be considered and passed upon. Expenses will be paid, and if possible, a first and final dividend declared and ordered paid to creditors generally.

In the matter of Irving Thompson, doing business as Irving Thompson Motors, Bankrupt No. 3205, the sale of assets heretofore held herein resulted in the sale of the balance of the physical assets of the estate to J. E. Langworthy, of Cadillac, for the sum of \$1,500. The sale was confirmed.

March 23. We have to-day received the schedules in the matter of Francis J. Heany, doing business as the Fair Variety Store, Bankrupt No. 3388. The matter was referred to Mr. Blair under date of March 15. The bankrupt is a resident of Grand Rapids, and his occupation is that of a retail store keeper. The schedules show assets of \$1,500 of which \$250 is claimed as exempt, with liabilities of \$2,591.02. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$105.33
G. R. Calendar Co., Grand Rapids	70.54
H. Breidbart Co., New York City	147.00
Bradford & Co., St. Joseph	31.48
Butler Bros., Chicago	75.00
Central West Products Co., Grand Rapids	95.09
S. Freiburger & Bro. Co., Ft. Wayne	16.50
General Paper Co., Marion, Ind.	67.34
John G. Ingalls Co., Chicago	89.75
Hollinger Cutlery Co., Fremont, O.	14.79
Heyboer Co., Grand Rapids	30.40
Iron City Tin & Enamelware Co., Pittsburgh	50.36
H. Leonard & Sons, Grand Rapids	65.09
Mills Paper Co., Grand Rapids	30.00
Ontario Paper Products Co., Poluski, New York	36.00
National Candy Co., Grand Rapids	18.68
Paul Steketee & Sons, Grand Rapids	69.00
Stewart Co., Massillon, Ohio	39.05
H. Strompf Co., New York City	52.02
Peter Van Schack & Sons, Chicago	13.49
Western Hosiery Co., Chicago	75.00
Williamsburg Knitting Mills, Brooklyn, N. Y.	237.13
C. E. Wheelock & Co., Peoria, Ill.	36.00
Nathanson Bros. Co., Toledo	16.05
Heth Bros., Grand Rapids	13.82
Ernest B. Blett & Sons, Grand Rapids	17.10
Geo. A. Masterson, Grand Rapids	150.00
G. R. Savings Bank, Grand Rapids	125.00
J. N. Springer, Grand Rapids	800.00

March 20 (Delayed). On this day was held the final meeting of creditors in the matter of Frank S. Schlicht, doing business as Frank S. Schlicht Motor Co., Bankrupt No. 3157. The bankrupt was not present, but represented by attorneys Jewell, Face & Messinger. Creditors were present by Travis Merrick, Johnson & Judd, attorneys. The trustee was present in person and represented by attorneys Corwin, Norcross & Cook. The report of the trustee was approved. The trustee was directed to file written objections to one claim and one bill, the same to be heard on the adjourned date of this meeting. The meeting then adjourned generally and for hearing upon the objections to April 5.

In the matter of Earl Beckwith, doing business as Economy Shoe Store, Bankrupt No. 3328, the trustee has filed his report of the sale of assets herein. The stock in trade was sold to William Levitan, of L'Anse, for \$3,880. The fixtures were sold to L. Levinsohn, of Saginaw, for \$145. The trade exemptions of the bankrupt were sold to L. Levinsohn, for \$265. The shelving of the building occupied by the bankrupt was sold to John Noel, for \$30. The sales were confirmed and sale adjourned without date. The trustee's first report and account has been filed and an order for the payment of expenses of administration and a first dividend of 10 per cent. to creditors has been made.

