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GRAND RAPIDS
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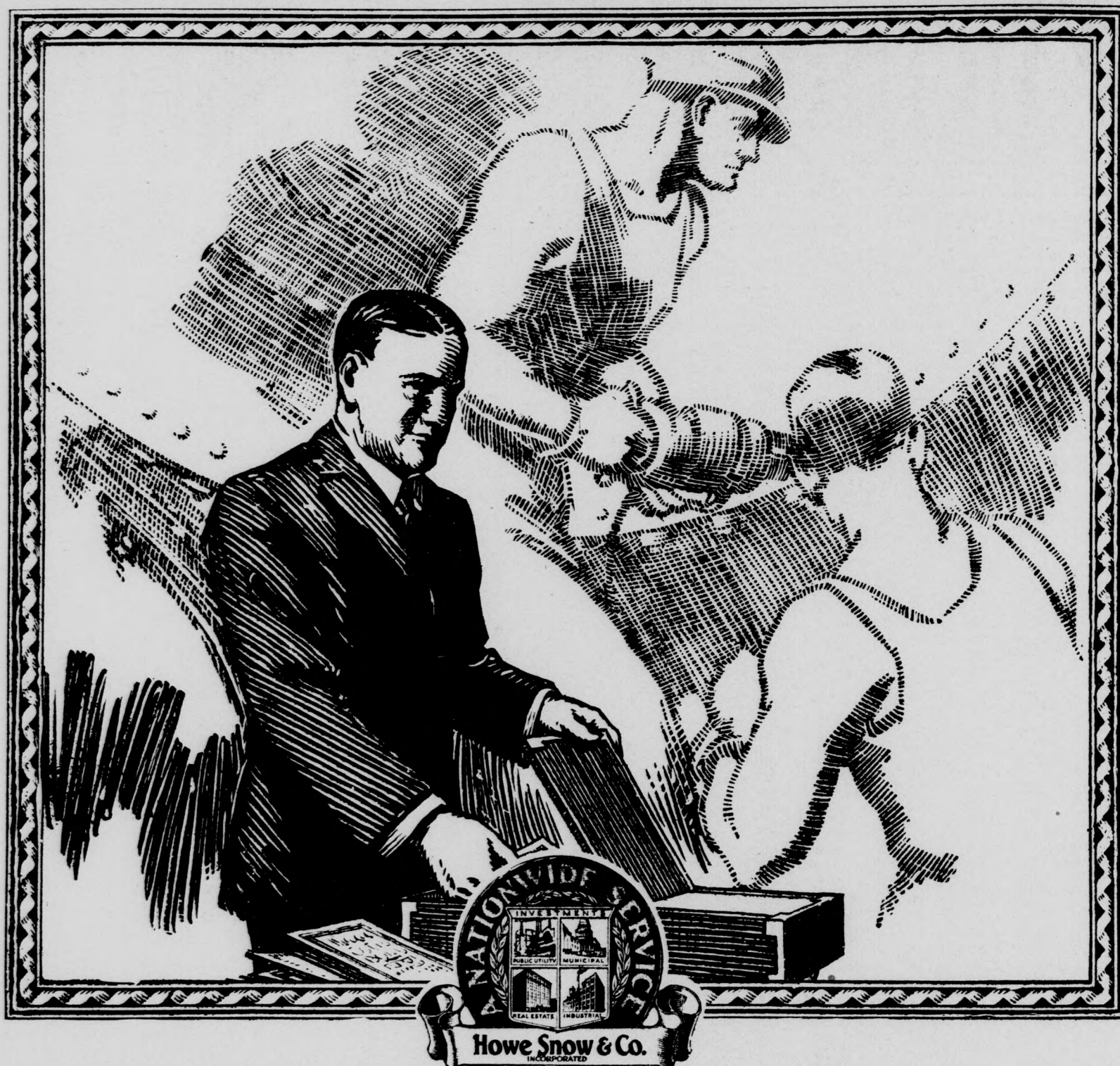
Forty-fifth Year GRAND RAPIDS, WEDNESDAY, APRIL 11, 1928 Number 2325

Ten TESTED RULES *for* EXECUTIVES

I AM RESOLVED —

1. To remember that this my task is God's work more than mine, and that He is more interested in it than I am.
2. To keep silent about my own feelings, experiences, and opinions. Much talking about these things weakens one's position.
3. To hold steady under a strain. Nothing is as bad as it looks. An orderly plan and a definite goal may clear away much confusion.
4. To hear both sides and take counsel before deciding large matters. Every man has something to teach me.
5. To leave important decisions until morning. God will meanwhile take a hand if I hold off a little.
6. To treat every man as my equal. Those who feel themselves below me will respond with new values; and those who seem above me are also timid.
7. To believe that every man intends to play fair. Better be imposed upon occasionally than suspicious all the time.
8. To give to my associates not orders, but responsibilities, and due credit for results obtained.
9. To remember that no case is hopeless, and to give every man who fails at least three trials under varying conditions. It may be a matter of finding his place.
10. Having done all things, to decide, and having decided, not to change without good reason.

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**STRENGTHEN and diversify your holdings
with these securities—**

**These issues of balanced character and types are recommended
for conservative investment.**

BONDS		PUBLIC UTILITIES		YIELDS ABOUT
	RATE	PAYABLE	PRICE	
Central Florida Gas Corp. 1st Mtg.	6%	1947	100	6.00
Central Power & Light Co., 1st Mtg.	5	1956	101	4.94
Commonwealth Edison Co. 1st Coll.	4½	1957	102½	4.45
East Coast Utilities Co. 1st Coll. Series "A" ..	5½	1937	98	5.75
Federated Utilities Inc. 1st Lien Coll.	5½	1957	97½	5.68
National Public Service Co. Sec. Deb.	5	1978	93½	5.35
INDUSTRIALS				
Armour & Co. 1st Mtg.	4½	1939	92	5.50
General Motors Acceptance Corp. S. F. Deb. 6		1937	104	5.45
Inland Steel Co. 1st Mtg.	4½	1978	95	4.76
New York Dock Co. 1st Mtg.	5	1938	97	5.40
Twin City Trading Co. 1st Mtg.	5½	1938	98½	5.70
U. S. Rubber Co. 1st Ref.	5	1947	94½	5.55
REAL ESTATE				
Fifth Ave. & 29th St. Corp. 1st Mtg.	6	1948	99	6.09
First Nat. Co. (Guaran. Short Time Paper) 5½		1-15-29	100	5.50
Grand Rapids Realty Co. 1st Mtg.	5½	1937	100	5.50
Savoy-Plaza Corp. Deb.	5½	1958	98	5.75
Union Mortgage Co. (Guaranteed)	6	1938-1940	100	6.00
RAILROADS				
Chesapeake Corp. Conv. Coll. Trust	5	1947	100	5.00
Missouri-Pacific General	4	1975	82	5.13
N. Y.-Chicago & St. Louis 2nd & Imp. "A" 6		1931	103½	4.75
St. Louis-San Francisco Ry. Cons. Mtg. "A" 4½		1978	97	4.65
Wabash Ry. Co. Rfg. & Gen. Mtg. "C"	4½	1978	95½	4.74

FOREIGN		RATE	PAYABLE	PRICE	YIELDS ABOUT
BONDS					
Argentine Nation (Government of)	----- 6	1960	100½	5.97	
Colombia (Mortgage Bank of)	----- 7	1946	97	7.35	
Norway (Kingdom of)	----- 6	1943	102¼	5.80	
Roman Cath. Chu. Welfare Int. in Germany	7	1946	99	7.10	
Sweden (Kingdom of)	----- 6	1939	103	5.65	

STOCKS				
Central Power & Light Co. pfd.	7	108½	flat	6.45
General Public Utilities Co. pfd.	7	100	flat	7.00
Grand Rapids Store Equipment Corp. pfd.	7	96½	flat	7.25
Inland Power & Light Corp. pfd.	7	101	flat	6.93
United Public Utilities Co. pfd.	6	94½	div. 6.35	

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MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 11, 1928

Number 2325

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.

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

Items of Interest To Grand Rapids Council.

Grand Rapids, April 10—We are reminded very frequently that the years are rolling by when some of our members tell us of a birthday celebration they had or are about to enjoy. The latest among these was that of Past Counselor Raymond W. Bentley who left the meeting before it was dismissed Saturday evening to preside at his own birthday celebration. He stated he wasn't sure of his exact age, as he missed recording a birthday occasionally, but when the birthday dinner was on, the cake in the center of the table by an accurate count was decorated with thirty-eight candles. It is the wish of the Council and the Scribe that Brother Bentley may enjoy many more birthdays, with celebrations equal to the last or better.

At the ladies part of the meeting last Saturday evening, their entertainment consisting of auction bridge, Mrs. Dale Palm won first prize, which was a piece of beautiful cut glass.

Bertron W. Rockwell, son of Secretary-Treasurer A. F. Rockwell, left Grand Rapids Sunday night for Cincinnati to again pick up his work with the Kresge Co. Mr. Rockwell has been on leave of absence to regain his health and his friends will be very glad to know he is able to return to his employment. The Kresge Co. is opening a new branch in Cincinnati and Mr. Rockwell goes there to assume the responsibility of preparing the store, purchasing and arranging the stock, train the sales people, etc. He did the same work at Fargo, North Dakota, a year and a half ago before being transferred to Kansas City. Mrs. Rockwell will remain in Grand Rapids for a few weeks.

Council No. 131 was further strengthened by the initiation of three members and two by reinstatement Saturday evening. Those received by initiation are as follows: Ralph E. Whinnery, with the Massey-Harris Co., selling farm machinery in Southern Michigan, living at Lowell; Fred R. Morduff, living at 1425 Adams St., Grand Rapids, representing the Rumford Co., manufacturer of that well-known baking powder of the same name; Paul E. Schmidt, living at 837 Sigsbee street, representing C. & E. Marshall & Co., Chicago. By reinstatement, Mr. Miller living at 52 Lexington avenue, representing Life Savers, Inc., Port Chester, N. Y., and Glenn A. Witmer, 130 Prospect, selling groceries for the Worden Grocer Co.

George Wood, former salesman for the Tunis-Johnson Cigar Co. has advised us that his company is dispensing with the services of salesmen and is marketing its product entirely through jobbers.

Last Saturday afternoon we noticed quite a familiar figure driving a beautiful new Hupmobile—wire wheels, trunk, extra wheel, completely equipped—and when the driver greeted us, we recognized him as our old friend, John B. Olney. We were glad to see him in that luxuriant car, for it is a well known fact that the world likes to see a generous man enjoy life, and the fine part about life is that a truly generous man will enjoy life. Brother Olney has announced that he will furnish the prizes to be awarded at the meeting of the Salesmen's Club luncheon next Saturday at the Rowe Hotel at 12:45 p. m., and the prizes will consist of some of the finest fishing tackle which can be purchased in Grand Rapids. That is a very logical thing for a disciple of Isaac Walton, one who enjoys outdoors of Michigan and gets a thrill from even attempting to induce the finny tribe to take the hook. It is highly commendable that he should unselfishly encourage others to find their greatest recreation and happiness by Michigan's majestic streams and crystal lakes, pitting the ingenuity of man against the instinct of the fish.

The meeting of the Salesmen Club of Grand Rapids (which, as we have mentioned before, is the precocious offspring of Council 131), held last Saturday, April 7, will be a red letter day in the history for quite a while. They did something really big in bringing the Young Women's Glee Club of Oberlin college to the meeting and entertaining them quite royally and, in turn, being entertained by remarkable vocal selections. You who are not attending the meetings each Saturday at 12:45 at the Rowe Hotel, we wish to suggest to you that you are overlooking your best bet. Consider, for a moment, the privilege of listening to the world's intellectual, cultured and accomplished for thirty minutes each week without losing any time or incurring any expense. True, the luncheon costs 75c and it is worth more than that. Two weeks ago last Saturday Rabbi Waterman delivered an address on the subject "Honesty the Worst Policy" and we are almost ready to admit that he proved it. At any rate quite a number of the boys who had been having trouble meeting their sales quota have gone over big since then. A week ago Saturday, Mr. Dawson, the Assistant Superintendent of Schools in Grand Rapids, talked to the Club on "Citizenship" and the vote in Grand Rapids and East Grand Rapids the following Monday certainly established the fact that he did not talk in vain. Last Saturday the Young Women's Glee Club, consisting of thirty members, favored us with some wonderful selections and by their presence. As a group they were as pleasing in personality as they were in their technique. They can be described as being aristocratically democratic. At the roll call when the name and address was given of each one present it was somewhat surprising to learn that the young women in the Glee Club had come from homes as widely separated as Michigan from Georgia and from Massachusetts to Kansas. They are

the very elect in music circles from Oberlin college, Oberlin, Ohio.

Sunday morning at 10:45, April 22, the Club will attend the First Methodist church in a body. Doctor George H. McClung, pastor, has endeared himself to the Club by his fine spirit of helpfulness and good fellowship.

The Auditing Committee of Council 131 consisting of Gilbert H. Moore, Fred De Graf and Perry Larrabee, audited the books of the Secretary-Treasurer, Allen F. Rockwell, last Saturday afternoon and found them very accurately kept. The report was very favorable.

H. F. De Graf returned Saturday from a three weeks' business trip throughout Indiana. He reports business very good and the dealers on whom he called feel quite optimistic over the possibilities of 1928. The base ball fans at Fort Wayne were wildly enthusiastic over the base ball team and expect to win the pennant and any other prize offered this year.

L. L. L.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 10—After a delightful week of spring weather, with the snow almost gone, we were again surprised to wake up Sunday to find the ground covered with three inches of snow and growing colder all the time. The country roads, while passable, are not safe, and many autos come to grief in getting over the territory. The stages are also irregular and travel uncertain. The D., S. & A. Railway has had some washouts on the line near Newberry. On Wednesday the trains were held up twenty-four hours until repairs could be made, after having several carloads of stone hauled to the low spots.

Ham Hamilton, of the Pickford Grocery Co., at Pickford, was a business caller last week. He reports the roads passable to Pickford.

The anti-trust proceedings against nearly all of the grain carriers and also the ore carriers on the Great Lakes may delay the opening of navigation this year.

John Hotton, one of our old timers in the meat business, has decided to discontinue the sale of meat, after having been in the business for upward of thirty years. The new chain store competition has made it unprofitable to continue. Mr. Hotton has not announced just what he will take up for the future.

The scientists claim that the average man should live to be 150 years old, and right now, in the break of spring, most of us feel that we have lived at least that long.

The ferry between the two Soos started last Friday, making regular trips again, which makes more business for both sides of the river and is a great convenience to the people.

Edward Crisp was elected mayor last Monday by a good sized majority, which means the continuance of the commission form of government.

James Jamieson, retired lumberman and a prominent Republican, was elected mayor of St. Ignace last Monday. The \$19,000 bond issue for the enlargement of the power plant was also carried.

E. L. Welch, proprietor of the camp site oil station and grocery, will erect several cabins for the accommodation of tourists. Mr. Welch has had many

enquiries from tourists who prefer stopping in cabins to living in tents, as they have been in most cases when stopping at the camp site.

To know a great deal is a sign of intelligence. Not to know anything demonstrates more wisdom—at times.

Our postmaster, William Snell, has sent a petition to Washington for air line mail service. Since we have been assured of the new landing field, the request may meet with favor, especially after the trial mail delivery by the army plane during the DeTour blockade, which was the only means of mail delivery.

Doing all we can to promote our friends' happiness is better than to continually drink to his prosperity.

William G. Tapert.

Keep Flour Requirements Covered For Thirty Days.

Cold weather, with freezing nights, has strengthened the bull side of the market, prices showing material strength and advancing slightly over the week end. Prices will continue to be influenced by the weather from now on until harvest time. There has been no fundamental change, much of the damage earlier reported in soft wheat growing sections has been verified, and it appears that sections of Ohio, Indiana and Illinois have severely suffered from winter killing, estimates running all the way from ten to fifty per cent. abandonment.

Reports from Missouri, Oklahoma, Kansas and Nebraska are more favorable. Apparently that section of the country has good prospects, with the probability that a normal crop will be harvested.

Spring wheat seeding is reported on a large scale, claim being made that more will be sown this year than a year ago, but it is really too early to deal in actualities as regards spring wheat seeding.

The Michigan growing crop of soft wheat appears to have come through the winter in reasonably good condition. There was a larger acreage shown last fall than the year before, and with favorable weather and growing conditions a good sized crop should be harvested.

There has been an excellent clean-up on choice grades of soft wheat in every section and the probabilities are the heavy premiums will be maintained on this variety right up until harvest time, or very nearly so.

From the standpoint of flour prices, particularly on soft wheat flours, it appears they will be well maintained, for the choice wheat is not only high in price, but mill feeds are bringing big money, and in all probability will decline in the next sixty days, which is a strengthening factor in the price of flour.

While flour does not provide a good purchase from a speculative standpoint, it appears advisable to cover requirements for thirty days. L. E. Smith.

IN THE LAND OF SUNSHINE.

Interesting Features Seen on an Automobile Trip.

Fresno, Calif., April 6—This week I was to take the readers of the Tradesman, or at least those who enjoy the Great Out Doors, motor trips and ever changing scenery, with me in their imagination over a trip we recently took to the coast cities; also to the Bay cities of San Francisco, Oakland and Berkley.

The morning is ideal, the sun rising brightly over the Eastern Sierras, the air just cool enough to be invigorating and so clear that the mountain ranges on either side of the valley appear to be almost within walking distance, although, in fact, they are nearly 100 miles apart.

I wonder if my readers realize how vast and great are the distances and area of California. For illustration, just the San Joaquin Valley where we are is larger in area than the Eastern States of Maryland, New Jersey and Delaware.

The motor is purring and ready to go. We are starting with great anticipation of the pleasures and excitement of the trip before us. For the first score of miles we are passing through great vineyards just beginning to leaf, vivid green as far as the eye can see, then for excitement we see ahead of us a crowd and numbers of cars at the side of the road. We come up and stop with the rest. Only a big sedan with the wheels in the air and resting on top of a strong fence. No one seriously hurt. Only another example of not being able to go fast enough in this speed craze age.

We are now passing through Madera and on into the grain country—great fields, thousands of acres in extent, of wheat and barley just heading out. At Califa we leave the Golden State Highway, turning Westward towards the coast. In the first few miles we notice thousands of sheep in the care of a shepherd and dogs. At one place some 25,000 were rounded up ready for the shearing. Then we cross San Joaquin river and here we see many new developments. At one place 100 teams and as many tractors are at work leveling a section, getting ready for irrigation and settlement.

As we go Westward we notice the landscape as far as we can see dotted with sleek, fat cattle, grass fed but in good shape for the market. We are now at Los Banos, a very pretty city at the junction of the plains and foothills. Here we will have lunch and, after resting and feeding our motor a new supply of gas, we pass on into the foothills, now all shades of green and covered with golden hued California poppies and other spring flowers. Now we are climbing, winding around the mountains; now looking down hundreds of feet at the roadway we have just passed over and now we are at the summit of Pacheco Pass and slowly descending the West side of the range. Soon we enter a beautiful valley of many square miles, all set out with great plum and prune orchards, now in full bloom, a mass of white blossoms, a scene well worth a long drive to view.

Hollister, a busy and prosperous city, is the metropolis and center of this rich valley, which extends to Salinas, and produces thousands of carloads of vegetables every season.

We are now coming in sight of Del Monte, with its great hotels, its beautiful parks, drives and golf links and polo fields. The fashionable coast resort of the West—the rival of Palm Beach. Here is where the very rich come to spend their money and in their way enjoy life, and it looks to us as though they were successful in their quest of pleasure, for we see them here in great numbers and they seem to be having their full quota of fun and enjoyment of the pleasures money can buy.