March 20. (Delayed). On this day was held the final meeting of creditors in the matter of Herman Kuck, Bankrupt No. 2944. The bankrupt was present. No others were present. The final report and account of the trustee was approved. Claims were allowed. The bills for administration were approved. No objections were made to the discharge of the bankrupt. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Stuart Barlow, doing business as Barlow Lamp Co., Bankrupt No. 2844. The bankrupt was not present or represented. The trustee was not present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and

KEEP YOUR WILL A LIVING DOCUMENT

DO NOT PERMIT IT TO STAGNATE WITH OUT-OF-DATE PROVISIONS

It should change as the needs of your family develop. Provisions which were ideal at one time often prove utterly unsuitable at another. Sons grow up and go into business; daughters marry. The family circle changes; your circumstances change, and so should your Will.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Central Florida Gas Corporation

First Mortgage 6% Twenty Year Gold Bonds

This Corporation's plant is one of the most efficient and up-to-date plants in Florida, serving the cities of Winter Haven and Bartow, with facilities for surrounding communities.

Management and construction under the supervision of Mr. Ralph B. Wagner.

Price Par and accrued interest, to yield 6%.

HOWE, SNOW & CO.

Incorporated

NEW YORK
DETROIT
MILWAUKEE

GRAND RAPIDS
LOS ANGELES
SAN FRANCISCO

CHICAGO
MINNEAPOLIS
PHILADELPHIA

payment of a first and final dividend to creditors of 19.9 per cent. No objections were made to the discharge of the bankrupt. The final meeting then closed without date and the case will be returned to the district court in due course.

In the matter of Francis J. Heany, Bankrupt No. 3388, the funds for the first meeting have been received and such meeting has been called for April 9.

In the matter of Joseph Steghuis, Bankrupt No. 3382, the first meeting of creditors has been called for April 9.

In the matter of Daniel Burkett, Bankrupt No. 3380, the funds for the first meeting have been received and such meeting has been called for April 9.

In the matter of Wilbur E. Smith, doing business as Republic Motor Sales Co. and Grand Motor Sales Co., Bankrupt No. 3383, the funds for the first meeting have been received and such meeting has been called for April 9.

In the matter of Elmer B. Olmstead, Bankrupt No. 3381, the funds for the first meeting have been received and such meeting has been called for April 9.

In the matter of Lloyd McKee, doing business as Berrien Nursery and Supply Co., Bankrupt No. 3372, the funds for the first meeting have been received, the first meeting of creditors has been called for April 9.

In the matter of William Patt, Bankrupt No. 3378, the funds for the first meeting have been received and such meeting has been called for April 10.

In the matter of L. J. Chapman, Bankrupt No. 3375, the funds for the first meeting have been received and such meeting has been called for April 10.

In the matter of Frank Majchrazak, Bankrupt No. 3390, the funds for the first meeting have been received and such meeting has been called for April 10.

In the matter of Henry Van Dyke, Bankrupt No. 3386, the first meeting of creditors has been called for April 10. The funds have been received.

In the matter of Leo J. Reyburn, individually and as Dependable Used Furniture Co., Bankrupt No. 3384, the funds for the first meeting have been received and the first meeting has been called for April 10.

In the matter of Holland Steel Corporation, Bankrupt No. 3385, the first meeting of creditors has been called for April 10. Sale of the assets in the same estate has been called for April 17. The sale will be held at the plant, located at Holland, and which assets consist of machinery, tools, fixtures and equipment for the operation of a steel wrench plant and for the manufacture of kindred articles. The property is of the approximate value of \$3,000. The property may be seen by application to John Arendshorst, Holland, custodian, or to A. Dembinski, auctioneer, 114 Cherry street, Saginaw.

In the matter of Leon E. Bitley and Irl Bitley, individually and as Bitley Bros., Bankrupt No. 3359, the first meeting of creditors has been called for April 11. Sale of the assets of the same estate at the premises at Lawton, will be held on April 17. The property consists of groceries and kindred merchandise as well as fixtures, and is of the approximate value of \$3,000. The property may be seen by application to M. N. Kennedy, 250 S. Burdick street, Kalamazoo, or to A. Dembinski, auctioneer, 114 Cherry street, Saginaw.