We find ourselves, after driving a few miles further around Monterey Bay, at Pacific Grove. Here we get dinner and put up for the night. The morning finds us making the ocean drive round about Pacific Grove, Monterey, Carmel—all noted and fashionable ocean beach resorts, with many beautiful homes. The seventeen mile drive around the Circle of Enchantment is said to be the most beautiful drive in the world.

Monterey is one of the oldest cities in the State, a place of history and romance. We visit the old custom house from which was raised the first American flag to claim California to the Union of States. Here the first Constitutional Assembly met at Colton Hall, now the city hall. The first frame and the first brick houses built in the State are here and in a good state of preservation. Here lived Robert Louis Stevenson and the

sun. A four mile paved highway takes us to this great wonderland of nature.

In the evening we take in a show at the leading city theater and a good night's rest finds us up and away on the most beautiful mountain road imaginable, through miles of scenic grandeur, canyon streams, towering rocks and silence you can almost hear, and we drop over into the valley and are at the beautiful city of San Jose with its fine streets, beautiful homes and quaint old missions. San Jose is the largest city in Santa Clara valley—said to be one of the three most beautiful valleys in the world. The great orchards of apricot, peach, almond and prunes, all in full bloom, the great gardens producing thousands of carloads of celery, peppers, lettuce and artichokes at their best, a veritable garden of Eden. We voted it the "best yet." It is surely a valley of flower-banked

I WILL

I will seek to find the truth of the things of life and then
I will trust the ultimate, the All-things to human ken.
I will shun the tragical in what'er is named sublime,
I will trust no negatives as a proof of things divine.
I will list unnaturals only for imagined needs,
I will trust to naught that is metamorphized into creeds.
I will use no colored glass to distinguish aints from ares,
I will take no backward step, if I know it, to the stars.
I will think in nature terms and what'er mere men may say
I will trust in nature's God for direction all the way.
I will build with positives on the rock, the primal cause,
I will turn from negatives to the real in nature's laws.
I will stand for all that rests on the merits of the case,
I will gladly give the doubt to what'er uplifts the race.
I will never lay a straw in the way of any man,
I will do him, in my way, all the good I really can.
I will "say with flowers" what otherwise is unexpressed,
I will think of those ill-timed laid upon his lifeless breast.
I will stand for everything that has made my country great,
I will love the Flag that floats over our great ship of state.
I will spurn the great long list of the modern fashion frills,
I will trust to simple fare for the cure of many ills.
I will never stray away from the things our fathers planned,
I will trust the public schools as the safeguard of the land.
I will try to be a man, true to nature all the way,
I will, with my hand in hers, and with reason, seldom stray.
I will gladly bide my time when beneath my bit of sod
I will lie down to my rest in the care of nature's God.
I will find, not knowing it, that when free from mother's hand,
I will have no I wills left nor freewill at my command.
I will do the best I can and for every reason why
I will trust to nature's God and all the way while passing by.
I will, as I'm taught I will, go where I am told and so,
I will wonder at it all 'till I do or do not know.

L. B. Mitchell.

West's most famous artists have their homes here at Carmel. It is the largest community within the Circle of Enchantment circling Monterey Bay. Its charms are known to travelers all over the world. You may choose what you wish, perhaps Monterey or Pacific Grove or Carmel. Perhaps Pebble Beach or Seaside. You cannot escape from beauty and breathtaking views do not cost a bit additional as they cannot be avoided.

After noon lunch at Monterey we turn Northward around the bay, passing through Watsonville, the home of "Big apples with a flavor." The trees are loaded with beautiful pink blossoms. We arrive at Santa Cruz. Here we spend the late afternoon, visiting the million dollar casino, taking the beautiful ocean drive and visiting the age-old redwoods, the oldest living things on earth. When Solomon was building his temple these great trees were lifting their green spires to

homes of radiant health that comes from out-of-doors living, of sport and recreation the year round.

Eighteen miles from San Jose we reach Palo Alto, the seat of Stanford university, the greatest and most richly endowed school in the world. Its memorial chapel is the most artistic in the world and is surely well worth seeing.

In the early evening we find ourselves comfortably located for the night at San Francisco. We listen to Al Jolson, the jazz singer, with the vitaphone, then we drive to the top of Twin Peaks and view the city, with brilliantly lighted Market street like a great lane of fire, a scene never to be forgotten. In the morning we go up again just to get the view by daylight, then we drive through St. Frances woods and Sunset park, the beautiful home sections of the city and on to Golden Gate park, 1013 acres of living beauty, the largest man-made park in

the world; the beaches, the Cliff house, the Seal Rocks, the Presidio, Mission Dolores, Telegraph Hill, Russian Hill, Chinatown—all points of interest that no visitor should miss.

The California Palace of the Legion of Honor reared on Inspiration Point in Lincoln park by Mrs. A. B. Spreckles as a war memorial, houses war relics from all fronts, as well as an exhibit of the finest of art and statuary in the country, and is a place of beauty that should be seen by every visitor.

There is a certain magic something about the city by the Golden Gate that endears it to the visitor. From the ferry building away out Market street to Twin Peaks it is a city of infinite variety and unmatchable charm. It was hard for us to leave, but our time was limited, so we drove on the ferry, landed at Oakland, drove about this beautiful and prosperous city, over to Berkley University and then out over the Berkley hills by way of the wonderful Skyline Boulevard, at the summit of which we stop and look back and down at the road we have just come over and at Oakland, Berkley and across San Francisco bay to the Golden Gate, a vista unsurpassed in our experience. From this point the highway passes under a mountain, through a tunnel half a mile long and then winds down the Eastern slope of the range, along Walnut creek and valley to Dublin and Livermore, where it joins the Niles Canyon highway to Tracey, thence Southeasterly via Golden State Highway, where we pass through the thriving valley cities of Modesto, Turlock and Merced on our way home.

We hope the readers who have traveled with us enjoyed the trip one-hundredth part as much as we did. If so, we can count the time well spent.

Lewis A. Smith.

Handicap of Union Card.

Why should a laborer be compelled to carry a union card in order to be privileged to work? Why should he want to carry such a union card when it takes the money away from his family?

1. It costs him an initiation fee.
2. It costs him monthly dues.
3. It subjects him to fines.
4. It subjects him to assessments which he knows nothing about and has no say about.
5. He is not privileged to advance in keeping with his ability or industry.
6. He cannot work to satisfy his employer.
7. He is compelled to work to satisfy the walking delegate and the less he does the better it suits the walking delegates.
8. He is forced out on strikes at the whim or caprice of venal and unscrupulous walking delegates at times when he can't afford to strike, due to the fact that he is paying for a home, trying to educate his children, or in caring for members of his family who are sick.
9. His initiative is throttled, his ambition killed and his star of hope banished from the skies.

In view of all this, is it any wonder that many union laborers hail the non-union establishment as a great emancipator, and for the first time see the dawn of a new independence?

His Philosophy.

"Is that all the work you can do in an hour?" asked Sam's new employer.

"Well, boss," said Sam, "I dussay I could do moh'—but I nevah was one for showing off."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Garden City, N. Y., April 6—Referring to your letter regarding the Frontier subscription for Sherman Cole, of Copemish, Michigan, received by us through the H. & H. Periodical Service Co., we cancelled our contract with these people to represent our magazines some time ago, but we have just recently renewed it, after receiving their assurance that our magazines would be represented in accordance with our instructions and all orders would be cleared promptly. Any violation of our faith will result in the immediate cancellation of their contract, but we feel sure they will carry on their business on a legitimate basis.

Doubleday, Doran & Co., Inc.

The above promise was evidently made to be broken, because here comes a letter from Fred A. Wareham, general dealer at Arcadia, with documents to prove that he paid the same concern \$2.50 Sept. 16, 1927, for a yearly subscription to Junior Home magazine. Although nearly seven months have elapsed since the order was given, no magazine has been received by the subscriber and no reply has been received to enquiries sent to the H. & H. Periodical Service Co., which is very evidently a good concern to avoid having any dealings with.

The National Better Business Bureau, Inc., issues the following warning to small business firms seeking new capital:

Investigations just completed by the Financial Section of the National Better Business Bureau should be of interest to small business organizations seeking additional capital.

When a large corporation is in need of refinancing it invariably utilizes the usual channels provided by investment banking or stock brokerage firms in distributing its securities.

When, however, a business of not enough importance to command the use of recognized security selling or distributing facilities, finds it desirable to achieve corporate status, or when a newly organized company is confronted with a financial situation, or when a moribund enterprise seeks resuscitation, recourse is naturally had to other available means.

This situation has invited the development of what is known as the "front money" scheme, whereby a clever and none too scrupulous promoter purports to become the intermediary for raising new funds but in reality "milks" the legitimate business that enters into a one-sided contract in innocent good faith.

The idea of "front money," or an advance fee to be used by the "expert" in dressing up the project in need of capital and thereby giving it a "front" to appeal to investors, is suggested to company officials by means of advertisements, letters of solicitation, and personal calls and appeals.

Through alleged channels for stock distribution and purported analytical and other departmental services whereby they promise to improve the company's technical financial situation, the men behind the "front money" outfit appear to offer all the avenues neces-

sary for putting the applicant concern into a healthy financial condition. This work will be done after the all important contract has been signed, the consideration for which is usually as high as the men of the "front money" organization believe they can possibly obtain.

This contract is, in reality, little more than a receipt for the advance or "front money" fee, the "front money" concern being obliged to use only its "best efforts" in aiding the company. Later the "front money" experts induce discouragement by picking all sorts of flaws in the information given by the company when the contract was entered into. The character of the contract is then revealed as a one-sided agreement which completely discounts the "front money" concern's assertion that it has a long record of successful financial accomplishment behind it.

How fraud on your own part can rob you of your trademark rights, often the most valuable asset you have, is interestingly told in a case recently handed down in which that very thing happened. The plaintiff in this case was a woman, Florence N. Lewis. A concern called the Federal Products Co. had filed in Washington an application for trade-mark registration of the word "Velva." Mrs. Lewis opposed the application on the ground that she had adopted the word "Velva" and used it on her brands for years. Not only that, but she herself registered it as long ago as November 9, 1920. The case was investigated and heard by the Patent Office, where such cases go, and decisions were twice given in favor of Mrs. Lewis. In other words, the Patent Office found that Mrs. Lewis had the brand first and therefore the Federal Products Co. had no right to register it.

An important feature of the case was that the Federal Products Co. had made a deliberate effort apparently to grab the "Velva" trade-mark, for not only had they taken the name, but they had imitated the label. The decision said "the marks of the respective parties are the same, except for an immaterial difference in the style of lettering." A barefaced grab, in other words, and one calculated to arouse the indignation of anybody who in good faith had adopted a trade-mark and built it into a business. The patent examiner and next the Commissioner of patents decided that the Federal Products Co. had no standing. However, the latter concern appealed and raised a point which won them the case. The point was that Mrs. Lewis, in the marketing of her brands, had used the word "Venetian" on them. They are not Venetian, argued the Federal concern, therefore the use of the word is a misrepresentation and deprives Mrs. Lewis of all her trade-mark rights. Greatly to Mrs. Lewis' consternation, the court sustained this view and threw her out. The court thus discussed the point:

One seeking to prevent the registration of a trade-mark must be guiltless of any false representations, either in the mark relied upon as a basis for opposition or in the advertising of the

goods on which the mark is used, and, if it appears that absolute honesty in either of these particulars is lacking, the opposition should be dismissed.

We think this principle is sound, and we will consider its application to the present case. The deception in the label consists in the misuse of the word "Venetian." It purports to convey to the public mind the impression that the goods on which the label is used originate in Venice, while the record discloses that they are in fact produced in New York. Considering the character of goods on which the mark is used, the word "Venetian," indicating their origin in Venice, is of great value to the opposer, while practicing a fraud upon the public. Notoriously it is a word in common use in advertising cosmetics, conveying the impression to the public that the goods are imported and of Venetian origin.

Conduct of this sort is generally condemned by the courts, and is barred from standing in equity. "If one affix to goods of his own manufacture signs or marks which indicate that they are the manufacturers of others, he is deceiving the public and attempting to pass upon them goods as possessing a quality and merit which another's skill has given to similar articles, and which his own manufacture does not possess in the estimation of purchasers."

When the owner of a trade-mark applies for an injunction to restrain the defendant from injuring his property by making false representations to the public, it is essential that the plaintiff should not in his trade-mark, or in his advertisements and business, be himself guilty of any false or misleading representation; that, if the plaintiff makes any material false statement in connection with the property which he seeks to protect, he loses his right to claim the assistance of a court of equity; that where any symbol or label claimed as a trade-mark is so constructed or worded as to make or contain a distinct assertion which is false no property can be claimed on it, or, in other words, the right to the exclusive use of it cannot be maintained.

Mrs. Lewis therefore lost all she had built up. The Federal Products Co., which had been found to be filchers of her brand and which ordinarily would have been stopped instantly from using it, was upheld by the court in the use of what appears to have been an open imitation of it. All the value which the originator of it had put into it by money and work was lost to her and was to be absorbed by an infringer. Simply because she permitted herself that little fraud or misrepresentation of calling her products Venetian where they weren't. An unimportant thing, no doubt she thought, because nowhere did it appear in the case that the word "Venetian" gave the brand any particular prestige. So that for apparently nothing she lost everything. It is a striking lesson of the need to be literally honest in all the insignia of your business.

Apparently, the silk trade has its own little Teapot Dome. In this department last week an article appeared dealing with graft as practiced by some piece goods buyers. The two salesmen's associations were queried through ordinarily responsible officers and their views set forth, after which were related a number of incidents to indicate what forms the graft often takes. These incidents, let it be here stated, were obtained from sources other than the association officials. It seems to be quite important that this be made clear because both associa-

tions have rushed forward to deny that they authorized the use of their names or that they "instigated" the article. No question has been raised concerning the accuracy of the points made and privately, with a good deal of emphasis upon preserving confidence, a number of parties (again, not the association officials) have admitted that conditions are quite as pictured—only worse. Of course, the salesmen occupy too vulnerable a position to take action in the matter, if the practice is at all widespread. The evil is one for the employers of both salesmen and buyers to eradicate and for a very selfish reason, namely, that it appears to be costing them a good deal of money. Garment manufacturers should be able to take individual action and the silk manufacturers might proceed along organization lines.

Luggage Lines Slack.

Although a general slackness is reported in luggage lines, there seems to be some activity right now in women's suitcases and wardrobe hat boxes. The overnight bag is not selling so well, either in the cheaper or the better grades. In the men's lines the large-size portmanteau bags are active. Brief cases are selling well, but are now being asked for with patented locks. According to one authority, no one leather is in demand, although there is a decided preference shown in colors, with light tans and browns leading.

Crepes For Capes Are Wanted.

An active business is reported in high-grade wool georgette and plain crepes for use in women's capes. They are being taken in a wide range of colors, of which the most sought are shades of beige, tan, gray, blue and green. There is also a strong tendency toward printed lightweight woolens. In these the chief call is for challies, and an excellent business is being done in them in the higher price ranges.

Decentralization of both industry and population is already taking place because electric energy can now be had almost anywhere desired for manufacturers and homes of their employees. To-day there is no village so small that if on a power system, it cannot offer opportunities to new enterprises that would have been impossible without the development of long-distance transmission.

United Detective Agency, Inc.

Michigan Trust Bldg.
GRAND RAPIDS, MICHIGAN
CIVIL CRIMINAL
and
INDUSTRIAL WORK
Only Bonafide and Legitimate Detective
Work Accepted



PHONE—6-8224 or 4-8528
If No Response Call 2-2588 or 8-6813
Dictagraph and Auto Service
Associated With
SARLES MERCHANTS' POLICE

MOVEMENTS OF MERCHANTS.

Pontiac—L. Grant Billings, Inc., has changed its name to the Klingensmith Tire Co.

Muskegon—Aunt Molly's Kitchen, Inc., has changed its name to the Boddinghouse Co.

Escanaba—The Needham Electric Co. has increased its capital stock from \$20,000 to \$50,000.

Breckenridge—Hodge & Son are closing out their stock of hardware and will retire from trade.

Detroit—Credit Sam, 14037 Highland Park, has changed its name to the Publix Radio & Tire Co.

Marquette—The Marquette Builders Supply Co. has changed its name to the Marquette Builders & Supply Co.

Mt. Morris—The Mt. Morris Lumber & Supply Co. has increased its capital stock from \$10,000 to \$50,000.

Pentwater—Fred Hansen has sold his stock of sporting goods to James P. Edgett, recently of Detroit, who has taken possession.

St. Johns—J. G. Mathews, proprietor of Mathews Dairy, has installed equipment for manufacturing ice cream. The plant has a capacity of 40 gallons an hour.

Hart—John Bothe has sold his meat market to Glenn and George Blackmer, who will continue the business at the same location under the style of Blackmer Bros.

Detroit—Anthony Polak has sold his stock of boots, shoes and store fixtures to Karl Kozak, who will continue the business at the same location, 9029 Mt. Elliott avenue.

Mancelona—Dorus Schlien, who went into the restaurant business here last August, died last week at the age of 62. His wife will continue to conduct the business.

Battle Creek—The Gordon Drug Co. has added a third drug store to its chain. The fountain, fixtures and stock were furnished by the Hazeltine & Perkins Drug Co.

Hermansville—The Upper Peninsular Silver Fox Farm has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Watervliet—Mrs. Nellie Riegel has sold her property at Paw Paw lake, consisting of grocery and general store and two cottages to Charles Hoffman, who will continue the business.

Jonesville—E. F. Mart has leased the store building next to the Gilmer hotel and will occupy it with a stock of dry goods as soon as the interior of the building has been redecorated.

Benton Harbor—The Premier Drug Co., 240 East Main street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Alma—Cushing & Benedict, dealers in boots, shoes, etc., have dissolved partnership and the business will be continued by William W. Cushing, who has taken over the interest of his partner.

Mancelona—Floyd Rodabaugh has rented the building owned and formerly occupied by Mrs. C. E. Blakely, repainted and remodeled the interior and will conduct an up-to-date two chair barber shop.

Manistee—Henry J. Kruse and Herman Raguschke have taken over the stock and equipment of the Ferguson Plumbing Co., 337 River street and will continue the business under the style of Kruse & Raguschke.

Bay City—The Dick Bendall Co., dealer in boots and shoes at 514 East Midland street, has offered to compromise with its creditors at 30 per cent., payable 25 per cent. in cash and 5 per cent. in thirty days.

Wallhalla—Mrs. Ellen Robinson has sold her grocery store, meat market and refreshment stand to G. W. Hawley and Stanley Austin, of Ludington, who will continue the business under the style of Hawley & Austin.

Fowler—Albert Weber has purchased the interest of Joseph Bower in automobile, parts, accessories and supplies stock of Bower & Edinger and the business will be continued under the style of Edinger & Weber.

Mancelona—George Z. Medalie, who has been appointed a special attorney general to prosecute the criminal case against Mrs. Florence E. Knapp, of New York, is an uncle of Sidney Medalie, general dealer at this place.

Detroit—The Detroit Sporting Goods Co., Inc., 401 Farwell Bldg., has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in, \$2,500 in cash and \$12,500 in property.

Saginaw—The Sager-Ryan Fuel & Supply Co., has been incorporated to deal in fuel and builders' supplies at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in in cash.

Kalamazoo—Clare Beach, who recently sold his drug stock on Grandville avenue, Grand Rapids, has opened a drug store at 1632 East Main street. The stock, fixtures and fountain were furnished by the Hazeltine & Perkins Drug Co.

Detroit—Henry's Stores, Inc., 11661 Dexter Blvd., has been incorporated to deal in clothing, hats, caps and furnishings for men and boys, at retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Saunders Michigan Stores, Inc., 1910 Buhl Bldg., has been incorporated to conduct grocery stores, with an authorized capital stock of 100,000 shares at \$1 per share, \$100,000 being subscribed and paid in, \$75,000 in cash and \$25,000 in property.

Port Huron—The Home Mill Industrial Co., 1520 Thirtieth street, has been incorporated to operate a feed and flour mill, with an authorized capital stock of 1,000 shares at \$100 per share, of which amount \$1,400 has been subscribed and paid in in cash.

Belding—The Belding Co-Operative Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$7,750 has been subscribed and \$6,240 paid in in cash. The company will deal in agricultural products and promote co-operative buying and selling.

Detroit—The General Fender Supply Co., 20 West Baltimore avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of

which amount \$14,730 has been subscribed and paid in, \$3,000 in cash and \$11,730 in property.

St. Joseph—Merchants of St. Joseph were hosts to a group of more than 400 farmers in this part of the State at a meeting and banquet in the Masonic temple last evening. At the afternoon session an open discussion of farming problems was held. Several prominent speakers were present.

Traverse City—Burns & Wynkoop, automobiles, accessories, oil, gasoline, etc., 311 East State street, have merged the business into a stock company under the style of the Burns & Wynkoop Co., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Jackson—The Scheele Coal Co., 445 North Jackson street, has merged its business into a stock company under the style of the Scheele Fuel & Supply Co., to deal in fuel at wholesale and retail, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$3,000 in cash and \$22,000 in property.

Sparta—The A. A. Johnson & Co. store last week celebrated the thirty-ninth anniversary of its opening in 1889. Mr. Johnson, who with his family had been spending the winter in California, returned home for the celebration. Erastus W. Smith, formerly of Grand Rapids, has been his associate for the past fifteen years.

Ypsilanti—James F. Warner has merged his dairy products, farm produce, etc., business into a stock company under the style of the James Warner Dairy, Inc., 928 West Michigan avenue, with an authorized capital stock of \$50,000, of which amount \$34,500 has been subscribed and paid in, \$500 in cash and \$34,000 in property.

Nashville—Quick & Bean, proprietors of the South End Grocery, are conducting a closing out sale of their stock, preparatory to engaging in other lines of business. Mr. Quick will engage in the insurance business and Mr. Bean has taken the Michigan agency for the Iteco Co., of Portland, Oregon, manufacturer and distributor of dental supplies.

Kalamazoo—The Kalamazoo wholesalers' first friendship tour for the 1928 spring season will be held Thursday, April 12. There are to be six tours this year in all, three in the spring and a like number in the fall months. This year, as during the very successful tours of 1927, local jobbers will travel by motor bus. This method is much more popular than going in many automobiles. It tends to keep the entire group together and stimulates interest and closer co-operation.

Allegan—The wholesalers of Kalamazoo will give a dinner to the retail merchants of Allegan and surrounding towns Thursday evening. Paul Staake of the Crescent Engraving Co., and Harold B. Allen, vice-president of the First National Bank and Trust Co., are in charge of program arrangements for the dinner. Prof. Milton Simpson, of the Kalamazoo College faculty, will deliver an address on "Literature in Business." Harold B. Allen will act as toastmaster, and Ralph Ralston will lead the community singing. There also will be orchestral music.

Casnovia—Leon C. Norris, 42, owner of the grain elevator here since the death of his father, James L. Norris, in January, died unexpectedly last Friday. Mr. Norris had gone to the elevator as usual and had worked until about the middle of the morning when he became ill. He was carried to his home, where he was seized with convulsions and died soon after. Mr. Norris was born and reared in Casnovia and had been associated with his father in business here for many years. He leaves his widow and three sons, Kenneth and Keith, both 17, and Wilton James, 10. Funeral services were held at the residence Monday afternoon.

Manufacturing Matters.

Bay City—The Clark Knitting Mills has changed its name to the Bluark Knitting Mills.

Wayne—The Industrial Electric Manufacturing Co. has increased its capital stock from \$20,000 to \$125,000.

Battle Creek—The Hill Piston Service Co., 83 West Jackson street, has been incorporated with an authorized capital stock of \$90,000 common and \$10,000 preferred, \$62,000 of which has been subscribed and paid in in property.

Saginaw—The Modart Corset Co., 500 Lapeer avenue, has merged its business into a stock company under the style of the Modart Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Bay City—The Safeway Aircrafts, Inc., Phoenix Bldg., has been incorporated to manufacture and deal in aircraft, motors, accessories, etc., with an authorized capital stock of \$30,000, \$3,000 of which has been subscribed and paid in in cash.

Lansing—The Lansing Duntile Co., 604 Mt. Hope, East, has been incorporated to manufacture and deal in building products, with an authorized capital stock of \$50,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—The Joseph F. Dellaire Co., 12870 Auburn avenue, has been incorporated to deal in sash, doors and mill-work in general, with an authorized capital stock of \$35,000, of which amount \$15,000 has been subscribed and paid in, \$135.02 in cash and \$14,864.98 in property.

Detroit—The Arcadia Pattern & Manufacturing Co., 1291 Wabash avenue, has been incorporated to manufacture wood and metal patterns, dies and machine parts, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$3,750 paid in in cash.

Pontiac—The newly incorporated Pontiac Sheet Metal and Roofing Co. has occupied its new building. The company specializes in roofing work of all sizes. It is a subsidiary of the Glendon A. Richards Co., of Grand Rapids. Its officers are interested in the latter company as well as the Michigan Sheet Metal Works, Lansing, and the Flint Cornice and Roofing Co., of Flint. The new plant enables the company to handle all classes of roofing, including sheet metal and composition slate and tile roofing.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.75 and beet granulated at 6.55.

Tea—The market has ruled very quiet during the past week, with prices more or less easy, although not as easy as one would expect from the dull business. Here and there a first hands seller will shade prices, but by no means all sellers will. Spot stocks in this country of the desirable fermented teas are small, if they were not prices would be a great deal easier than they are. Consumptive demand for tea is fair.

Coffee—The market for Rio and Santos coffee, green and in a large way, has been disappointing during the week from a seller's standpoint. The market has been very weak and soggy and has gradually worked down until the whole line is a fraction below a week ago. There have been occasional flashes of firmness, but they have not lasted long. The demand for Rio and Santos coffee from first hands is poor. Milds show no change for the week. Jobbing market for roasted coffee is inclined to be easy but without radical change since the last report. It is decidedly not a market to do much anticipating of wants in. Brazil is very anxious to sell Rio and Santos and is expected by a good many to cut prices even further.

Canned Fruit—The fruit department is quiet as there is no extensive replacement business. Locally the trade does not appear to be concerned with the improvement in the peach situation reported in California and some traders insist that the shortage of desirable counts and grades is not as marked as represented. Apricots are also quiet for replacement, but pears are wanted and where they cannot be had from first hands are taken in resale blocks. Cherries are not as active as their favorable statistical position would seem to justify.

Canned Vegetables—The whole line of vegetables has been in moderate demand for replacement. The census report gives the impression that there are plenty of the major vegetables and it had done nothing to create more activity. Tomatoes, all along, have been in conservative demand as it is known that it is easy to buy at the market, and the evidence of willingness to sell is taken as an indication that Southern packers have plenty on hand to last through the remainder of the season. Weakness in Southern goods is felt in other packs. Fancy corn and peas are in more limited demand than the other offerings and corn especially is in routine request. The best placed lines of peas are those which combine good quality and a fair price, but they are being exhausted. String beans show strength as they are closely sold up and spinach is also stronger in tone in all positions.

Dried Fruits—The dried fruit market continues a spot affair. Coast markets are out of line with the Middle West and comparatively little business is being put up to packers. Apricots have been in relatively better demand than other packs as the spring demand is on the increase and where

there has been reluctance to take the ordinary grades, which constitute most of the supply, the lack of extra choice and better is forcing substitution. Peaches are quiet, but are not shaded since stocks in all positions are comparatively light. California prunes are steady, while Northwestern packs are unsettled since ordinary trade outlets for the latter have been more or less influenced by price considerations. Raisins are about steady in tone with no marked demand here or on the Coast.

Canned Fish—No real activity exists in salmon, as reds and mediums are not wanted to any extent and pinks and chums are being peddled out as needed at going quotations, with neither buyer nor seller ready to trade in a big way. Chinooks are well sold up and some subject to approval of price business is being done on new packs. Maine sardines are down to tag ends on many styles and where there is a surplus it is thought it will be needed before new goods of like character are produced. All of the other fish packs are in fair jobbing demand.

Salt Fish—The entire salt fish line is quiet this week as a reaction from the previous period of buying for Lenten requirements. It is reported that retail stocks throughout the trade have been reduced to unusually small proportions following the policy of buying only for known wants. There is a carryover of mackerel, but codfish has been sold up closely and is scarce in all positions. The remaining stocks of mackerel are generally in strong hands, and with the quality good, holders think that the presence of the fish will tend to keep down values on new pack. Herring is firm but inactive.

Beans and Peas—In spite of comparatively light demand for dried beans, the market continues firm, especially on pea beans and California limas, which are the leaders of the list. Both have advanced a small fraction during the week. Other varieties of dried beans about unchanged. Dried peas show no change for the week.

Cheese—The market is reported firm on account of light offerings. The offerings, however, are ample for the demand, apparently, which has been only fair.

Olives—Primary markets report a firmer undertone than exists on the spot and importers are looking for a betterment in the undertone as the spring business has increased the turnover and the uncertainty in the market at the beginning of the present season has disappeared since prices have been uniformly maintained. Bottlers have complete assortments and they have been correcting the shortages which existed a short time ago throughout the retail trade.

Pickles—Salt pickles remain firm, based upon the close clean-up of all grades and sizes. Some retail centers report a better movement of bottled goods and this is shown in the increase in the orders from various outlets. Dills are in broken assortments. Sweet pickles are firm at quotations with stocks comparatively light.

Rice—The local trade is in favor of the program for Nationally advertising rice over a period of years to increase the domestic consumption of the article as it is believed that a marked increase in turnover is possible after the public has been educated to use increased quantities of this food, which is cheap and combines the advantages of wholesomeness and palatability. The spot market is steady, with sufficient stocks for the present demand. There have been no heavy replacements recently and with a steady liquidation holdings are getting reduced in volume and in assortment. Primary markets in the South report a similar improvement and millers are inclined to anticipate higher prices as the season advances.

Sauerkraut—A noticeable falling off in the demand for bulk kraut has occurred but packs are selling well for the season. Warmer weather has been a handicap and the whole line is less active than during the earlier weeks in the year.

Syrup and Molasses—The demand for the fine grocery grades of molasses continues surprisingly well, but purchases are small. The market has shown no changes during the week. Prices are steady. Sugar syrup is in steady demand at unchanged prices. Compound syrup advanced another 15 cents during the week and at the present writing is strong and the demand continues good.

Vinegar—Prices are governed by the scarcity of all types and the tendency is toward a higher basis as shortages develop in primary and secondary markets. The market is unusually firm and promises a complete clean-up before the new crop appears.

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.

Asparagus—45c per bunch for Georgia.

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

Butter—The market has had an easy week and prices are off about 1c per pound over a week ago. All butter markets seem to share in this weakness. The demand continues good for fine fresh creamery, although not good enough for the liberal receipts to prevent the decline. Jobbers hold June packed at 40c, fresh packed at 42c, prints at 44c. They pay 24c for No. 1 packing stock and 12c 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.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$ 9.50

Light Red Kidney ----- 10.00
Dark Red Kidney ----- 10.00

Eggs—The demand for fine fresh eggs has been excellent during the week. The price has remained steady. Jobbers pay 25c for strictly fresh.

Grape Fruit—Florida commands \$6.50 per crate.

Green Onions—Chalotts, 65c 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. ----- 10c

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 ----- \$5.75
126 ----- 6.50
150 ----- 6.75
176 ----- 7.50
200 ----- 7.50
216 ----- 7.50
252 ----- 7.50
288 ----- 6.75

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

Peppers—Green, 65c per doz.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 26c
Light fowls ----- 22c
Heavy Broilers ----- 26c
Light W. L. Broilers ----- 18c

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

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

Tomatoes—\$3.50 for 10 lb. basket of hot house; \$1.40 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 16c
Good ----- 14c
Medium ----- 12c
Poor ----- 10c

Eggs Acceptable as Legal Documents

London, April 6—The recent will of a Manchester ship canal pilot, written on an egg-shell and admitted to probate, is not the only one in which an egg has figured in a singular capacity. In 1889 an egg was produced, and accepted, as a certificate of birth. In that year a widow named Bell was called upon by the Norwich Union to prove that her daughter had reached school-exemption age. She produced an egg beautifully colored in purple, yellow and cream, whereon, in almost copper-plate characters, the name and date of the daughter's birth were picked out in white, together with the texts, "The Lord shall guide thee continually" and "Teach me to do Thy will." This novel certificate was the only record possessed by the mother. It was accepted as evidence.

Three New Readers of the Tradesman.

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

Frank W. Devine, Norway.
Chamber of Commerce, Harbor Springs.

Elmer J. Hanna, Harbor Springs.

Farm Problem Is Theory and Not Fact.

Grandville, April 10—The advocates of farm relief in Congress do not seem to agree on any bill that is workable for the purpose in hand. This, of course, adds to the difficulty of accomplishing anything of value along this line, and when we look the situation squarely in the face it is well that this is so.

The idea that the farmers are in needy condition is the baldest bunk ever. No tiller of the soil on top of the earth is so well provided for as the American farmer.

People who have to buy their products for the table fully realize this fact. Everything produced on the farm to-day fetches a good price in the open market, and when a man who owns a farm says that he is in the shadow of the poorhouse those who hear him know full well that he is a cull among farmers.

Farming, like everything else, must be carried on by men adapted to the work, else there can be no great success. Of one thing, however, they are assured, the slack and the energetic farmer alike, and that is a full table supply throughout the year. Anything above this is profit, so why complain?

A case in point. Some years ago when prices were low two farmers faced the problem of making both ends meet on farms of equal fertility. Only a country road separated their farms. One was on light cutover land the other a heavier soil.

To illustrate the case more fully I will take one year in particular when each farmer planted a field of corn next the highway which separated the farms. The fields were not large, and the season proved one of extraordinary dryness. Lack of sufficient rain curtailed the crop of Farmer B.

However, despite the long drought, Farmer G harvested about the last of August one of the finest crops of corn in the township. His neighbor's corn was almost an absolute failure.

Why was this? Simply from the fact that one farmer pursued the latest methods known to the times for raising corn, while the other went about his work in the old, slipshod manner of the ancients.

Although the summer was an usually dry one Farmer G's corn did not even curl from the drought, while that of his neighbor became yellow under the fierce rays of the sun and was hardly worth husking.

There are right methods and wrong methods in farming, as there are in any other business. Farmer B plowed his land for corn a week before it was time to plant, sometime near the first of June. The plow turned up dust-dry soil, and this when harrowed and marked for the planter was dry as an ash heap. Naturally the corn was slow germinating and when it did come to life from a small shower made slow growth even though cultivated.

Now there must have been a reason for the big crop of Farmer G and the failure of Farmer B's planting. The latter could not quite understand it, but the man who raised the big corn knew right well where his success lay.

It was the drought that spoiled that corn for the one, while the other succeeded in spite of this drawback. How was it done you ask? It was all in knowing how to do the right thing at the right time.

Farmer G plowed his field early in April before his soil had dried out, while yet the winter and early spring moisture was still in the soil. Then followed a thorough harrowing. The hot sun beat down on the field but the fine dust which Farmer G spread on the surface through cultivation prevented the drought from sucking the moisture from below.

Every week after this early plowing the farmer went over the field with a fine tooth harrow or cultivator. Thus

for several weeks, until corn planting time, he kept the moisture under, and when he planted his corn the kernels were placed in moist soil. The moment the blades of corn appeared the small tooth cultivator went over it. Later the farmer kept the cultivator going between the rows weekly during all that dry summer, not even "laying the corn by" when the ears had formed.

Farmer G conserved the spring moisture throughout the drought, while his neighbor had no moisture to conserve because of his late plowing of his land. It will be seen that it was the man and not the soil which made all the difference in the two fields which were separated only by the width of a country road.

The successful farmer is the one who works his farm for all there is in it. The sloth and the careless one makes a failure most of the time.

It may well be understood which of these men is to-day complaining to Congress about the hard life the farmer is leading. No congress, no matter how many laws it may pass, can make a successful farmer of a cull.

I know farmers who to-day are living on the top shelf, enjoying every minute of life, autoing to town to all important meetings, making of life a joy and not a burden, and from them there comes no call for a special act of Congress in their behalf. Farm blocs and all other blocs are a bluff at fate because of man's own shortcomings.

Success or failure is equally manifest among other callings than that of farming. A successful merchant is one who makes of his business a life study and gets all there is in it out of the work. The man and not his calling is what counts in this struggle to win a competence from the world.

A farmer behind a silk counter or a merchant following the plow are as out of place as a square pin in a round hole and should not be encouraged.

Old Timer.

When on Your Way, See Onaway.

Onaway, April 10—It is snowing in Onaway, probably as hard as it is anywhere. The mud has turned to ice and the spring-like weather of a week ago is only a memory now that doesn't scare us one bit. Neither is it a hardship. We have become accustomed to such changes. It was out of season and too warm anyway. It may appear different to the people just returning from Florida and seem rather severe on the poor robins, but the weather man has a faculty of fooling them both about the same way every year. Anyway, the sudden cold is about the quickest way to stop flood conditions which were doing a lot of damage.

A very active and enthusiastic meeting of the Community Council held April 2, received reports handed in by special committees who are arranging a mammoth community banquet to be attended by farmers and business men. Speaking and general good-fellowship will be the order of the day.

Likewise a meeting of the business committee of the Boosters' Club was held at the office of Jack Brown, county agent, on the following night. Important business was transacted wherein the members pledged themselves to attend the several meetings of alfalfa and potato clubs to be held in our vicinity and lend their moral support in every way to agricultural matters. An outline of the work in all its branches was advanced by Mr. Brown, touching upon the serious problems with which the farmer has to contend; also outlining methods whereby important changes may be made in some of the methods which will prove profitable.

This is the time of year when the street corners are decorated with the usual number of loiterers. Is it permissible to say "d-n a lazy man?" There may be some excuse for the unemployed in large cities, but I say there is absolutely none for men in the

country and smaller places. A man who has a single spark of ambition in his system can and may find something to do. It may not be at a high wage, but employers seeking help will invariably select an active man in preference to a loafer. If you want a good job done, call on the busy man. A busy man, even though he makes mistakes, is a prince compared with the lazy cuss who is usually a fault finder, criticizing the other fellow who is trying to do something. They, however, can tell you how to run the Government and are imbued with worthless oratory.

C. E. Vanderhoof, of Watervliet, has been stopping in our city looking after the interests of the Tri-County Telephone Co., formerly the Onaway-Alpena Telephone Co. and recently combined with other branches. The company is planning to greatly improve and extend its service. Mr. Vanderhoof has a very pleasing personality, is much interested in community affairs and is planning to make his permanent residence in this vicinity. We extend to him a hearty welcome.

E. Howard, of New York City, is making a complete canvass in the interests of the above named company and securing advertisements for a complete new telephone directory embracing a large territory.

Shake hands with our new City Commissioner, Fred Weingart, and Constable Russ Hitzert.

When on your way, see Onaway. Our traffic ordinances are strict, but reasonable, and are for your protection. Squire Signal.

Hotel Heldenbrand Opened Last Friday.

Pontiac, April 9—The Hotel Heldenbrand, Pontiac's newest hotel, had its formal opening last Friday when the general public was invited to visit the new hostelry by H. F. Heldenbrand, president of the Heldenbrand Hotel Co.