In the matter of Moses Baum, Bankrupt No. 3363, the trustee has filed his first report and account, and an order for the payment of expenses of administration, taxes secured claims and for the payment of a first dividend of 10 per cent. to creditors has been entered.

March 27. On this day was held the first meeting of creditors in the matter of Harry J. Hage, Bankrupt No. 3373. The bankrupt was present in person and represented by attorney Dorr Kuizema. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Floyd E. Sperry, Bankrupt No. 3370. The bankrupt was present in person and represented by attorney E. P. Harmon. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined by the referee without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Jacob Joldersma, Bankrupt No. 3374. The bankrupt was present in person and represented by attorney Bartel J. Jonkman. Creditors were present in person. No claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter. Walter Rose, of Moline, was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Nelson McQueen, Bankrupt No. 3376. The bankrupt was present in person and represented by attorney Jerome Turner. No

creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

March 29. In the matter of Fairview General Store, Bankrupt No. 3106, the final meeting was held this day, and the same was adjourned to April 12, to be held at the same time as certain objections to claims.

March 26. We have to-day received the schedules in the matter of Dave Applebaum, Bankrupt No. 3379. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedules show assets of \$5,158 of which \$500 is claimed as exempt, with liabilities of \$14,905.24. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Frank Weintraut, South Haven	\$4,600.00
National Cash Register Co., Kala.	580.00
I. Adlin Co., Philadelphia	532.50
Chicago Jobbers, Chicago	326.38
Carson-Pirie-Scott Co., Chicago	310.80
Dessauer Kolven Co., Chicago	114.10
Doubleday Bros., Kalamazoo	.80
Fisher Bros. Paper Co., Ft. Wayne	34.36
Excelsior Sporting Goods Co., N.Y.	124.50
Freed Cap Co., Chicago	176.50
Ely Walker, St. Louis, Mo.	984.32
International Handkerchief Mfg. Co.	26.75
C. H. Gillen, Gloversville New Y.	48.25
Phillip Girson & Co., Chicago	60.00
A. Herman, New York	107.13
Louis Keer Shoe Co., Chicago	144.00
B. Kreman & Co., Chicago	39.20
Kal. Glass Works, Kalamazoo	11.00
A. Morgan Stern & Co., Baltimore	316.00
Meyer Suitcase Mfg. Co., Toledo	70.95
I. Mathes & Sons Shoe Co., St. Louis, Mo.	92.40
D. Maiman Mfg. Co., Chicago	146.50
OutDoor Clothing Co., New York	148.38
Samuel Phillipson & Co., Chicago	178.95
Robert Johnson Rand, St. Louis	375.65
Rubin Bros., Chicago	134.50
M. M. Rutchik, New York	2.37
M. H. Rosen & Co., New York	1,814.43
Selz Schwab Co., Chicago	65.35
South Side Lumber Co., Kalamazoo	62.75
Robert Smith Co., Lansing	20.00
Society Brand Cap Co., Chicago	28.00
A. Well, Chicago	13.00
Isadore Wineberg, Chicago	309.35
Samuel Wineberg, Chicago	307.65
Wash-A-Bill Cap Co., South Bend	12.21
Kal. Glass Works, Kalamazoo	11.00
DeBoer & Sons Lbr. Co., Kalamazoo	3.83
Snyder Electric Co., Kalamazoo	1.00
Star Paper Co., Kalamazoo	2.40
Ryder Coal Co., Kalamazoo	11.00
H. C. Goodman, Columbus	187.50
Union Special Overall Co., Cincin.	92.00
Davis Levine New York	31.50
Royal Cap Co., Chicago	54.00
Merit Cap Co., Momenca, Ill.	37.50
Reliable Society Cap Co., Chicago	112.00
Banner Cap Co., Chicago	37.50
Personal Analysis Bureau, Chicago	50.00
Maurice Steadman, Battle Creek	1,000.00
Peas & Son, Kalamazoo	294.96
H. Hanselman, Kalamazoo	125.00