Constructed at a cost of \$300,000, seven stories in height, and providing 100 rooms and dining service in three dining rooms, the Heldenbrand was built by the Pryale Construction Co., of Pontiac. The Hotel Engineering Co. of Detroit was the engineer.

Construction of the Hotel Heldenbrand was started late in August, 1927, and was continued through the fall and winter. The house was originally scheduled for opening early in January, but a delay in steel caused a postponement.

Officers of the Heldenbrand Hotel Co., in addition to the president, are H. F. Heldenbrand, vice-president, and E. H. Heldenbrand, secretary. H. F. Heldenbrand also is the owner of two other Michigan hotels, the Kimbark, a fifty-eight room hotel at Bay City, and the Kimbark Inn, a fifty-two room hotel at Fremont.

More than half of the 100 rooms in the Hotel Heldenbrand have private baths. The others have running water and private toilets.

The three dining rooms are the cafeteria, the English grill room and a private dining room. The cafeteria will accommodate ninety persons, the grill room fifty-four and the private dining room twenty-five.

The Heldenbrand building also has nine store spaces. Four of these front on Perry street and three of them also

have entrances from the hotel lobby. There are five stores on Mill street.

Steam heat, forced ventilation, and elevator service by two high speed elevators are features of this new hotel which is modern in every respect.

In building the new Heldenbrand, provision has been made for the construction of another wing of 100 rooms when business warrants.

Having devoted his entire life to the hotel business, H. F. Heldenbrand possesses a wide acquaintance among commercial people.

He has conducted hotels in Wisconsin and Ohio and came to Pontiac to operate the Kenwood, Saginaw at Pike streets, about twelve years ago. The establishment then was the Hodges House at that time but he renamed it Kenwood.

Prior to entering the hotel business Mr. Heldenbrand conducted a group of restaurants on the Baltimore & Ohio railroad system.



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Right of Merchant To Eject Person From Store.

As a general proposition of law, where a person operates a retail store he impliedly invites the public to enter. In other words, the public in general has a license to enter a place of business for all lawful reasons. However, this license is not unqualified, and a merchant has the right to revoke it at any time as to any individual, and if the unwelcome person refuses to leave the merchant may eject him if this becomes necessary.

Under the above rule, the law gives a merchant the right to use force in ejecting an unwelcome visitor, providing he does not use more force than is necessary to accomplish the expulsion. By the same token, the question of whether or not more force has been used than was necessary will usually be one of fact, and if found against a merchant may render him liable in damages.

From the foregoing it is clear that each case of this kind must necessarily be decided in the light of its particular facts which preclude the statement of a hard and fast rule that would apply in all cases. However, as an example of judicial reasoning on this point, the following case may prove of interest, as tending to show how the courts view cases of this kind.

In this case the defendant was engaged in operating a retail store, and the plaintiff purchased articles from him from time to time. The plaintiff was, it appears, a hard person to please and frequently complained about the service and quality of articles, until the defendant reached a point where he did not care whether he retained the plaintiff's trade or not.

Upon a certain day, the plaintiff placed an order with the defendant for an article, which was duly delivered. The plaintiff was dissatisfied with the article and telephoned her complaint to the defendant. The latter thereupon told the plaintiff to send the article back and get a refund, and he added that her trade was no longer desired.

The plaintiff took offense at this, and instead of returning her purchase through defendant's delivery service, brought it to the store herself. Upon her arrival, she immediately engaged in an argument with the defendant. The latter requested her to leave the store, and upon her refusal he caught her by the shoulders and used some force in ejecting her.

The plaintiff thereupon brought an action for damages for assault. In this action the plaintiff contended that the defendant had unlawfully ejected her from the store, and the trial of the cause resulted in a judgment in her favor for \$200. The defendant appealed, and the higher court in reviewing the record, said:

"Before she (plaintiff) went to the store she was advised that appellants (defendant) no longer wanted her patronage and were displeased with her complaint, and had she any desire to avoid the altercation she would have taken her money, and departed, instead of which she showed a decidedly defiant and aggressive attitude, which we think provoked what followed.

"The warning in advance that she was no longer desired as a customer was a withdrawal of the general invitation which she, in common with the public, theretofore had to enter appellants' place of business, and she came on the limited invitation to receive back her money. Her own testimony shows that if she had then departed as she should have done she would have suffered nothing beyond a little rudeness and lack of consideration, which would not have been actionable.

"The law is well settled that the proprietor of a place of business to which the public is invited may request one making a disturbance to leave, and upon noncompliance may use such force as is necessary to eject the disturber. The facts here shown would have justified such ejection. The judgment reversed, with directions to dismiss the action."

The foregoing case constitutes a fair example of judicial reasoning on the right of a merchant to eject a person from his place of business. Undoubtedly he has this right where a person's trade and presence are not wanted, and if a person after request refuses to leave a reasonable amount of force may be employed in ejecting him.

However, the merchant should not lose sight of the fact that where force is used to eject a person, there will usually be some danger of an after-clap in the form of a damage suit. And though the merchant wins in such suit, as in the case reviewed, its prosecution will cost him valuable time and money.

With this in mind, a merchant may well exercise great patience before resorting to force in ejecting an unwelcome person, and it should only be used as a last resort. For while, as we have seen, a merchant has some well defined rights in the matter of ejecting persons who may be offensive, such rights should be enforced with great prudence and caution if danger from after dispute and expensive litigation is to be guarded against.

Leslie Childs.

Easiest Job on Earth.

Most anyone can be a country editor. All the editor has got to do is to sit at a desk six days out of the week, four weeks of the month and twelve months of the year, and "edit" such stuff as this:

"Mrs. Jones, of Cactus Creek, let a can opener slip last week and cut herself in the pantry.

"A mischievous lad of Piletown threw a stone and struck Mr. Pike in the alley last Tuesday.

"Joe Doc climbed on the roof of his house last week looking for a leak and fell, striking himself on the back porch.

"While Harold Green was escorting Miss Violet Wise from the church social last Saturday night a savage dog attacked them and bit Mr. Green several times on the public square.

"Isaiah Trimmer, of Running Creek, was playing with a cat Friday, when it scratched him on the veranda.

"Mr. Fond, while harnessing a bronco last Saturday was kicked just South of the corn crib."

Kindness wins beauty if it buys her silk and diamonds.

Reasons



ONE of the strongest reasons for the selection of this Company as Trustee is its corporate status and responsibility. Another is the permanence of its existence; its organization is always maintained and its officers are always accessible.

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There are no finer salad dressings made than Best Foods — none that employ purer ingredients or that are made under more sanitary conditions.

See the first page of the big national advertising campaign appearing in *Good Housekeeping* this month and arrange to get your share of the Best Foods business it is bound to bring.

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WHAT WILL IT MEAN TO HIM?

An experiment of which it should be very interesting to learn the result is to be made by Raymond J. Kroger, a twenty-seven year-old business man of Bridgeport, Conn., who is about to enter Harvard. A high school education afforded him enough training to accumulate \$250,000 during the past eight years and to win a measure of success which comes to few persons, but he is now going to college because he wants to prepare himself for life.

We are wondering whether he will find what he seeks. To prepare men for life is the aim of our colleges, but they are not often put to the test by a man who has already, in a material sense, succeeded in his own right and enters upon his studies in order that he may best know how to live.

"To think of doing nothing else for years but coming to the office every day would not be pleasant," says this young man; "not that coming to the office is anything objectionable, but I want some kind of background."

In trying to prepare men for life college authorities complain with reason that they are handicapped by student bodies made up of fellows who are at college without any idea that this should be the purpose of their studies and other activities. They are there for social life, for the prestige of a college education, for training which will enable them to make a bigger success at business or in their profession than the man without a college education, for instruction in some particular field in which they are interested or for no cause other than that going to college is the thing to do. Few of them realize that more important than any one of these aims is the underlying purpose in attending a college of liberal studies, which should be to gain that cultural background which will make life richer and more satisfying aside from material considerations.

In Mr. Kroger the college should have its ideal student—a man with a sense of values which cannot be expected of young students, a man who is coming to college for the very thing which above all others the college professes to give. He suffers the disadvantage of being somewhat older than his fellows, and this may—though not necessarily—cut him off from some phases of college life, but it is more important that he goes there with the point of view which so many college graduates have wished they had when they look back upon their college course in later years. Will he find what he is seeking and that college, properly approached, does truly prepare for life?

ORDER YOUR ROBE DE STYLE.

While the cables between France and the United States have been humming of late with the reports of negotiations for the outlawry of war, news of far greater immediate import has also been rushing across the Atlantic from Paris. The couturiers have been displaying their spring fashion collections.

From the colorful reports in the Times we learn that there is to be a decided return to romanticism, with robes de style outnumbering other evening

gowns three to one; that ensembles of sand and putty and silver grays are to be all the rage and that the bustle silhouette is challenging the folded peacock tail gown. If we may become even more technical, Agnes made a sensation with a turquoise taffeta gown having scalloped bands of tulle edged in self-ruching so that the gleaming silver underskirt was glimpsed. Philippe and Gaston evoked wild enthusiasm with a rounded shoulder yoke tucked with white chiffon on a navy taffeta gown draped to the front. Doeillet and Drecoll presented a gown with no shoulders whatever. Patou charmed with a new Patou red. Somebody else won enthusiastic admirers with costumes of quaintly fitted bodices and long skirts flaring out to a great hooped width.

It all sounds very exciting, even though we don't quite understand it. We like the hints of bustles and hoop-skirts. But, above all, it is comforting for those hopeful of Franco-American relations that, while we won't take our treaties from Paris, we still look to the French capital for our styles.

PRICE BUOYANCY.

In former periods of business reaction it was possible to forecast a recovery once wholesale commodity prices became buoyant. A decline in prices was brought about when demand dropped and stocks accumulated. The liquidation of these stocks would check the price recessions and finally the level of values would begin to rise.

This customary index of business prospects appears, however, to have lost some of its forecasting value, due, no doubt, to the new circumstances of excessive manufacturing capacity and of speedy transportation. These two factors ushered in piece-meal buying and stocks do not accumulate as they once did in distributors' hands—though they may and do pile up on producers.

The point to these remarks is that there has recently come about a rising tendency in the commodity list. The index of sensitive commodity prices, those which usually forecast a general advance, as charted by The Annalist show a sharp gain. The weekly index is also up and stands at 146.5 as against 142.1 on April 3, 1927. But the principal advances have come in farm products and textiles.

It remains to be seen whether some of the world-wide inflation that has caught up security values may not finally communicate itself in some degree to commodities. That theory is advanced, but the only sound basis for such buoyancy would be in the larger demands which might be expected to follow a final settlement of Europe's financial and monetary problems.

KEY INDUSTRIES ACTIVE.

A summary of general business conditions is the oft-repeated one of continued progress in the key lines of industry, not much spreading of activity in the dormant branches and reports on car loadings week by week that still testify to a restricted movement of merchandise and commodities. Failures for March were the largest in number for that month since 1922, but with liabilities below the March, 1927,

total, indicating that the smaller firms are suffering chiefly in the competitive struggle.

Though progress in the key industries is giving a good account of itself and may finally succeed in overcoming the inertia in other directions, two salient points are now given attention. One is the small decline in construction awards last month under February and the other is the increased caution of the automobile industry in buying its steel requirements. Motor producers are not purchasing much beyond two or three weeks ahead, although their own production schedules are well maintained.

Heavy sales in the stock market have had the effect of jumping up bank clearings, but outside New York the gain is not large. Reserve ratios have been slipping as a result of the credits made necessary by this speculation and the loss of gold, so that money rates are firming.

DEMAGOGY AND THE RADIO.

Major General James G. Harbord is naturally an enthusiastic supporter of radio, but we rather feel that in his recent speech before the Women's National Republican Club he ascribed to it something beyond even its miraculous power. It was his contention, in reference to political broadcasting, that the radio unmasks the demagogue and gives to the "man who is right" the opportunity to show he is right and to the "man who is honest" the opportunity to make people feel he is honest.

The quiet of the library, where Major General Harbord declares we are accustomed to study and reflect, may rob the demagogue of some of the appeal his physical presence may make at the political rally, but we doubt that it reduces all eloquence to the plane of logic and fact. We fear that we do not share the General's confidence in the good sense of all radio listeners. Bunkum is too deeply ingrained in politics to succumb so easily. Before they can boast of unmasking the demagogue the radio experts will have to devise some sort of filter which will separate the chaff from the grain.

We are not sure that we advise this, however. The unfortunate result might be that the quiet of the radio fan's library would remain serenely undisturbed when he expectantly tuned in on the night's speech-making.

If chickens can be made to lay more eggs by the simple process of putting electric lights in the chicken house, so that the innocent fowls think it is daylight, although the sun has set, why may not other products be increased in similar fashion? The answer is, they are. A superwheat that reached maturity in thirteen weeks without the help of sunlight or even soil has been announced by the University of California. The seed was "planted" in jars of water containing the elements of plant food and powerful electric lights were kept on for sixteen hours out of the twenty-four. Result: the usual five months required for growth were reduced to three. Science seems able to find ways of averting any dangerous pressure of population upon subsistence.

DRY GOODS AND GARMENTS.

There was little found this year to distinguish the business much from what has been the case in the past, except, perhaps, an increase in style consciousness on the part of customers. To meet this known trend the stores started early to test out the popularity of new offerings. Unfortunately, weather conditions were such that this testing could scarcely be as thorough as required, and funds were tied up in stocks instead of being released for additional buying on the lines proved to be ready sellers.

However, the sales, chiefly of apparel, shoes and millinery, that were made last week should have accomplished a great deal in liquidating retail inventories and in permitting more liberal purchasing in the wholesale markets. Last minute calls for merchandise were quite a feature this season and indicate that the demand for replenishing goods should be brisk. Cheap dress accessories were scarce and the same held true for the better grade garments.

TEXTILES MAKING HEADWAY.

A firmer cotton market is held to be in prospect for the crop that is being started owing to improved conditions in Europe. This should aid the cloth manufacturers once they have worked out their problem of adjusting supply to demand. Wool has been quiet at unchanged prices.

It is definitely established that the extent of activity in the silk industry has not been over-rated. The raw material consumption figures for March show a total only slightly below the record month of January. Unfortunately these figures do not altogether measure the prosperity of the industry because complaints continue of large yardage sales, but very small and sometimes vanishing profits.

Weighing the earth seems to the ordinary mind an uncanny process, but it is matched by a device for weighing a continuous web of paper or other material without touching the material weighed. The web, as the journal of the American Institute of Electrical Engineers explains, passes between two metal plates which act as a condenser in the receiving circuit. Variations in the weight of the web change the capacity of the condenser. The variations not only are indicated on a meter but may be made to operate machine controls and thus to maintain uniformity in the weight of the material. Wonders, as somebody once remarked, will never cease.

Let reverence for the laws be breathed by every American mother to the lisping babe that prattles on her lap; let it be taught in schools, in seminaries and in colleges; let it be written in primers, spelling books and in almanacs; let it be preached from the pulpits, proclaimed in legislative halls and enforced in courts of justice. And in short, let it become the political religion of the Nation! and let the old and young, the rich and the poor, the grave and the gay of all sexes and colors and conditions, sacrifice unceasingly upon its altars.

MEN OF MARK.

William J. Clarke, President Emmet County State Bank.

Rare is the man who has no commendable traits, although they be but few. All are human, all have weaknesses, but what the world is looking for is he who has the fewest weaknesses, who seeks to overcome them, to cultivate and bring into prominence the nobler qualities of his nature. He who does this is a credit to himself, to the community in which he lives and to the country which includes him in its roll of better citizenry.

Success spoils the small man. It inspires him to attach too much importance to himself and to shroud his genial disposition, provided he has such. The truly great man is always humble, always charitable, always companionable. When he gets away from these traits he gets away from greatness, regardless of the fact that he may be called great. The small man knows down in his heart that he is assuming, that he has attained a reputation that does not rightfully belong to him. He who gives freely to his friends and to humanity the best that is in him, without seeking to convey the impression that they are his debtors, has a personality that by the thoughtful must always be admired.

One of the men who illustrate the above assertions, who aims to bring to the surface his better nature, is the subject of this sketch. He is so companionable and unassuming that his acquaintance is sought by every business man in Northern Michigan. He is so respected and trusted at home that he has held many offices in the gift of the people. His judgment is almost unerring and his advice is sought by those who seek investments along certain lines in the upper portion of the Lower Peninsula. Such a man helps others to build character, as his is an example that is sure to be imitated. With a mind surcharged with ideas seeking to escape, he is an interesting conversationalist, putting vigor and good nature into his speech. He would not be mistaken for an ordinary person; an air and appearance about him stamp him as a man of large affairs. Good nature is in him a noticeable characteristic. While not given to what ordinarily would be termed joking, nuggets of wit, apparently un-reached for, drop from the tip of his tongue. He has a large fund of cheerfulness and seriousness—a combination that is rarely found.

William J. Clarke was born in Londonderry, North Ireland, Feb. 5, 1855, his parentage being a mixture of Scotch and Irish. His father was a school inspector and William had the benefit of excellent schooling, including a knowledge of several modern languages, so far as high school training goes. His father's original intention was to educate him for a profession, but at the age of 16 he was bound out to a four years' apprenticeship to learn the grocery business in the establishment of James McKay, of Lisburn. For three months he took up his work in the back end of the store, after which time he was promoted to doing up packages and later on, was

permitted to wait on customers. For such service he received his board, being compelled to buy his own clothes and pay his own laundry bills for the privilege of obtaining the instruction given him. He left the store the day his time was out, coming across the Atlantic to Paisley, Ont., where his brother was engaged in the manufacture of furniture. He formed a copartnership with his brother under the style of Clarke Bros., which continued five years, when he withdrew and went to Harbor Springs. He started for Manitoba, but turned back to Duluth to visit his brother-in-law in Harbor Springs for several weeks in the summer of 1876. In the fall of that year he took a contract to open the State road from Harbor Springs to

stock of clothing. On Dec. 1, 1905, he purchased the business of G. B. Martin, then conducting the bank in the corner store of Mr. Clarke's building, and organized a bank under the style of the Emmet County State Bank, which is now officered as follows:

President—Wm. J. Clarke.

First Vice-President—T. J. Clarke.

Second Vice-President—E. G. Cary.

Cashier—Wm. J. Clarke, Jr.

Under the management of these gentlemen, the bank has prospered greatly, being regarded as one of the strongest and best managed institutions of the kind in the county. The bank has recently taken on trust company powers, so it can act as guardian, trustee, executor, administrator and assignee. The bank has played a prom-

society formed in Emmet county.

In addition to his banking business, to which he gives his undivided attention, he is quite largely interested in the Thomas Foreman Co., of Detroit. He is a large holder of hardwood timber and farm lands and is very generally regarded as one of the best posted men in Northern Michigan on mercantile, timber land, farm land and financial matters.

Mr. Clarke's remarkable success furnishes an excellent example of the manner in which a man can start with small means and achieve success by rugged honesty, persistent effort and knowing himself and his business.

In reviewing his career recently he remarked: "Many merchants located at Harbor Springs while I was in trade there, with the avowed determination of putting me out of business. I never bothered to enquire how much money they had. All I did was to enquire what amount of experience they had had in the mercantile business. If I found they had never learned the trade as I had done back in Ireland, I never gave the matter of competition a thought or lost any sleep over the matter."

Mr. Clarke is one of the outstanding men of Northern Michigan, taking rank with such men as Perry Hannah, Godfrey VonPlaten and others who have won distinction in their different fields of action.

All Stores Not to Delay Sales.

While there has been reason to expect that many retailers will delay their post-Easter sales for a while, this action will not be general. Quite a few retailers will stage these events right after the holiday as usual and have been combing the market for merchandise to be offered in conjunction with stocks they will have on hand. The post-Easter period will be marked this year by a much greater effort on the part of practically all stores to feature new merchandise, bought at regular prices, on which the full mark-up will be placed.

Better Lighters Retain Lead.

While there has been a general lowering of the levels at which the popular cigarette lighters are selling, the bulk of the consumer demand still centers on the better types. This, it was asserted yesterday, has strengthened the position of leading manufacturers, despite the influx of many new producers into the field and the consequent threat of overproduction. The lighters now being offered showed improved simplicity of design and stress, as additional sales appeal, varied trimmings of gold, silver or novelty leathers.

Two Grades of Campbell Soup?

Muskegon Heights, April 9—I received a call last week from a representative of the Campbell Preserving Co. I told him I was not interested in his goods, because I could buy them cheaper by the can at the chain stores than by the case from him. He then said:

"Do you want to handle the stuff we sell the chain stores? If you do, I will make you a price on the goods that will enable you to sell them on the basis the chain stores do."

J. N. Baustert.



William J. Clarke.

Page and set telegraph poles for the ten miles between Petoskey and Harbor Springs. The next season he conducted the Wequetonsing Hotel, giving such good satisfaction that he was engaged for two subsequent seasons. In the fall of 1880 he opened a grocery and crockery store at Harbor Springs under the style of Clarke & Thompson, his partner being J. L. Thompson. A year later he purchased the interest of his partner and in 1889 he added lines of clothing and furnishing goods, occupying a double store building, 44x70 feet in dimensions. In 1896 he erected a brick block with 81 feet frontage and 217 feet depth, with 102 feet frontage on the water, in which he conducted his business until the spring of 1905, when he sold his grocery stock. The following December he disposed of his

inent part in the development of Harbor Springs and Emmet county.

Mr. Clarke was married in 1875 to Miss Christiana Turner, of Paisley, Ont., and is the father of three children—J. T. Clarke, who received his education at Big Rapids and Kalamazoo; Edith M. Clarke, who graduated from the Kalamazoo Female Seminary in 1903; and W. J. Clarke, Jr., who graduated from the German and Latin courses of the Harbor Springs high school in 1907.

Mr. Clarke is a member of the Masonic fraternity as far as the Commandery and also owes allegiance to the Eastern Star. He is an attendant at the local Presbyterian church and serves that organization in the capacity of trustee, having assisted in the organization of the first Presbyterian

OUT AROUND.

Things Seen and Heard on a Week End Trip.

It is a matter of common knowledge that the justice courts of Grand Rapids are forced to devote more time to causes brought by contract and installment houses than all other business brought before the courts combined. One case was recently brought to my attention which amused me greatly. It appears that a man who had been paying an upper Monroe avenue merchant whose name might be Rumbleberger regular installments for years on his wife's garments went to the merchant with the statement that he had purchased a home and would be unable to keep up his practice of paying for installment goods after the last garment purchased was paid for. Rumbleberger agreed to this arrangement, but shortly afterward the husband was notified that his wife had purchased another garment at the same store and he would be expected to make the customary payments thereon, covering several months in advance. On calling at the store to remonstrate with Rumbleberger for having failed to keep his promise, the husband was told by Rumbleberger that he would sell anyone he pleased any time he pleased and that the husband would pay every penny of the purchase price and pay dear. Concluding he was undertaking to negotiate with a man whose word was not good, the husband hit the merchant in the face and knocked him into the front glass door, breaking the glass. Rumbleberger had the belligerent arrested for assault and battery and the case was tried in a local court. The husband told his story in plain words and laid all the cards on the table. At the conclusion of the trial, the judge announced his decision, as follows:

"You are fined ten cents—five cents for violating the law and five cents because you didn't hit your man harder."

A workman who was employed in the Rumbleberger store some time ago was attracted to a fur coat, which he carefully inspected. The coat was marked to sell for \$250. Rumbleberger asked him if he was interested in a fur garment and he replied in the negative. Every time he glanced at the coat Rumbleberger voluntarily reduced the price until the garment marked \$250 was finally offered to him at \$50, which shows the outrageous margins the poor people who patronize installment stores pay for the privilege of dealing with sharks.

I have met a good many traveling men in my day, but I have never known a salesman who observed the theory and practice of the Golden Rule more sincerely than the late Peter Lankester. Many years ago I was associated with him in the Teller Spice Co. and, later, the Michigan Spice Co. We went down in defeat, financially speaking, but he never uttered a word of reproach to any of his associates. He took defeat with the same calmness and poise he would have taken success. When he spoke, you knew that his words were true, so far as he could find the truth; when he acted, you knew that what he did was right, so

far as he could find the right. The poise of the man, his serenity and calm, the easy quiet of his words and movements, revealed an inward surety and peace which proved the clean-cut virtue of his soul. This man never was anxious, for always he was utterly faithful to his own best self.

Lastly, I note those gentler qualities which are so rarely combined with efficiency. More than all things else, I like to remember that Peter Lankester was a gentleman. He was the very embodiment of courtesy, kindness and good will. It is impossible to conceive of his willfully doing injury to anyone. Chivalry was the adornment of his soul. He clothed himself in modesty as in a garment. Within him there was not a trace of jealousy, envy, malice or ill will. His whole soul was suffused with tenderness and in this clear atmosphere of love there could survive no ugly or ungracious emotion.

My Republican friends are anxiously awaiting the action of ex-Governor Groesbeck in the Senatorial situation. Close friends of the repudiated official tell me that he is just as bitter toward the Republican party as he was the morning of the State convention, nearly two years ago, when he was invited by a State official to attend the convention on the assurance that a diplomatic speech from him would bring him an ovation. With a sneering allusion to the situation, he remarked, "To hell with the Republican party."

This spirit of animosity and vindictiveness is still manifested in all his conversations and letters to political friends. It is reported that he has stated that he will "wreck the party," which means, of course, that he will undertake to destroy the plans of any official or group of officials who do not work in harmony with him in the plans he has matured to elect a Democratic Senator in the primary by inducing several candidates to enter the field on the Republican ticket, so that the vote may be so divided that the Democratic candidate will receive the greatest number of votes.

The poorest Senatorial timber I have heard of is Albert Sleeper, who made so deplorable a record as Governor that he brought the blush of shame to every loyal Republican. When he announced himself as a candidate for the second time, he came to Grand Rapids and called on Robert D. Graham, who was then President of the Grand Rapids Trust Co.

"I know so few representative Republicans in Grand Rapids," said the Governor, "I would like to have you make me acquainted with some of them."

"You have approached the wrong man," Mr. Graham replied. "I think too much of my friends in the Republican party to accede to your request."

Whoever told Sleeper he was available Senatorial timber should have his head examined or have a guardian appointed. Sleeper has not a single qualification for the job. Think how he would rattle around in the chair once occupied by Zack Chandler!

I note that Maxwell House coffee, which was quoted at 43 cents per pound by the A. & P. Tea Co. a few weeks ago, is now quoted at 49 cents.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

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Seely Flavoring Extracts

A standard of quality for over 60 years

SEELY MANUFACTURING CO.

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GoodsLOWNEY'S
MOTHER'S DAY
GIFT PACKAGES

It's a wonderful line

PUTNAM FACTORY

Grand Rapids, Michigan

WESTERN MICHIGAN DISTRIBUTORS

WORDEN GROCER COMPANY

The Prompt Shippers

Always Have In Stock

QUAKER
CANNED PEAS

For Your Particular Customers

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years

OTTAWA at WESTON

GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

I don't know whether my condemnatory statement regarding the methods of the manufacturer of this brand had anything to do with this temporary increase in price, but I have no idea the higher price will be maintained for any length of time. The ways of the Check-Neal Coffee Co. appear to be devious and past finding out.

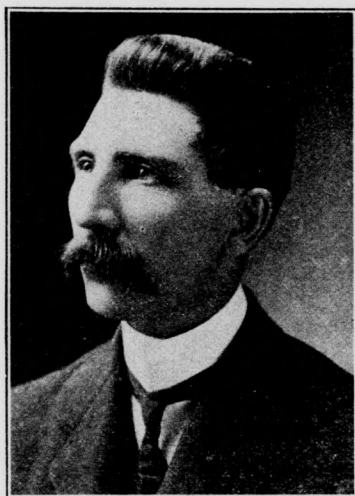
E. A. Stowe.

Death of Peter Lankester, One of Nature's Noblemen.

Peter Lankester, who was probably the best known city salesman in Grand Rapids, died at the family residence, 115 Logan street, last Thursday, after a brief illness.

Mr. Lankester was born in Franklin, Wis., in 1857, and came to Grand Rapids when he was 13 years old. He had lived here 58 years and had been a life-long member of Central Reformed church.

Mr. Lankester became connected with the wholesale grocery business in 1883 and never parted company with the business he espoused when 26



The Late Peter Lankester.

years old. His first employment was with Shields, Buckley & Lemon. Later he went with the Telfer Spice Co. On the re-organization of this corporation as the Michigan Spice Co., he assumed the management until the company retired from business. He then became city salesman for the Olney & Judson Grocer Co. and its successor, the Judson Grocer Co. On the sale of the Judson Co. to Lee & Cady, Mr. Lankester retired and took an active part in the management of the Coffee Ranch, with which he had been identified in a financial way for many years.

Mr. Lankester was active in the civic church and business life of Western Michigan for many years. He was particularly active in politics and managed several political campaigns.

Mr. Lankester is survived by the widow and a daughter, Mrs. J. Kent Wilson, of Chicago; two sons, Paul and Stephen, of Grand Rapids; a brother, Garrett, of Brooklyn, N. Y.; two sisters, Mrs. Charles Wennerstrom and Miss Frances Lankester, of this city.

Funeral services were held from Central Reformed church Monday afternoon. Dr. John A. Dykstra, pastor, officiated.

If there was one quality, more than another, which commended Mr. Lankester, it was his sturdy honesty—in action, word and deed. His word was always regarded as sacred as a bond and no one can justly say that Peter Lankester ever deceived him. He was, in addition, energetic, dependable and progressive. Age did not wither his enthusiasm or lessen his ambition to do the best he knew how at all times and under all circumstances. He was first and foremost in all movements for the public good and never defaulted in any service which he could render his friends or the public.

Pioneer Town Trampled Under Feet of Progress.

Charlevoix, April 10—Probably no town in Michigan has been so roughly trampled under the feet of progress as the little village of Norwood, located on the Lake Michigan shore, twelve miles South of Charlevoix. Every move for the advancement of Charlevoix county has further isolated this once prosperous village, whose history antedates that of any other community of this section.

In 1860, Norwood was the leading settlement in Charlevoix county. Although it was not organized as a township until 1869, the bulk of the county's commercial activities were carried on from that point. Norwood's location at the head of Grand Traverse Bay and on the only North and South State road along Lake Michigan, gave it great advantage over other settlements. In 1866 a dock was built and an extensive business in shipping and fuel wood was established. This industry flourished, for in those days boats depended wholly upon wood as fuel and both freight and passenger vessels stopped there regularly.

A sawmill was built at Norwood the same year the dock was built, it being the first steam mill on the West shore North of Traverse City. This mill cut the first hardwood lumber in Charlevoix county, and afterwards sawed millions of feet. The mill later burned and the dock was carried out by ice.

The postoffice was established at Norwood in 1867, mail being carried by an Indian from Traverse City. About this time fate began dealing harshly with Norwood. The Pennsylvania Railroad was completed through the East end of the county to Petoskey, and with it came new settlements. Industry moved toward the railroad and the first slump hit Norwood. In 1892, when the Pere Marquette Railroad was extended to Charlevoix, efforts to route it through Norwood failed. This was a severe blow. The last blow came a few years ago when the State Highway Department re-routed former trunk line M 11 to a point four miles Southeast of Norwood, through the village of Atwood.

Thus Norwood's downfall as a commercial center was complete. However, the village has since developed into a resort on a small scale, and proudly points out to the tourists its old cemetery with grave markers dating back to 1848; the former home of Rex Beach, novelist, and its old church, the first in Charlevoix county.

Norwood is said to be the warmest place on Lake Michigan North of Benton Harbor, the mercury never going lower than at that place. In clear, cold weather it will be from 10 to 15 degrees warmer there than at Charlevoix and other places near here. It is free from frost in the fall and in forty years has had only three killing frosts in September.

Norwood is situated in the center of a great area of lime stone deposits, now owned by a large cement concern. Hope is held by residents that some day an industry may be started to develop the deposits.

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REG. U. S. PAT. OFFICE

LILY WHITE FLOUR
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MICHIGAN
VALLEY CITY MILLING CO.

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LILY WHITE
THE FLOUR
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COOKS USE

VALLEY CITY MILLING CO.
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Uncle Jake says-



"Never choose a man for your leader who hasn't been over the ground and knows the way"

Luther Burbank experimented all of his life with flower and food plants, but he never passed anything on to the public until after he had proved its value. For many years we have experimented with all kinds of paper, but we never pass anything on to you until we know its use will be to your advantage.

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

FINANCIAL

New Era in Rubber Prices.

Prime Minister Baldwin's announcement yesterday that the rubber restriction act is doomed drove rubber prices down to a new low but in a more important sense it opened the way for a natural market in one of the world's most interesting commodities.

Partly on reports that the Stevenson act might be abandoned rubber prices this year alone have broken from 41 to 21 cents, or about 50 per cent., but restriction was not entirely satisfactory either to the British or Americans. Since the law was enacted in 1922 rubber prices have run from 17 cents a pound all the way up to \$1.20 and back again to 21 cents. Such a performance certainly is no very eloquent testimonial for artificial control.

"There are those who will look upon the abandonment of control over production as a victory for America," says F. R. Henderson, president of the Rubber Exchange of New York. "Actually it is a victory for economics." What the astute president of the country's premier rubber market means is that in the long run natural and not artificial laws must govern the tides of production in essential commodities.

Artificial control over rubber, sugar and coffee production has brought its temporary benefits no doubt but experience teaches that in the final analysis the old law of supply and demand must work its own solution in matters of price.

After five years of effort to hold up the price of rubber by holding down production Great Britain finds that she is shouldering the burden without getting all the benefits. The scheme has not worked. It has held down shipments from British plantations but not from the rest of the world. Even the spectacular rise in prices induced at one time by the restriction proved a boomerang through the encouragement it gave to larger reclamation programs.

The new British move should be a boon to American automobile makers since what this country wants is a stabilization of rubber prices at a low level. Wide fluctuations in the price of rubber do not favor American manufacturers dependent upon that raw material for the production of rubber goods. Since this country is not primarily a rubber producer but rather a rubber consumer its major interest will be in the effectiveness of the law of supply and demand in keeping prices steady.

Paul Willard Garrett.

[Copyrighted, 1928.]

Increased Production and Higher Earnings For Cement Makers.

Unless all signs fail, another new high record in cement production will be established in this country this year. And with a steadier price tone prevalent producers expect to have a more profitable period.

Special concessions granted by some producers last year, together with fear of foreign competition, served to keep down profits to some extent, although in general manufacturers reported a fairly satisfactory year. Production approximated 172,000,000 barrels, and it is expected this year's output will reach

190,000,000 in view of the large programs for building construction and new roads.

Although registration of motor cars has increased 1,066 per cent. from 1914 to 1925 and cement-built roads have increased in the same period 560 per cent., total road mileage has gained only 22 per cent. This seems to indicate thousands of miles of new roads must be built and that cement will be in even greater demand.

More than a quarter of this country's cement production goes into roads and pavements. In fact, this use is the largest single factor. Public and commercial buildings take 26 per cent., however, as compared with 27½ per cent. for roads.

Farms, one may be surprised to learn, require 18 per cent. of the output, and the remainder is divided as follows: Dwellings, 8½ per cent.; sidewalks and railroads, 5½ per cent. each; concrete pipe and bridges, dams, etc., 4½ per cent. each. These figures are taken from a circular prepared by Frank H. Crehore & Co., which includes a group of several charts covering the industry as well as the important concerns in it.

Six companies are included in the comparison: International Cement Corporation, Alpha Portland Cement Corporation, Lehigh Portland Cement Company, Canada Cement Company, Ltd., Pennsylvania-Dixie Cement Corporation and North American Cement Corporation. The last two recently have arranged a consolidation. The Atlas Portland and Universal Portland, two of the most important, do not publish regular financial statements and are not included.

Among the interesting charts are several picturing comparative figures in "dollars per barrel capacity." Capacity is regarded as a fair denominator, inasmuch as data on shipments are kept more or less confidential. The trade figures a plant should be worth at least \$2.50 a barrel capacity.

The comparison shows Lehigh's property valued at \$1.36 a barrel capacity, Alpha at \$1.69, International at \$1.96, Pennsylvania-Dixie at \$2.34, North American at \$3.05 and Canada at \$3.19.

William Russell White.

[Copyrighted, 1928.]

Money's Upturn Is Only Temporary.

The rise to 5½ per cent. in call money for the first time since the beginning of the year reflects partly the tightening influences of month-end dividend payments and partly the underlying pressure on credit of gold exports.

To the extent that dearer money now represents a first-of-the-month condition it is temporary, but basis for levels higher than a year ago exists in the permanent influences at work. In the ordinary course of things the flurry that brought money rates up yesterday could continue for several days, but by the end of the week the return flow of funds to New York should have an effect in restoring a more comfortable level for call money.

In excess of \$500,000,000 was paid out as dividends at the end of the first quarter, or around April 1, and here is explanation for the shift in call funds.

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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.



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A part of this dividend money stays in New York and passes from one metropolitan pocket to another, having no particular influence on rates. Another portion goes to stockholders scattered over the country and therefore temporarily draws funds away from this center. Until the interior banks begin to send the money back to New York the payment of dividend checks to interior holders tends to tighten money here.

All authorities in Wall Street view this week's advance to 5½ per cent. not as a permanent condition but one destined to pass as the cyclical flow of dividend money is completed. Consideration must also be given to the fact that April and more especially May introduces a period of seasonal ease in the money market, which is to say that the weeks that lie immediately ahead usually favor easier rather than dearer rates.

What the long-term trend in money rates will be depends more upon the pace of gold exports than any other single influence. Metal to a total of \$93,000,000 flowed out during March, although when allowance is made for earmarkings the net loss was only \$56,600,000. If as much is lost this month and next as in March the conclusion is inevitable that credit conditions will tighten unless an offset is provided.

In the autumn heavy gold exports did not tighten money for the reason that the Federal Reserve system through a consistent program of purchasing Government securities kept it easy. The Reserve banks through these purchases poured enough credit upon the market to offset that loss by gold exports. No such program now is on foot at the Federal Reserve banks. In fact the Reserve institutions recently have been allowing the tightening influences on money to work their natural consequences.

Paul Willard Garrett.
[Copyrighted, 1928.]

Brokers' Loans Set New Peak.

After Wall Street went home last Thursday for its three-day holiday a \$153,929,000 rise in brokers' loan over a week ago was announced for New York member banks.

While this is by far the largest weekly gain shown by the Federal Reserve bank since the March bull market started, and lifts the total of brokers' loans to a new high record at \$3,979,308,000, those who remained in the financial district late yesterday afternoon to hear the totals were not greatly impressed by last week's increase for two very good reasons.

First of all a wholly unexpected \$317,000,000 jump in Stock Exchange loans for March, when Wall Street had reckoned on an increase of less than half that, failed to disturb the stock market. Whatever the financial district may have thought about the 1928 growth in brokers' loans three months ago the matter no longer is viewed as one of prime importance. At least instead of increasing Wall Street's apprehension over the expansion in loans, Senator LaFollette's enquiry has lifted a cloud.

Not the least interesting feature of yesterday's loan figures is that loans

for the account of others, which in the last two years have climbed spectacularly, shrank last week. The \$153,929,000 jump is explained entirely by increases in loans by New York member banks for their own account and for the account of out-of-town banks.