March 27. We have to-day received the schedules, reference and adjudication in the matter of William Rudolph, Bankrupt No. 3391. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$2,716.15. The court has written for funds and upon receipt of the 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:

Klunder Bros., Grand Rapids	\$500.00
G. J. Boone Co., Zeeland	372.00
W. E. Poole, Kirkwood, Mo.	25.00
Polar Wave Ice & Fuel Co., St. Louis, Mo.	42.25
Nathan Tepper, Kirkwood, Mo.	59.00
Perkins & Waters, Grand Rapids	46.30
Charles Trankla & Co., Grand Rap.	80.22
Success Furniture Corp., St. Louis	777.82
Hoffman Mortgage Co., St. Louis	481.56
Lemke Conservatory of Music, Webster Grove, Mo.	38.25
John Pedden, Grand Rapids	25.00
Thomas C. Irwin, Grand Rapids	39.75
Kirkwood Trust Co., Kirkwood Mo.	77.00
Lena Johnson, Grand Rapids	152.00

In the matter of Harry A. Jones, Bankrupt No. 3031, the trustee has filed his final report and account, and a final meeting of creditors has been called for April 13. The report and account of the trustee will be passed upon. Expenses of administration and a final dividend to creditors will be paid.

In the matter of Herman Arold, Bankrupt No. 3101, the trustee has filed his final report and account. A final meeting of creditors has been called for April 13. The report and account of the trustee will be passed upon. Expenses of administration and a first and final dividend to creditors will be paid.

Stand Up Against Chains on Known Fundamentals.

(Continued from page 20)

service and yet keep you safe from ruinous competitive effects. If you price them too high or get too much for some while not getting enough for others, your neighbors can—and they will—stock them, price them right and take your business.

Yet there is another horn to this dilemma, for it is absolutely true that price is not everything. Get that thought firmly lodged in your mind as any other I have hinted at. What I mean is that a service merchant who renders full service and who knows his business can and does carry goods of such reliable character as to attract the best trade.

Let the store be clean, the service worthy, credit freely extended to those who deserve it, collections made with the same inevitable certainty of death and taxes—prices right for character and quality of goods. The market followed as promptly and fully down as well as up without waiting for competition to force your hand. Conservative enterprise in obtaining new things and you need not fear anybody.

Paul Findlay.

Demand For Honey Decreasing.

The Bureau of Agricultural Economics has suggested to the honey producers that a National campaign advertising honey to consumers would probably greatly increase the demand.

Further development of co-operative marketing among bee-keepers and the establishment of an aggressive merchandising policy to place honey among the Nation's food industries is the gist of the suggestion. This suggestion follows a survey of market outlets and demand for honey covering the handling of honey by wholesale and retail grocers, bakers, confectioners, honey bottlers, produce firms handling honey and hotel and restaurant supply houses, and included a check of retail food stores in Elmira, N. Y., Chicago and New York. Approximately 475 retailers were interviewed in the three cities. Forty-two stores reported decreased sales of honey in 1926 compared with 1925; 130 reported increased sales; 216 reported no change.

The Bureau declares that unless honey is standardized it will be difficult to extend greatly the demand for the product. Education of the public to the healthfulness and food value of honey, say the investigators, offers one promising solution. Such education will probably have to take the form of advertising campaign adjusted to local, stated presents one difficulty to an adized condition of the industry, it was sated, presents one difficulty to an advertising program. There is also need

for co-ordination of the activities of all co-operative associations, according to the Bureau, especially in standardization and advertising.

One-Piece Affects Combinations.

One of the leading corset manufacturers claims that gradual acceptance of the one-piece dress will undoubtedly be reflected in women's undergarments. He is therefore featuring an entirely new line of combinations. Models included will range from a simple boneless garment for the junior miss to the heavy boned combination with inner abdominal belt for the large woman. Summer orders placed so far, he states, call mostly for combinations in sheer material. However, opinion in other quarters differs, with many putting faith in the side hooked girdle and brassiere as supporting undergarments.

Business Wants Department

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

For Sale—Black Great Dane female, the very best, ten months old. Or will trade for late model Ford sedan. 1114 Wealthy St., S. E., Grand Rapids, Mich. 615

Wanted—Stock of men's wear. Greene, Mechanic & Pearl, Jackson, Mich. 616

FOR SALE—Grocery and meat market, doing good business. Stock and fixtures. Residential district, lease two years to run. Inventory \$3,500. Address No. 617, c/o Michigan Tradesman. 617

For Sale—Small hardware stock, Marion, Mich. 75c on \$1 wholesale price. Good store. Basement. Good town. Rent \$20 month. No trade, terms. N. D. Gover, Mt. Pleasant, Mich. 618

STORE FOR RENT—Excellent opening for dry goods, shoes and clothing store. Smith Bros., Stanton, Mich. 812

FINANCIAL DIFFICULTIES ADJUSTED—Money furnished to established businesses. If you need assistance, write us. Credit and Guarantee Co., Battle Creek, Michigan. 813

FOR SALE — Small drug stock with good fixtures and up-to-date equipment. Established trade. Located good residence neighborhood in Grand Rapids. Address No. 814, c/o Michigan Tradesman. 814

FOR SALE—Stock of men's clothing, furnishings and shoes. Inventory \$7,000. Workingman's Store, 340 W. Second St., Alpena, Mich. 807

CASH FOR MERCHANDISE Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc. N. D. GOVER, Mt. Pleasant, Mich. 801

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

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. 802

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

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

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.

Remove Pharmacy Manager From Mire of Party Politics.

The Michigan Board of Pharmacy is confronted with a singular situation as the result of the resignation of Manager H. H. Hoffman, which is slated to take effect May 15. It is a matter of common knowledge—admitted even by members of the Board—that Mr. Hoffman has not been physically or mentally capable to discharge the duties of the office for two years. He has high blood pressure and hardening of the arteries and has experienced collapses six times during the past two years. Prior to the time his health unfitted him for active service, he devoted practically all his time to the political fortunes of Governor Groesbeck, who was so effectively and emphatically discredited by the voters of Michigan at the last election for State officers in the fall of 1920.

So far as the Tradesman can learn, there is but one active candidate for the position rendered vacant by Mr. Hoffman. Clare Allen, of Wyandotte, who was Governor Green's last appointee on the Board, proposes to resign from the Board if he can be assured of the appointment of Manager.

Mr. Allen is a man of pleasant personality, but his store could hardly be classed as a pharmacy, because only a very small percentage of his stock is composed of drugs and medicines. His experience as a druggist has not been such as to qualify him for the difficult duties of Manager of the Board of Pharmacy.

There are probably a hundred Michigan pharmacists who could fill the position acceptably, but the only one of whom the Tradesman has any knowledge who is not actively engaged in trade at the present time is Charles Sumner Koon, of Muskegon, who has only recently retired from business after a career of nearly fifty years as a real druggist, as distinguished from a junk druggist who is so common nowadays. Mr. Koon is not only a capable and experienced pharmacist, but he possesses tact, discernment, good judgment and a delightful personality. The possession of these qualities and the ability and disposition to use them advantageously makes him the most available man in Michigan for the position. It is possible, of course, that the "old guard" on the Board may have some other man in mind for the position, but, even so, they will have to concede the superior qualifications of Mr. Koon, and perhaps the deft hand and agile mind of Governor Green can convince them that such an appointment would lift the position of Manager out of the mire of party politics, in which it has wallowed so long, and place it on the high plane of expert knowledge and efficiency the "old guard" pretend to have in view in the selection of a man to represent the Board in an official capacity. Comparatively few men are qualified to handle the difficult duties of the position so long abused by being utilized as a political football by the present incumbent. It is exceedingly fortunate that a man can be found who is fitted by temperament, experience and executive capacity to handle the work to the

satisfaction of all concerned, including even the exacting requirements of the "old guard."