The other reason that the increase was not taken too seriously is that the period covered extends from March 28 to April 4 and includes the month-end settlement which ordinarily swells the loan volume.

In the period from February 28 to March 28 brokers' loans rose \$103,000,000 and even if last week's total of \$153,000,000 covering the rest of March and four days in April, were added the Reserve bank figures still would fail by a sizable margin to equal those reported by the Stock Exchange.

This only emphasizes anew what now is fairly obvious that the Stock Exchange has discovered new sources for funds and that these were drawn upon heavily last month. Precisely what these sources are nobody knows. The presumption is that the additional funds came largely from such lenders as private bankers, non-member banks, corporations and foreign lenders.

Paul Willard Garrett.

[Copyrighted, 1928.]

Farmer Who Believes in Trading at Home.

The Exchange Club of Rockford recently entertained the farmers who patronize the local merchants. During the programme the chairman called on Curtis Graham, of Courtland Center, for remarks and he responded as follows: "No doubt the Exchange Club has many perplexing problems to solve, the same as the farmer, and I expect you would be glad of a little whole-hearted co-operation from us farmers. President Coolidge says, 'Let the farmers solve their own problems.' Some of the politicians think the tariff is at the bottom of our troubles. Others think cheaper railroad rates would be beneficial. Our farmers, as well as the small town, are face to face with problems more far reaching than any industrial problem. Our farmers, as well as the business men in the smaller towns, are victims of the rule of the large cities. With their mail order houses and chain stores, they have killed the wholesale trade of the country and are now making an effort to capture the retail trade of the whole United States. We are all beginning to feel the effects of this. I believe the destruction of the business of the smaller cities means the further depreciation of the products of the farm and land values. The great mercantile establishments in the big cities of our country are piling up great wealth and declaring enormous dividends. They are building sky scrapers with labor that costs \$1 to \$2 per hour. They don't care what they cost, because they get their money from the farmers and small town people. One of our postmasters recently stated that \$15,000 per month was being sent out of Rockford—a golden stream pouring into the coffers of big business interests in the large cities from all over this country.

"Why is it that a few years back there was a scramble for our farms, and now nobody wants one? A farmer can hardly make interest on his investment, even though he works his head off.

"I know it is embarrassing for the home merchants to plead with the farmers to trade with them, but I say to my farmer friends, if you want to better conditions in our community, patronize your home merchants, even though you have to pay a few cents more. If you do this we will certainly have a better and more prosperous community. Keep your money at home as much as possible."

An expert not only recognizes a job is hard, but takes pleasure in doing it.

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Phone, ADAMS 5527

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The Ideal Mutual Fire Insurance Agent.

In our idea of an ideal we are inclined to consider that as ideal which adds to our needs, pleasure or material welfare, or that which aids us in gaining our desired aims.

The ideal agent then is the one who will, to the greatest extent, assist in carrying out these aims. The agent, to be able to meet these requirements must be a man honest and honorable in all his dealings, a man whose word is equal to his bond, a man whose reputation is such that he is known for fair dealings, for his honesty of purpose, fair and unprejudiced. Above all, he must be ever loyal to the company, realizing that its success is his success and that he is a part of the organization on whose efforts the success of the company depends.

If I were to stress one point more than another it is that the ideal agent regards his agency as a part of the organization of the company and is willing to assume responsibility accordingly. Be a partner, not a hireling. The agent who is part of the organization learns what is best for the company, studies his risks, selects those that build up and do not tear down, accepts none but the suitable ones, examines them carefully and seeks to increase his business along the lines of risks that make the company stronger.

The ideal agent will know his risks and learn the moral hazard involved. He will not accept any risk until he has thoroughly examined the same to know that it is reasonably safe as a fire risk and will require the removal of all the defects in the risk or the surroundings. Not only this, but he will consider the adaptability of the risk to its needs. The cost of the property or its replacement value do not always determine the insurable value. But its location, the necessity of its existence, its age, style, are all factors to be considered. Will it be replaced if destroyed? Is it modern and desirable? All are questions that affect the insurable value. When the agent has honestly considered all these factors he will carefully and fully inform the office of his findings and so describe them that a clear understanding can be had by the underwriter, so that he can, with some degree of certainty, pass on the risk.

Before the physical hazard, however, comes the moral hazard. This should have even closer attention than the physical hazard. Could the moral hazard be removed, any kind of a risk could be written with assurance of success on the part of the company. When we speak of moral hazard we do not mean the criminally inclined only, but this includes the negligent, the careless and the indifferent. More fires are caused by these conditions than by physical defects, for if these causes could be eliminated they would remove most of the physical defects. One act of negligence on the part of our agents has cost the Association several thousands of dollars. That is your failure to advise us, on property not mapped that we have other insurance at that

location. If you give us this information we can limit our net line as we desire.

Because a man is honest does not necessarily make him a good risk. He may be so negligent or careless that it almost becomes criminal. The one great cause of fire is that the insured do not realize they pay the losses. They carelessly look upon it as payment from an insurance company without thinking where the money comes from. Could the people be brought to realize that they themselves were the ones who pay the bills, our great fire waste would soon be greatly reduced. No great decrease can be expected until the insured be brought to a realization of that fact. And you can do no greater work, nor help your company more, than by becoming educators along this line. The ideal agent will do all in his power to eliminate the fires. The success of mutual insurance is the elimination of fires. The mutual agent then must be a preventionist. He must see more in the business than the commissions which he receives. While it is true he must be paid for his services yet if the money he makes out of the business is all he sees, he will never be a desirable mutual agent. He must have a pride in his business, an ambition to build up a record for good business. An ambition to serve. The selfish, self-centered, commission-grabbing agent has no place in a mutual organization. W. C. Haggerty.

The Little Things.

He came a little sooner
Than the other fellow did,
And he stayed a little longer
Than the other fellow would.
He worked a little harder
And he talked a little less.
He was never really hurried,
And he showed but little stress,
For every little movement
His efficiency expressed.
He saved a little money
In a hundred little ways,
And he banked a little extra
When he got a little raise.
Of course, it's little wonder that
He murmurs with a smile
As his dividends come regular.
"Are the little things worth while?"

Jewelry Selling on the Road.

Reports from novelty jewelry salesmen on the road indicate that business is very good in their line throughout the country. In New York, however, only the retailers are busy. Buyers claim to be waiting to hear from the Paris openings before proceeding with Summer orders. Both crystal and metallic jewelry are selling well out of town. There has been some call during the last two weeks for colored stones made up with crystals.

Arson Ring.

Alleged to be members of a Nationwide arson ring, four suspects are held in Pittsburgh. The four men were arrested after, it is alleged, they made an attempt to fire a dwelling house. The information charges that they conspired with the owner of the building to set fire to it to collect the insurance.

The man who is satisfied with little already has more than that.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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Representing The Hardware and Implement Mutuals—
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Graded dividends of 20 to 50% on all policies according to the class of business at risk.

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President

RANSOM E. OLDS
Chairman of Board

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

GREEN & MORRISON—Michigan State Agents

James Oliver Curwood and His Progress.

In the American Magazine for Dec. 1927, page 161, Mr. Curwood states the need for fifty—or the million—to take an active part in establishing public opinion that will effectually help in securing public action for the best interest of each and all of the fifty—or the million. In his judgment of what has been going on for some time, he states that one out of fifty is the proportion of those insisting on laws interpreted for their particular interest. The particular interests there discussed are quite well entrenched at present, but progress need not stop for that.

The greatest item of conservation is before us with possibilities of something being done. There are significant indications that we, the fifty and the million, can make progress when we give careful thought to the problem and bring to our aid world knowledge and world experience for the best interest of us all. The establishment of forests of good timber is the transcendent corner stone and bed rock foundation of all conservation. The atmosphere of forests is eloquent of spontaneous all-round use by all. Great benefits flow directly from forest growth for the betterment of individual and community life. State owned forests can be advocated by millions of our citizens with confidence that each individual of the millions will feel the benefit.

State forests can be devised in a united effort with the full consciousness that they are established for the best interests of all the inhabitants now and for all the millions of later inhabitants.

This is an interpretation and a lesson of world knowledge and experience.

Knowledge is power and in regard thereto we are heir of all the ages. No lesson is plainer or more to the point than that we should make the best use of that which has been accomplished heretofore in scientific care and promotion of forest growth. Timber is a basic need. From round the world the lessons of forest control and protection have as definite application for us as for other peoples.

To plan for forests on all State land is to lay the foundation for progress. To use scientific world knowledge in the production of good quality timber on a million acres of State land will build the most enduring progress possible to attain.

As leavening vast areas of other millions of acres needing action by setting the pace for safe, judicious action on private property; by showing how best that can be done and providing laws for just and equitable assurance that the doing shall have proper return, this carrying on of a progressive plan will prove the soundest investment that we of Michigan can make.

We face a problem wherein there is insistent need of action. When we take any proper account of what the land is capable of producing, we can see that a let-alone policy simply perpetuates a condition of inadequate return for the holding costs and amounts

to a withering blight on a needed spirit of resourcefulness. You may have no opportunity to plant forest trees, but you can study the facts and be prepared to do your bit to influence State action and help onward the establishment of forests on all State land. Your forethought and good influence can be of great help in securing positive action by the State along a needed progressive course.

Frederick Wheeler,
President Michigan Forestry Ass'n.

Stoutwear Lines Show Gain.

Business appears to have picked up this week in stouts' coats lines of the popular price variety. The favored garments are chiefly in navy blue, black and tan, and have some fur trimming. Retailers, however, are still complaining of dull trade on Fall and Winter goods, which they are trying to dispose of before stocking too heavily on Spring lines. Manufacturers claim that the delay in placing orders may be attributed to the fact that retailers feel they are able to procure all the stock they need very quickly.

Communion Gift Sales Good.

Reports from the jewelry trade indicate a nice business in gift articles for children having their first communion at the Easter season. Watches, chains and small clocks were favored for this purpose. Clocks, especially were purchased in some localities, the idea being that they keep the event in the memory of the recipient for years after it happens. Small book holders of marble were also favored gifts. Some of the more expensive of these combine colored marble with small bronze figures.

Rayon Voiles Have Strong Call.

A particularly active demand for rayon voiles is noted in the market. Both retailers and dress manufacturers have been placing substantial orders for the goods. The former find strong consumer interest, as the voiles can be retailed at prices around 89 and 98 cents a yard. The belief is expressed that buyers will continue to place orders through May at least. Printed effects lead in the goods, notably dots and large floral designs. Navy and black grounds have dominated color preference.

Men's Cheap Fancy Hose Wanted.

An outstanding feature of the hosiery business is the call for men's fancy half hose to sell at 25 cents. Not only are hose of this type much in demand in practically all parts of the country, but there is an apparent dearth of merchandise that can be sold at the figure mentioned and still give wear. Mills that follow trade trends closely are taking steps to overcome this condition, and new numbers are now being offered to sell at \$1.80 per dozen that are said to fill all requirements on colors and patterns.

The only man who can afford to gamble is the one who has nothing to lose.

There is always a big demand for politeness, but frequently the supply is short.

The LIFE of an Estate

MANY estates are dissipated within a short period of time because they have not been properly safeguarded.

Failure to make a will, failure to appoint a trust company as executor and trustee, failure to arrange for the distribution of life insurance money under a life insurance trust — these neglects mean short lived estates.

Safeguard your dependents by safeguarding your estate.

Let us discuss this matter with you.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

WHITE HOUSE COFFEE

— And Hard Cash for You!

Of course, you're in business to make money. With a good margin of profit assured, you can make the **MOST** money by giving your customers the best values for **THEIR** money.

In the coffee line, this means selling White House Coffee with the flavor

"roasted in." It means more satisfaction on the table, steady repeats, growing good-will for your store.

Try White House Coffee in your own home. You'll be eager, then, to send it into other homes—and you can do it at a good profit.

*The
Flavor is
Roasted In!*

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



What the Tourist Crop Means To Michigan.

Grand Rapids, April 9—A few weeks ago, Hugh J. Gray, Secretary of the Michigan Tourist and Resort Association, spoke before the Salesmen's Club, which meets at the Rowe Hotel every Saturday noon. His subject, naturally, was Western Michigan.

He read a great many facts and statistics which, of course, as secretary of such an association, he has at his tongue's end and among the statements he made was that in 1927, over the entire State of Michigan, the amount of money brought into this State by tourists was somewhere in the neighborhood of three hundred million dollars. This did not seem possible to me and I took particular pains to ask him if this was so and he said that, to the best of his knowledge, the amount was approximately as given by him. In my estimation, this is a big item and should be of interest to everyone in Michigan.

Mr. Gray read some statistics which had been gathered by one of the leading National magazines in 1927. It seems that this magazine had some men make a survey of certain districts in Western Michigan, given over particularly to the tourist business in the summer.

The people who made this survey interviewed approximately 500 automobile crowds in three of the larger camps in Northern and Western Michigan. The total number of people traveling in these 500 cars was approximately 2,000 or an average of four to a car. This survey established the fact that better than 75 per cent. of the cars were of the thousand dollar class. They found that the average number of miles traveled by each one of these cars was about 675 miles. This also established the fact that the average stop-over of each group was approximately three days in a location, demonstrating that when people come to Michigan from other states, they do not come with the idea of rushing around, but when they find a good place to fish or where the scenery is good or the sandy shores of the lakes, either the large lake or the smaller lakes, please them, they stay three or four days to enjoy these privileges.

The object of this survey was to find out how well equipped these tourists came into Michigan. In other words, they wanted to find out if it would not be to the financial advantage of the merchants in this section of the State to keep in stock in their stores the commodities which would be used by these foreign tourists. The people who made this survey found that, in a vast majority of the cases, these tourists came into Michigan very poorly equipped with those commodities essential to a successful pleasure trip, like, for instance, hip boots, fishing tackle, minnow traps, pails, flashlights, tackle boxes, landing nets, fish baskets, hunting knives, cameras and compasses. They found that the reason why they had not gotten these things before they started was because they undoubtedly came from some section of some other state which was far removed from any fishing grounds and, consequently, the merchants in their immediate vicinity did not have them in stock so they could buy before they started. The result was that they bought these things, if possible, after they got into the resort section. Also, they found that a great many of them really did not know what was needed before they started. This was especially true of those who were making their first trip.

This information, it seems to me, ought to be valuable to some of your readers and subscribers in Northern and Western Michigan, because it seems to me there is a wonderful field for the sale of all commodities pertaining to summer vacation.

If an automobile load of tourists comes into Michigan for the first time

from, we'll say, Ohio or Indiana, and they find that they can buy all things necessary for a vacation trip when they get into the vacation district, they will be much more liable the next time they come to buy more things than they did the first time and they also will tell their neighbors and friends that it will not be necessary to stock up before they leave home, as all these commodities can be purchased when they get into the vacation area.

Let me give you a little instance of how this idea is passed around from one friend to another. As I understand it, about six years ago, a man and his family drove up to some place near Bellaire and stayed three or four weeks at some rented cottage on one of the good fishing lakes up there. The next year he brought with him two more automobile loads and the third year twelve families came up from, I think, down near Akron, Ohio, and that year they formed an association and bought twenty acres of land, which was valued at that time at about \$1,200. Since that time they have erected eight or nine cottages and I understand three or four more are to be built this year and the valuation of that property has been raised from \$1,200 to something like \$14,000. This all goes to help the tax proposition in that particular locality.

In the survey made by the magazine mentioned above they found that of the 2,000 people in approximately 500 cars, nearly 60 per cent. of them were women. This also ought to be an item of interest to some of the regular merchants in the vacation district.

This report was very interesting to read, so I asked Mr. Gray to let me have it to read over and it was surprising to find how poorly equipped a great many of these tourists were when they came into Michigan. Below is a list—a partial list, at least—of some of the equipment that was bought after they struck the vacation district:

- Baseball supplies
- Bathing suits
- Cameras
- Compasses
- Fishing tackle
- Flashlights
- Camp furniture
- Golf supplies
- Horse shoes
- Hunting knives
- Sleeping pockets
- Camp stools
- Trailers
- Vacuum cleaners
- Auto ice boxes
- Camping tents.

All of these things, of course, are in addition to the regular supplies which the tourists must necessarily buy in the way of eatables and undoubtedly a lot of wearing apparel.

Personally, I think that if the merchants who carry these classes of goods in Northern and Western Michigan knew how poorly equipped the usual tourist came into Michigan, they could, by little effort on their part, build up a larger business along these lines.

I hope that this item will be of interest to you. Roy H. Randall.

Maple Sugar Days of Long Ago.

Grandville, April 10—The month of April brings the delicious maple sugar as well as schools of fish to the waters of the State.

Up in the North woods the denizens satisfied their appetites with hot buckwheat cakes and maple syrup to their fill. There was plenty for all, no matter how large the crew, and an abundance of sugar for weeks after the flow of sap had subsided.

So far as gratifying the palate was concerned there was no lack among the first settlers of the river country. Beside the big forests of pine within a stone's throw of the meandering Muskegon were groves of hardwood and hemlock that seen to-day would more than delight the eye.

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY

(MICHIGAN'S LARGEST MUTUAL)

AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

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.

As boys, my brothers and I reveled in the sugar season, tapping our own sugar maples, bringing the sap to the house in pails, boiling it down on the kitchen stove without let or hindrance from mother or the hired girls. Almost everybody, even the shaggy dog, had a sweet tooth.

The settlers miles back in the hardwood timber made it a point to tap their sugar bushes and rake in a few shekels from the proceeds of the sale of the sweets.

Our store, run as an adjunct to the mill, was scarcely ever lacking for an abundance of maple sugar, the customers being millmen and river drivers. The Indians made our first sugar in the earlier days and the whites patronized them liberally.

There were, however, sorrows as well as joys heaped upon the heads of the early settlers. I well remember one beautiful spring day when brother and I had our small sap bush running and had gathered quite a bulk of sap for the boiling, that a sudden sadness obscured all the pleasure of the occasion of sugar making.

We had an uncle in Muskegon whose only son was a boy of fourteen. He had planned to be with us at sugar making time and we had been looking eagerly for his coming when a messenger in the person of a husky millman came galloping into our clearing with the news that Cousin George was dead.

The news stunned us since we had not heard that he was ill. Nor had he been for more than a few hours. He had stepped on a nail which penetrated his foot, from which ensued the deadly lockjaw for which there was no known remedy. In a very short time the boy succumbed and the news came to us instead of the expectant visit from Cousin George.

I was a boy of nine and that funeral impressed me ever after. Brother and I, together with father, made the trip to Muskegon over a shady road of twenty miles in a lumber wagon, no carriages or even buggies being known in the woods.

The funeral was held in the village schoolhouse, no church building having yet been erected in the town. Nor were there any ministers within reach, so that the services were conducted by one of the business men of the village. Even at such a time an Indian was on hand with a supply of maple sugar.

Our sugar making that spring was rather a gloomy affair and not as extensive as it might have been had Cousin George been with us.

In later years much sugar was made by the farm settlers, so that the store shelves groaned with the weight of sweets, much of it in great cakes made in milk pans.

I well remember a little incident when the boys of our school decided to accept an invitation to eat warm sugar with a family living five miles inland from the river.

"You stay home, Jimmy," said my big brother, "it's too far for you to walk, and I'll bring you some nice sugar."

I was silent but inwardly resolved not to be cheated out of attendance on a sugar pull. After several of the schoolboys, with brother in the lead, had disappeared over the hill into the dense woods, I set out to follow.

I knew the road well, so had no trouble in going right and overtook the crowd just before they reached the Deane clearing where the party was to be pulled off. Brother scolded some, but soon all was serene and we entered the settler's house, where we were met with cheerful words of greeting.

We had sugar galore, from the molasses state to that of the solid cake. After we had had our fill the settler's wife set out a nice feed for the boys, who did as much honor to same as was possible after having been filled to the gills with warm maple sugar.

Each boy was supplied with several small cakes of sugar to take home and it was a happy lot of lads who went hooting down the wagon trail for the home trip.

Sugaring off time was certainly an enjoyable occasion for the young fry of the Muskegon valley, a time never to be forgotten. I wonder if there is to-day anything in the wide world so pleasure-giving to the lads and lassies as those maple sugar days of ye long ago.

Some people have wondered how our ancestors managed to pass the time in those early pioneer days. Had they experienced them that question would never be asked.

Good old times come again no more. Well, there are other joys, no doubt superior to those days of pioneering, but I would have to be shown before I could believe it. Old Timer.

Mrs. S. Sampson, proprietor of the Commercial Hotel at Pentwater, renews her subscription to the Tradesman and writes: "I enjoy reading it every week and find it has many good articles."

They say it is a wise wife who will sit in the back seat and let her husband shift for himself.

Self-expression is a fine thing, if you have a self worth expressing.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, } ss.
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.

Publisher—Tradesman Company, Grand Rapids.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.
F. E. Stowe, Grand Rapids.
F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.
Sworn to and subscribed before me this 15th day of April, 1928.

(SEAL) Florence E. Stowe,
Notary Public in and for Kent Co., Mich.
(My commission expires Jan. 12, 1931.)

THE GOOD-WILL
ENJOYED BY
THE NAME
Domino
IS A VALUABLE
ASSET TO ANY
PROGRESSIVE STORE

American Sugar Refining Company

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

DRY GOODS

Michigan Retail Dry Goods Association.
President—F. E. Mills, Lansing.
First Vice-President—J. H. Lourim, Jackson.
Second Vice-President—F. H. Nissly, Ypsilanti.
Secretary-Treasurer—John Richey, Charlotte.
Manager—Jason E. Hammond, Lansing.

Unsolicited Merchandise and Truth in Advertising.

Lansing, April 11—We have a letter from one of our Michigan congressmen, from which I quote as follows:

"I note that your Association favors the Watson bill, No. 11921, which would curtail sending through the mails unsolicited merchandise. I am quite in sympathy with this principle and know of no reason why the average citizen should have forced upon him some junk that he does not want."

In writing to your members of Congress on this subject mention the Watson Bill, H. R. No. 11921.

Another member of Congress writes: "H. R. No. 11921 appears to be a very meritorious measure. I shall be mighty glad to give it my support." In the same letter this Congressman writes: "Permit me to express my appreciation of the work your Association is doing. Apart from its value to the trade itself, it seems that organizations like yours are showing the way to business in general. In my opinion there is a growing understanding and appreciation of business. Associations like your own are doing much to contribute to this feeling and I rejoice in it."

Truth in advertising received considerable attention at the time of our last convention and was included in the report of our Committee on Resolutions, which were unanimously adopted. In the next mail after this Bulletin was issued, we received a postal card which had been mailed by one of our members into an adjoining city stating that certain garments worth \$98.50 were offered for sale for \$24.75 and other similar prices were quoted.

The card contained several comparative prices and it revealed one of two things: Either the figures are not true or else the store doing this advertising is taking a tremendous loss, assuming that there is a considerable number of garments to be sold at the prices quoted.

We have not communicated directly with the merchant referred to and probably will not do so as it may be that he is only one of several who may be indulging in such practices. We will content ourselves in this letter by saying there is a very growing interest among progressive merchants to the end that statements in advertising should be truthful. Stores indulging in misleading advertising of this kind will eventually be the loser rather than the gainer in the opinion of the trading public as well as in the estimation of their fellow merchants with whom they should be on friendly terms.

Jason E. Hammond,
Mgr. Mich. Retail Dr Goods Ass'n.

Jobbers Active on Flowers.

One of the large artificial flower makers reports extremely good business in both dress and millinery items. He states that the biggest business placed this season has been by wholesale firms, although there has also been considerable activity in the retail end. Milliners are ordering for Summer and from all indications expect to use flowers and allied ornaments freely for Fall. In the Summer dress end, the call right now is for tailored items made of felt, leather, muslin and organdie. Lacquered flowers are also coming into further prominence for both dress and hat trimming.

Infants' Hosiery Selling Well.

Infants', children's and juniors' socks and stockings are in active demand in color schemes to blend with the new Spring coats and dresses. Designs are worked out in small patterns on both light and dark grounds. Cuffs are shown in plain and fancy weaves, but in every case are made to conform with the general design. Imported socks are asked for in preference to many of the American-made numbers. Buyers give as reasons for this the bright designs and good fitting qualities, especially in lisle numbers. Quite a few orders are being placed by the exclusive shops for silk socks for both infants and juniors.

Want Useful Trophies Now.

The opening of the outdoor season and the consequent revival of the call for sport trophies have brought to light an interesting trend in this merchandise. The tendency in the finer trophies, especially those of sterling silver, was said yesterday to be strongly away from loving cups and other prizes of an ornamental nature toward those of a more useful type. Among the latter service trays are very popular and this is attributed to the increased use of beverages at home that has resulted from prohibition. Silver flower vases, table sets, etc., are also being chosen as prizes in many cases.

Laces Enjoy Record Demand.

Laces for some weeks have met with a demand that in the case of certain types exceeds the supply. The general situation is the best in ten years, wholesalers say. An outstanding feature has been the call for laces to make entire dresses, in addition to the usual demand for trimmings. Chantilly, Bohemian and heavier allover laces, 36 inches wide, have sold best. The trimming laces having the strongest call were Alencon and Bretonne types. Varied shades of beige have figured prominently in color preference, with Italian blue, gray, navy and black also favored.

Ribbon Orders Are Improving.

The demand for ribbons has picked up somewhat recently, although most of the business is still concentrated on widths 3 to 9. The millinery trade has been taking fair quantities of grosgrains and beltings, and lately has shown much interest in cires. The indications are that cire effects will go well for Fall. The women's underwear trade has been taking more ribbons lately, in line with the growing feminine trend in this apparel. Orders from jobbers and novelty manufacturers have also gained. Red is a popular shade at the moment, followed by navy, gray and white.

How nice it would be to drive on our beautiful highways if there were no other machines to bother us?

Track Pants and Shirts
New Styles, New Prices

PHOENIX SHIRT CO.

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

MR. STOWE Says: We are on the square.

So will you after you have used our Collection Service.

Only one small service charge. No extra commissions, Attorneys fees, Listing fees or any other extras.

References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper, or the Michigan Retail Dry Goods Association.

Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

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



**COYE AWNINGS
FOR
STORE
OFFICE
HOME**

Phone or write for an appointment.
Estimates without cost.

CHAS. A. COYE, Inc.

CAMPAU AVE. AND LOUIS ST.

GRAND RAPIDS, MICH.

MICHIGAN BELL TELEPHONE CO.

**Long Distance Rates Are
Surprisingly Low**

For Instance:

for \$1.25

or less, between 4:30 a. m. and 7:00 p. m.

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

From Grand Rapids to:

	Day Station-to-Station Rate
AURORA, ILL.	\$1.00
ELYRIA, O.	1.25
ESCANABA, MICH.	1.20
FOND DU LAC, WIS.	1.00
KOKOMA, IND.	1.10
LAFAYETTE, IND.	1.15
LIMA, O.	1.10
MACKINAC ISLAND, MICH.	1.20
MADISON, WIS.	1.15
PETOSKEY, MICH.	1.05
PIQUA, O.	1.25
PORT HURON, MICH.	1.05
ROCKFORD, ILL.	1.10
SANDUSKY, O.	1.15
WABASH, IND.	1.00

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



SHOE MARKET

What the Off Main Street Merchant Can Do.

In selecting a location for a retail shoe store the prospective merchant should consider that it is highly important that he place his store where the greatest number of prospective customers will see his merchandise. The easier he can make it for people to see his shoes the easier he can sell them. Ease in selling is the big thing he is after. The farther he gets away from the main business arteries, the harder he makes it for himself.

If he intends to carry a medium priced line of shoes it is to his advantage to place his store where it will catch the eye of the greatest number of people interested in this grade of shoe. If he intends to carry a high-grade line, he wants to establish himself in the heart of the fashionable shopping district where the elite trading is carried on.

Of course, we can't all be on the busy corners, or in the centers of the busy districts. It simply follows that if your shop is not so advantageously situated, you have a large handicap to overcome, and you have to work all the harder to get the trade coming your way.

Every person that passes your store is a prospective customer. On the main street, you have a steady stream of passersby to draw from—a steady stream of buyers looking at your merchandise. On a quiet street, you are losing the greater percentage of all this; you have only a few passers, and only a few are going to see your window displays, no matter how striking it may be. The same window, now seen by only a handful of prospective customers, might likely draw a continuous crowd on that busier street.

In a quieter location, the pulling power of your windows is cut down very appreciably—you must draw your customers to your store by some other means. You must supplement your windows, which by the way, should always be well kept, with a continuous advertising campaign—you must keep in touch with your old customers through an up-to-date mailing list—send them a style card, carrying a cut of some new model—every so often. And then, once or twice each year, try to rent for a week, or even a few days, window space in some temporarily vacant store along the busiest street, or near the busiest corner—put in an attractive window display—have some high grade window cards made up, stating that these shoes can be found at your attractive store on such and such a street. Invite them around to see you—perhaps give away with each pair of shoes during that week, a pair of shoe trees, hosiery, or some souvenir; anything which will help draw their attention to that window, and from there to your store. The money spent in this way will probably draw quicker returns than any other scheme you can think of.

You must keep your name and your location constantly before the public. Not only that, but you must hold out constant incentives to draw new feet

off of those main and busy streets, up your street, and into your store. They will not see your store unless you interest them enough to go looking for it.

This new business means growth, these new prospective customers are buying shoes now at some live store on a busy street. The chances are that they will continue to do so, except for three things, they may become dissatisfied with the shoes they have been getting, and decide to try some other shop. They may see some style or some new model that someone else is showing, which is just what they want and which they are going to buy. Or—and this is the biggest factor of the three—some friend who is highly pleased with her shoes, will recommend that they try the same shoes, which have been found so satisfactory. But as long as their accustomed shoe store continued to please them—continues to sell them the shoes they want at the price they want to pay—continues to keep in touch with them, and solicit their trade—as long as their shoe store does this, these customers are not going around looking for some other retailer to hand their trade to; certainly not to some retailer in an obscure location. Keeping up this customer contact is, therefore, worth while.—Geo. A. Webber in Shoe Retailer.

Worthy of All Confidence.

The Mill Mutuals Agency, which is one of the strongest mutual organizations in the United States, has taken the Michigan Shoe Dealers Mutual Fire Insurance Co. into its organization, making twenty-five constituent associated mutual companies. One of the constituent companies is 100 years old, the Merrinack Mutual Fire Insurance Co. having been organized in 1828. The Berkshire was organized in 1835 and the Glen Cove in 1837. The total assets of the companies is over \$45,000,000. Their surplus amounts to more than \$17,000,000. This wonderful organization is officered as follows:

President—A. D. Baker
Secretary and Treasurer—L. H. Baker.

Manager—G. A. Minsky.
Assistant Manager—H. M. Terry.

Specialize in Children's Shoes.

Children's shoes offer an attractive retail specialty. A number of stores catering only to children's shoe needs have recently been started in several cities and are said to be making out well. In the case of one store the proprietor worked out a clever way of building up sales. He learned the names of pupils who were taking dancing lessons and made them special offers on their dancing slippers. This served to bring these children into the store and to build up a demand not only for the slippers, but for the general lines of children's shoes carried.

The morale of an organization is not built from the bottom up; it filters from the top down.

If we don't discipline ourselves the world will do it for us.

Watching the clock is a good thing if the purpose is to speed up.

PANAMA HATS

Genuine Montecristi — Best Made. Imported direct from Ecuador by the undersigned. Prices, \$12, \$15, \$18 and \$20.

ALLAN KELSEY,
Lakeview, Mich.

Corduroy Tires



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

Henry Smith FLORAL Co., Inc.

52 Monroe Avenue
GRAND RAPIDS

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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
Style 954—Black

Manufactured and fully
guaranteed by

Herold-Bertsch Shoe Co.
Grand Rapids, Mich.

Manufacturers of Quality Footwear since 1892.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

**Organized for
SERVICE
not for Profit**

We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business



for

Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

RETAIL GROCER

Retail Grocers and General Merchants Association.

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

Minute Knowledge of What Things Cost.

Prominent among causes for failure of individual grocers is the absence of any definite plan. A secondary important cause is failure to stick to and operate a definite plan, even after it has been formulated. Writing recently the head of Loblaw Groceries, Ltd., says of his success:

"I definitely made up my mind to carry out a plan I had mapped out as follows:

"No goods to be sold except through our own stores.

"No business done on any special arrangement with hotels, institutions or boarding houses.

"No delivery.

"No credit."

Loblaw has built a business which includes sixty-three Canadian stores and is opening business in the United States, selling \$15,000,000 already per year on that platform. But he has done that because he has not only planned his work, but strictly works his plan.

A book might be written around the second plank in his platform. Suffice it to say that grocers everywhere have lost and now lose untold dollars and stable business because they run after that will-o-the-wisp, "big trade" from hotels, restaurants, boarding houses and institutions. Such trade is always sold at prices which yield little or nothing, takes time that could be used to infinitely better advantage among our regular retail business and leaves little or nothing eventually. Let him who runs read. He may then run his own business more profitably.

Loblaw further writes:

"We pay men a certain amount for every hundred dollars worth of goods assembled in our warehouse. In the early stages we paid 30c per \$100 worth, but to-day we pay 19c and they make more money at this rate than formerly. We anticipate when we get into our new warehouse we will be able to establish a rate of 10c per \$100 worth of goods assembled."

When or where have you ever read anything so simply marvelous? I have gone over it several times, each time with greater admiration for the genius who devised the scheme. No wonder such men succeed.

Have you men working behind your back where they cannot always be personally supervised? Have you wondered what they were doing with their time—your time—which you were paying for? Well, Loblaw does not have to worry. His men are paid for what they do. The more they do, the more they get. Because they want more, they do more; so much more that they become extra proficient. Thereby they show him that he can pay one-third the scale he originally set, and yet unquestionably his men will make more than if they worked on any straight wages plan.

Does it pay to know what things cost? I'll say it does.

Nobody knows the capacity of his home market to absorb fine goods until he gives his trade a chance to buy better merchandise. That "folks won't pay for goods" is the assertion of the merchant who never has anything above cut price specials to offer.

The famous "Stop & Shop" store in Chicago, is where folks go for extra values. While tea is sold there at 39c per pound, it is also sold at 99c, \$1.49, \$2.49 and up to \$4.95. But none would be sold above 39c if none higher than that were displayed and offered.

A famous food shop is Gimbel Bros., Philadelphia. Coffee at all customary prices is sold; but a special display is made of an extra large berry roasted coffee labeled "Maragogyne, \$1 per pound." There is absolutely no special virtue in Maragogyne except size of berry and appearance in the roast. As a drink it runs about even with a good No. 4 Santos in body and flavor, but it is sold steadily.

In a famous big city there is constant demand for Bon Voyage baskets of fruits and other goodies at \$100 per each, and sales of special bouillon cubes are common at \$2 per box, sales of twenty-five to fifty boxes to single customers being not unusual.

No merchant must plunge into such fancy lines. But no merchant can sell fine goods unless he has them. Any merchant with his eyes peeled can lead his trade upward by stocking a few items of progressively higher grade goods, displaying them, marking them, selling them, nothing pays as does such real merchandising.

Paul Findlay.

Last Call For Lansing Convention.

Wyoming Park, April 10—The complete programme for our convention was published in last week's Tradesman. We confidently expect the largest crowd in recent years, for the programme of speakers is most attractive. The programme of entertainment is most interesting and the need for getting together is greater than ever.

As local speakers we have John A. Lake and Chas. Christensen, both of whom are noted for their success in life and the way they have of helping others along the same way. Both have charming personalities and a good command of language with which to express their thoughts. You can well afford to travel across the State to hear them.

Bob Nesbitt is a wonderful talker and he has a real message. His subject is "Aroused." We heard Bob in Grand Rapids last winter at one of our Q. S. meetings.

Dave Schaffee, also from Chicago, has at his command facts and figures to prove his contentions. He has made a study of the grocery business.

Of course you will want to hear National President J. M. Coode, who was brought up in the chain stores.

On the last day we will have a meeting of the quality service grocers of Michigan, to which all are invited.

Whether or not you are a member of the Association, you are invited to come and join us in the biggest and best convention ever held.

Your wives are invited and the Lansing ladies are prepared to be helpful in giving you a good time.

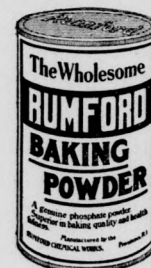
Come prepared to stay for the three days—Tuesday, Wednesday and Thursday, Hotel Olds, Lansing, April 17, 18 and 19.

Paul Gezon,
Sec'y Retail Grocers and Meat Dealers Association.

PROFITS

RESULT FROM RUMFORD

The stability of Rumford has been reflected by the years of service it has rendered to the housewives of the country and the steady and fruitful source of profit it has been to the dealers.



RUMFORD CHEMICAL WORKS
Providence, R.I.

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QUALITY

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.
GRAND RAPIDS, MICHIGAN

MEAT DEALER

High Quality Meat in Demand.

A consumer-buyer said to us in conversation the other day that a great many writers on meats seem to stress the advantages in coarser cuts and lower priced meats generally. This lady said that she was continually trying to buy high quality meats and preferred them even at the higher costs. She seemed to think that more attention should be given to the more valuable cuts and less to the cheaper ones, as she felt those who bought the lower priced meats receive the greater part of the information on cooking.

Of course there is a great deal to what this lady said and she represents a large part of our meat eating population. Looking at the matter from that standpoint, she is certainly right in asking for her full share of consideration. Of course, there is a great deal written that helps in the preparation of the higher priced meats as well as those costing less, but it is equally true that a great many writers have centered their work on the kind of meats that might be expected to require more care in their preparation in order that they might come to the table in such a manner that they would be found tasty and tender. But whether the meat is from the so-called coarser sections of the carcass or not, the quality of the particular carcass is very important. It is pretty difficult to get a tough piece of meat from a choice carcass, or even from one that is well up in the good grade. This presupposes that the meat is cooked properly. Of course, some cuts are more adaptable to cooking with moist heat than frying or broiling, but if they are cooked as they should be there is little fear with respect to their suitability on the table. The reason many writers spend so much time in preparing articles on the cheaper cuts probably is due to their inherent characteristics which must be taken into consideration when they are cooked. They feel, no doubt, that the higher costing cuts will more or less automatically cook tender and give full satisfaction. The demand for the higher quality meats and the special cuts found in the better finished animals is often better than that for the cheaper ones, and this is a reason why the higher quality needs less attention. The thought expressed is certainly worthy of consideration, and we shall keep it in mind whenever we prepare future information.

Bacon and How to Cook It.

One of the most appealing and healthful cuts in the meat family is bacon. There is hardly a family in the country that does not know this already, because bacon is used very generally, and not only provides a substantial meat dish in itself but adds materially to the flavor of other things cooked or served with it. The American hog is usually of very high quality. There is more uniformity in hog quality than in any class of meat produced. Consequently, the percentage of under-grade carcasses is too small to cause very much concern, especially if the family meat is bought in meat markets where the general quality of meat is

reasonably high. Considerable of the bacon on the market to-day is cured by what is known as the dry cure method, and if the formula used is right and the temperature of coolers where cured is correct, and if the bacon is removed from cure and sold when of the right age, results are sure to be good. There has been much improvement in bacon curing during the past few years, and quality is no longer confined to any particular packer among the large number in the business. One of the advantages of the new method of curing is that considerable sugar can be used without danger of spoilage. Everybody knows how eggs are improved when cooked with bacon, and more people are coming to realize the advantage of using strips of bacon when roasting chickens and other meat. Broiled or fried bacon, adds to the flavor of the potatoes and gives the system caloric support needed. Bacon should not be cooked carelessly. A little study will convince any housewife that she gets best results when the cooking is done with moderate heat. When bacon is cooked too fast it curls too much and is apt to have too much of the fat removed. The bacon when served is apt to be hard and overdone. When the heat is just enough to cause a slight sizzling in the pan the bacon retains its shape better, the valuable fat is retained and the lean part will be soft and appetizing. A great many people prefer bacon broiled, but when this method is employed special care as to heat should be taken so that the bacon will not be dry and hard. Whether bacon is fried or broiled care used in its preparation will result in greater satisfaction when it is eaten.