In his controversy with the Board of Pharmacy, the Tradesman stood by the Governor because he was dead right in insisting that the position of Manager be occupied by a live wire, instead of being debauched by dragging it into party politics in behalf of an executive who was so thoroughly repudiated by the voters at the polls. As the matter stands, the Board has betrayed the people of Michigan and the drug trade of the State by paying good money—the people's money—to further the political fortunes of a man who had no use for any druggist except to use him as a mop rag.

Flour Not a Purchase From Speculative Standpoint.

From first hand reports covering sections of Indiana, Ohio and Southern Michigan it is apparent that considerable winter killing of soft winter wheat has resulted from unprotected condition of the growing wheat. It is doubtful, however, if conditions are as bad as some reports have indicated; that is to say 50 per cent. of the crop being lost. It is more than probable that not to exceed 25 per cent. of the crop in Illinois, Indiana, Ohio and Michigan has been winter killed, and possibly not over 18 or 20 per cent.

Private crop experts in their report published yesterday indicate, however, that only twice in the last fifty years has the April condition of growing winter wheat been as low as this year. However, the market did not respond yesterday to any extent. In fact, both cash and futures closed off ½c. The lowest total yield estimate from present conditions indicated a total of hard and soft winter wheat crop of 510,000,000 bushels, while the average of all estimates predicted a crop of 536,000,000 bushels. These estimates indicate a loss of from thirty to sixty million bushels, compared to the estimate of last April of 568,000,000 bushels.

With favorable weather the crop will make progress and, undoubtedly, yield better than present estimates suggest. On the other hand, unfavorable conditions could very easily reduce the actual outturn from present predictions.

Navigation will soon open and release rather large quantities of wheat from the North and Northwest, so that with even unfavorable prospects, as shown by recent estimates wheat will have difficulty in maintaining its present value. We advise the trade to watch carefully crop reports and movement of grain, as well as the visible supply figures.

The high price of mill feed, and light stocks of flour are going to be barriers to substantial declines in the price of flour, even though crop prospects improve, and while flour is not a purchase from a speculative standpoint, we believe the trade should cover their requirements for thirty days.

L. E. Smith.

Whether or not George Washington cut down his father's favorite cherry tree it was a good story while it lasted.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 3—The county roads are blocked again to DeTour. The cold spell and some more snow in the country filled in the gap between Goetzville and DeTour and it may be several days before the road is open for automobiles. Meanwhile there are numerous DeTourists stopping at the hotel here, waiting for an opportunity to return to their homes. The merchants have refilled their larders again, so there will be no shortage of food at this time.

St. Ignace is to have a new bake shop in the spring. It will be known as Everybody's bakery. It will be incorporated this week for \$10,000. The owners are Charles Therrian, Jos. A. Thibault and Albert R. Highstone, Mayor of St. Ignace. The organization is an outgrowth of St. Ignace's growing tourist trade, which about doubles the population during the summer, making bake shop products in great demand.

Clarke Bros., just South of Eckerman on M 28, are making plans to build onto their store and will add a ladies' rest room; also build several rooms for tourists and hunters.

Ben Musielak, the well-known merchant at Eckerman, was a business visitor here this week, getting supplies. This was Ben's first call within the past two weeks. During that time he said that he was following the snow plow, trying to break a road through to Eckerman.

This is the time of the year when man's ambition goes to seed.

At a recent directors' meeting of the Soo Co-op. Mercantile Association, it was decided there was room for another cash-and-carry store here, so plans have been made to rebuild the vacant store next to their main store on Ashmun street, which is also owned by them. A modern copper and glass window front will be installed. The building will be brought out even to the walk and modern fixtures will be installed. This will afford an opportunity for the many stockholders to do their trading at a locally owned cash-and-carry store.

By the time many a fellow arrives at a conclusion he is so tired he never gets away from it.

The B. & B. grocery store, at Ishpeming, has been taken over by Charles Burt, who has been associated with D. B. Bilkey in the business since it was organized, several years ago. Mr. Burt will at the same time relinquish his interest in the wholesale business which is being conducted by the same parties, Mr. Bilkey and his son, Harvey Bilkey, continuing as sole owners. Mr. Burt has decided to do business under the name of Burt's cash grocery. The stand is considered an excellent one and it was here that the Sellwood grocery business was conducted successfully over a long period of years, with the late Richard Matthews in charge during the greater part of that time. Mr. Burt has had considerable experience in the grocery line, he having been for many years the manager of the Ishpeming Co-Operative Society's general store on Main street, resigning to become associated with Mr. Bilkey. In all, he has aided in the management of grocery stores for thirty-seven years and he is now at the head of a business which has been steadily increasing its volume of sales. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 3—Judson E. Houghton died at his home in East Jordan last week. His funeral and burial were held March 28. Mr. Houghton was born at Saranac about 70 years ago. When he was quite young the family removed to Leroy, where the father was sheriff of Osceola county from 1872 to 1876. Judd clerked in stores and hotels at Reed City, Grant and Hersey and sub-

sequently served as train butcher on the old D., L. and N. Railroad. He got in a dispute with his employer, who threatened to have him arrested on an alleged insignificant shortage. Judd thereupon left the country and enlisted in the U. S. Army at Ft. Leavenworth. Finding the duties and drudgeries of a soldier's life somewhat irksome, he deserted and returned to Detroit, where he obtained employment in the tobacco factory of Daniel Scotten & Co. under an assumed name. The factory was then managed by Orin Scotten, who afterwards established the Scotten & Dillon factory. Mr. Scotten formed a warm attachment for his employe, who confessed to his new found friend the predicament he was in. Thereupon Mr. Scotten laid the matter before Don M. Dickinson, who was then Postmaster General in the Cleveland Cabinet. Mr. Dickinson induced President Cleveland to issue a pardon for Judd, after which he resumed his real name. He became a useful citizen, traveling for thirty years or more in Michigan for soap and tobacco houses. For the past thirty years he has resided at East Jordan, where he had established a comfortable home and at one time owned and conducted a farm. Some years ago he and his son-in-law engaged in general trade at South Arm, a suburb of East Jordan, but the business was not very successful and was subsequently closed out. Mr. Houghton was quick spoken and plain spoken and sometimes impaired friendships by his bluntness. Beneath a rough exterior, however, he had a warm heart and was generous to a fault. There was no extreme he would not go to to serve a friend or assist a brother in distress.

Rudolph Paul Kutsche has purchased a block of stock in the Ben Krause Co., 16 South Ionia avenue, and assumed the position of house salesman. Mr. Kutsche is a son of the long-time hardware dealer on Monroe avenue. He conducted a hardware store at Charlotte for several years and has recently been connected with the engineering firm of Spencer & Merrill. He will be elected a director of the corporation at the next meeting of the stockholders.

Hides and Pelts.

Green, No. 1	18
Green, No. 2	17
Cured, No. 1	19
Cured, No. 2	18
Calfskin Green, No. 1	25
Calfskin Green, No. 2	22
Calfskin, Cured, No. 1	26
Calfskin, Cured, No. 2	23
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	@40
Unwashed, rejects	@30
Unwashed, fine	@30

Seven New Readers of the Tradesman.

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

Seely Manufacturing Co., Detroit.
D. M. Christian Co., Owosso.
Grand Haven Farm Bureau, Grand Haven.
Seth Hyma, Kalamazoo.
J. J. Van Buskirk, Grand Rapids.
H. Eastwood, Grand Rapids.
Association of Credit Men, Flint.

Halves and Quarters.

"Well," remarked a married man after examining his friend's new flat, "I wish I could afford a place like this."

"Yes," said his friend, "you married men may have better halves, but we bachelors usually have better quarters."