A. & P. a Potential Monopoly of Food Distribution.

J. H. McLaurin, president of the American Wholesale Grocers' Association, has lately issued Bulletin No. 1416, addressed "to the wholesale grocers of the United States," in which he writes the following warning against the threat to the American public in the growth of chain store systems:

"It would not be accurate to state that the Atlantic & Pacific represents at this time a monopolistic control of retail food distribution, but we do undertake to express our opinion that the organization, as now conducted, possesses the potentiality of a control of retail food distribution to such an extent as to threaten the best interests of the American public. Is Federal control of that organization in prospect? Will the conduct of chain stores generally be such within the next few years as to bring about such a degree of 'co-operation' and 'understanding' among the largest ones as to attract the eye and attention of the Department of Justice?"

Something Happened.

"Did you tell father over the phone we were engaged?"

"Yes."

"What did he reply?"

"I am not sure whether he replied or whether the line was struck by lightning."

VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

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

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

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.

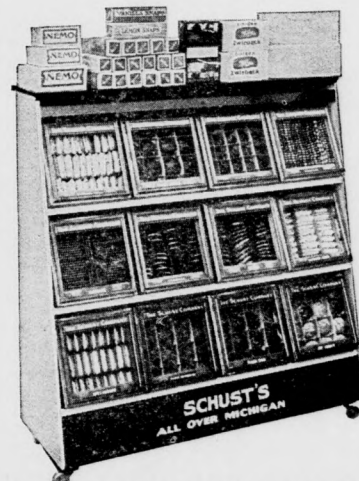
And the Fleischmann Package Display on your shelves will act as a silent reminder for you at the time of sale—when many groceries are forgotten.

FLEISCHMANN'S YEAST

Service

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

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.

Suggestions In Regard To the Housecleaning Trade.

Written for the Tradesman.

In the great majority of homes, housecleaning dominates the early weeks of spring; and by the same token, housecleaning lines are an important factor in the hardware dealer's spring trade.

The cleaning season begins in some homes with the first hint of warmth; the majority of housewives wait until spring has actually arrived and the weather is sufficiently warm to open all the windows; there are a few dilatory folk who finish their spring housecleaning late in May or early in June. So that the trade in these lines is spread over a considerable period, and the hardware dealer's appeal is timely any time from the first of March to the first of June.

Right now a good window display would be quite in order; with one or two others a little later in the season.

Housecleaning lines are of two kinds; the articles necessary and desirable for the actual work of housecleaning, and the articles that will be needed when the housecleaning is over.

In the first class, it is desirable for the housewife, for her own sake, to have the most complete equipment possible; for the better equipped she is for the work, the less drudgery she experiences.

In the second class come those articles the need for which will be disclosed by a thorough overhauling of the house. The housewife at this season is more than cleaning; she is taking stock. There may be a broken lock to replace, a leaky tap to fix, a room to refinish in flat tone paint, some worn-out kitchen utensils to replace. All these are, broadly speaking, housecleaning lines, since it is usually the spring housecleaning that discloses the need for them.

Naturally, it is the business of the hardware dealer, in his newspaper advertising and window displays, to treat housecleaning in the widest sense. In the early part of the season he will doubtless feature those lines required in the actual work of housecleaning; later he will play up the articles the need for which may be disclosed in the housewife's stock-taking. But both branches should be featured in the course of the season.

Most housewives, particularly those who do their own work, carry on with totally inadequate equipment. They do this as a rule for financial reasons. They imagine that in doing without things they sorely need, they are saving money. This is a mistaken attitude.

But in his advertising, the dealer does not bluntly tell these people they are mistaken in their refusal to buy the articles they need for efficient housecleaning. Rather, he stresses the results of efficient and complete equipment — the elimination of drudgery, backaches, headaches, worry, dissatisfaction; better still, the fact that the

housewife who does her work with the minimum of worry and drudgery is the one who keeps her good looks the longest.

One hardware dealer in connection with a housecleaning display emphasized the idea very neatly in a big show card. On this he had pasted two figures cut out of magazine advertising. One was a tired, worn, frowsy woman with a broom. The other was a youthful-looking matron reclining in an easy chair. This bit of dialog was appended:

"What, Mrs. Jones! You don't say your housecleaning's done already. Why, you look as fresh as a daisy!"

"Well, Mrs. Smith, good equipment makes quick work. I spend on labor saving devices and keep my good looks."

Now, that is one of the ideas the hardware dealer, in his newspaper advertising and window display, should sedulously endeavor to get across to the housewives of his community. "Spend a little more money, get a few more labor saving devices, find out the most efficient way of doing the spring housecleaning — and save your time, your toil, your temper, and above all, your youthful prettiness." That last is the trump card to play with most women.

This idea can be brought out in window displays and newspaper advertising. It is a good thing to stress it in a circular letter to a selected mailing list. Then, too, talk it up with your customers. Tell them how rapidly the idea is spreading; how women are more and more coming to realize that it pays to spend money to save unnecessary drudgery. For the idea most emphatically is growing; and the hardware dealer who stresses it, year after year, will profit most by its growth.

There are many lines that can be featured in connection with housecleaning displays. The dealer's correct plan, of course, is to emphasize the idea of complete equipment. Hence his displays should be as complete and comprehensive as possible. A mop, a pail and a broom, a scrubbing brush and a cake of soap, may be ample to suggest housecleaning; but the hardware dealer should not be content to replace these articles when they are worn out. His business is to help make the equipment more complete.

For instance, every home should have a stepladder. Then there should be a complete equipment of handy tools for everyday repairs — hammers of various kinds, screw drivers, wrenches, saw, chisel, etc. There are many kinds of brushes for various purposes; most housewives do not realize how many there are, or how handy. Then, too, there are dustless mops, carpet sweepers, vacuum cleaners, and an endless variety of articles along that line; there are oils, soaps and cleansers for various purposes.

It is good policy to have a printed or mimeographed list of housecleaning lines. One dealer features combination outfits to fit various purposes. He has, too, a printed list, and invites housewives to check the items they need, and he will quote a price on the lot. There is no obligation on the

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.

Call 67143 or write

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Automobile Tires and Tubes

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Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

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Wholesalers of Shelf Hardware, Sporting Goods and

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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

SPRING CLEANING
made easier with

AMSTERDAM BROOMS

PRIZE

White Swan

GOLD BOND

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

housewife to buy the outfit; the invitation merely opens the way to possible business, and incidentally emphasizes the idea of complete equipment which the dealer desires to get across to his public.

For a general housecleaning display, the largest window available should be used. Where you have a small window, it can sometimes be advantageously devoted to the featuring of some one line. A cleanser, for instance.

Here, for instance, is a window trim that takes but small space and yet drives home an idea most effectively. It can be used for one of those little corner windows where there are only a few inches of space each way. A cleanser of some kind is a good line to feature. Pile boxes or cakes of the cleanser in the bottom of the window. Then take a metallic article of some kind—a kettle is as good as any—and clean a portion of it until the metal fairly glistens. Put it that way, half-cleaned, in the window. Also put in a show card with catchy wording, as, for instance: "—will finish this in five seconds," or "It feels good to be cleaned with —." The half-cleaned kettle is a better advertisement than one entirely cleaned; the contrast making the work of the cleanser much more effective.

A good method of advertising housecleaning lines is to get out a circular letter, or even a series of three or more such letters. Send these to a carefully selected mailing list. The letter should carry out the ideas previously suggested, emphasizing the helpfulness of labor-saving devices in making housecleaning quick and easy. Specify some of the more important items, and invite the recipient to visit the store and see them demonstrated. Enclose a complete list of house-cleaning lines, with prices. It may be good policy to suggest "combination outfits" quoting a special price on these. This is worth while, since it takes little more effort to sell a number of articles in combination than to sell a single small article. It might be worth while to emphasize that with modern equipment for the work, not merely is house-cleaning quicker and easier, but it is more efficient and thorough.

An important factor in house-cleaning nowadays is the growing tendency to keep the house clean at all times rather than to allow dirt to accumulate and then get rid of it in one frenzied outburst of spring cleaning. Even in the old days, of course, housewives did not really allow their houses to get dirty; they did their best with the broom, the scrubbing brush and the cake of soap, to keep their homes up to the mark. But since then more efficient methods have developed for keeping the house clean; with the result that the spring cleaning can be made a great deal less arduous.

The vacuum cleaner is one of the big items in this work; and should be featured accordingly. Dustless mops and various other devices of this type are also useful. With these devices, it is worth while to stress the fact that it is easier and better to keep the house clean all the year round than to clean-up very thoroughly just once a year.

Prevention can be urged, too; the use of plenty of mats outside the entrances; the use of foot-scrapers. Waste baskets can be sold as receptacles for the waste paper and other debris that, otherwise, will be left to gather in corners. The preventive feature, properly developed, deserves a window display of its own.

Many of the articles used in connection with house-cleaning can be effectively demonstrated; and there is nothing quite so helpful in selling such articles as demonstration. Women will come to see an actual demonstration when they will not come merely to look at the article itself. Even where no formal demonstration is held, the salesman should always be prepared to show the individual customer just how an article works. With vacuum cleaners it is always a good stunt to go right into the home and show what the cleaner can actually do; but if you haven't time for this outside work in the busy spring season, a stretch of carpet and some dust, with a convenient electric socket, will enable you to demonstrate the vacuum cleaner more effectively in your store.

Hardware Credit Intrenched.

Wisconsin hardware retailers make 56 per cent. of their sales on credit and wait an average of 113 days for their pay. C. L. Jamison of the University of Wisconsin School of Commerce told members of the Wisconsin Retail Hardware Association at their recent short course at Stevens Point. The figure for the State is fifteen days longer than the average for the United States. From a strictly economic standpoint there is no reason why the ultimate consumer should be allowed to purchase anything from a store on credit, because he obtains immediate beneficial use of the goods, said Professor Jamison. Competition and business customs, nevertheless, force Wisconsin hardware retailers to the system. The short course was attended by sixty-five hardware store owners, managers, and their representatives.

Novelties Not Overdone.

Poor retail turnover during recent weeks cannot be held to be due to over emphasis on novelties. Other factors are responsible and the public has lost none of its appetite for novelty in all its forms. In support of this contention it is said that consumer interest in the latest for mod novelty—modernistic effects—is growing by leaps and bounds. This trend, it is further argued, will probably serve to prolong consumer demand for novelties for an indefinite period.

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
Shearings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

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GLUE POTS for
FACTORY USE

Successors to
Foster Stevens Tin Shop,
59 Commerce Ave.
GRAND RAPIDS, MICHIGAN

Ship By

Associated Truck

GRAND RAPIDS, LANSING and
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Every Load Insured. Phone 55505

Expert Chemical Service

Products Analyzed and Duplicated
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Consultation and Research

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

Phone 61366

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DECIDEDLY BETTER

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

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OFFICE SUPPLY COMPANY
GRAND RAPIDS, MICHIGAN

COCOA

DROSTE'S CHOCOLATE

Imported Canned Vegetables

Brussel Sprouts and French Beans

HARRY MEYER, Distributor

816-820 Logan St., S. E.

GRAND RAPIDS, MICHIGAN



**DUTCH
TEA
RUSK**
THE TOAST SUPREME

Better than any toast you ever tasted. Try it with milk or cream, with poached eggs, with creamed meats. Made with fresh eggs and whole milk. Nourishing, delicious.

**DUTCH
TEA RUSK
COMPANY**
Holland, Michigan

ASK FOR

KRAFT CHEESE

A Variety for Every Taste

**The Brand You Know
by HART**



Look for the Red Heart
on the Can

LEE & CADY

Distributor

I. Van Westenbrugge
Grand Rapids - Muskegon

Truck Service
Central Western Michigan
DISTRIBUTOR

Nucoa

KRAFT K CHEESE

"Best Foods"

Salad Dressing

"Fanning's"

Bread and Butter Pickles

Alpha Butter

Saralee

Horse Radish

OTHER SPECIALTIES

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

**Hodenpyl Hardy
Securities
Corporation**

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

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

231 So. La Salle Street
Chicago

New York Jackson
Grand Rapids

HOTEL DEPARTMENT

The Tipping System Now Firmly Established.

Los Angeles, April 6—The movement on the part of Pullman porters to secure increased wages from their employer and do away with the long-established custom of exacting tips from patrons would be all right if it would really accomplish what is claimed for it. But this result will never be accomplished so long as travelers must "strut their stuff" and display their profligate waste of coin. Railroad companies years ago tried to discourage the custom of tipping on dining cars, but although it was a species of reform very much desired, a certain class of travelers—mostly commercial men—devised all sorts of schemes to circumvent the effect of such regulations, and to-day the dining car waiter is just as arrogant as you please and the public generally must practice the custom or submit to mistreatment.

Many Pullman porters on busy runs would submit to a reduction of wages rather than give up their tips, which in many cases exceed their regular compensation four-fold. There will never be any strike. There are too many intelligent colored men who would like to take a shot at an easy method of making a living, waiting for just such opportunities as the Pullman people may have to offer, even under present unbearable conditions. The Pullman company probably are in a position where they could afford to pay better wages, but the gullible public are their undoubted allies when it comes to the "channel of least resistance" stuff.

It looks to me as though Senator Borah is developing into the "granny" stage. He used to be regarded as an individual possessed of good, horse sense, and a statesman of unimpeachable qualifications, but of late he has wandered away from such standards and is becoming more or less a public nuisance. About the silliest episode of his entire career is his attempt to take up a collection to reimburse lobbyists for their contributions to campaign funds. Why not let them contribute? They do it so readily and with such little apparent effort it looks to me as though it would be rescuing salvage from an otherwise total loss.

Laws enacted to safeguard automobile traffic, both those in cars and pedestrians, should have the one aim of punishing offenders, without penalizing the innocent. If this were kept in mind and a reasonable amount of co-operation between riders and walkers observed, the situation would be easily and readily improved.

But there seems to be an altogether different policy in vogue everywhere. If a comparatively few offenders violate existing laws, then more extreme laws are passed and, as might be expected, the result is worse than the original condition, especially with the traffic enforcers limited in number. Too much attention is paid to parking regulations and not enough to the prevention of accidents. The chief desire seems to be centered upon revenues derived from law violations and not from protection against same. It ought to be given more serious thought.

In the first place, those who will not obey moderate laws will as certainly violate statutes whose provisions are more extreme. If the law permits a speed of forty miles an hour and this is violated by certain individuals, reducing the speed to twenty miles an hour will never bring such violators into observance of the slower speed regulation.

Furthermore, the more extreme are the general provisions of any law, the greater opposition it engenders from the general public, as the law-abiding

element will resent such invasion of their rights. This has been evidenced emphatically by the constant and increasing disregard, for instance, of Volstead legislation. Every time the thumb screws have been twisted, there has been an increase of violations without any provision being made to apply the penalties. Hence, if a forty mile rule cannot be enforced what chance is there with a twenty mile regulation? None whatever.

The alternative, and the method which is clearly right and proper, is to provide a few well considered laws, which permit a reasonable latitude to the traveling public, and then make a proper distinction between those who violate these simple provisions and those who observe them. Driving when intoxicated, or driving with extreme recklessness, should meet with severe punishment. This course any reasonable person will approve and encourage.

On the other hand, the public will not support an ill-assorted collection of laws and regulations, the chief effect of which is to inconvenience the innocent and interfere with the reasonable use of the automobile, which to-day means rapid transit and transportation.

With such simple, easily executed laws, and a proper amount of co-operation between those who drive and those on foot, the present aggravating and dangerous situation in every community would be speedily cleared up, and the apprehension and punishment of those who are real offenders would be made more certain.

Somebody suggests that the deadly third rail in the old-time bar-room has systematically been converted into brass musical instruments. Such being the case non-observers of Volstead legislation may be automatically transferred to the martyr class instead of being branded as scoff-laws, especially if these instruments happen to be saxophones.

At Pontiac, the new Golden Pheasant coffee shop of the Hotel Waldron was formally opened to the public last week by W. H. Aubrey, manager of the hotel. It will be operated by the hotel on a continuous schedule from six in the morning until eight in the evening.

The Golden Pheasant is located on the right of the hotel entrance and can also be entered through the lobby. It has a seating capacity for fifty guests and is decorated in a scheme compatible with its name, with beamed ceiling and with sand-finished polychrome paneled walls. The lighting fixtures add a touch of uniqueness to the place. They are bronzed chandeliers from the beamed ceiling, bronze side lights and table lamps.

In connection with the new coffee shop is the installation of a refrigerating system which will supply the Golden Pheasant and which will automatically supply its several large ice boxes and ice cubes as well. There are also two large cold storage vaults in the basement supplied by this system.

Everything in connection with this new department is thoroughly modern. The steam tables, electric dish washers, potato peeler and masher are features, as well as electric dough mixers, waffle irons and toasters.

This innovation ought to be fully appreciated by the people of Pontiac as well as the traveling public, and the Waldron operator is entitled to substantial rewards for inaugurating same.

The Thomson Brothers Hotel Co. has been incorporated for the purpose of operating the rehabilitated Hotel McKinnon, at Cadillac. The incorporators are John C. F. Loren and Roderick B. Thomson. This hotel has been conducted for the past decade by

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

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

"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.



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.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES
\$2.50 and up per day.



HOTEL BROWNING

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

HOTEL FAIRBAIRN

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths
30 Rooms with Private Toilets

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

HOTEL GARY

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

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.
E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.
WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

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

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

Mr. John C. Thomson. Several attempts were made to organize and build a new hotel at Cadillac, but they were fruitless, and I am glad to know that the improvements made will place that enterprising city in a position to handle commercial and tourist trade in a highly satisfactory manner. I presume John C. will retain his position as manager.

The Saginaw Hotels Co., Saginaw, has been incorporated for the purpose of constructing and operating hotels, with Emory F. Hubbell, Duane W. Draper and William M. Hill as incorporators.

The refusal of the U. S. Senate to confirm the nomination of ex-Congressman John A. Esch, of Wisconsin, as a member of the Interstate Commerce Commission, is quite significant. The Esch appointment was made during a recess of Congress, but his actions during the short period of his official incumbency rather excited the ire of Senator Couzens, who set out to defeat his nomination. It seems that Esch started out with the idea that the Commission was something in which public welfare was concerned, but he was disciplined by the controlling element in that body and they made a pro-railroader of him. His action on a proposed reduction of coal rates, which is said to have cost the people of Michigan a little matter of \$5,000,000, did not set well with the Michigan Senator, hence his failure of confirmation.

I have always claimed that Congress was derelict in allowing the Interstate Commerce Commission to usurp powers which were granted them, to the detriment of almost everybody in the country except the railroads, and it may be that this summary action will be the means of bringing about legislation to curtail their powers.

There seems to be some question out here as to whether Hoover is a resident of California or not. It is claimed he hasn't cast a ballot of any description for twenty years, if ever. Some of these old-fashioned patriots seem to think that exercising the elective privilege is a duty which the ordinary citizen owes to his state as well as a safeguard to liberty. True it is that nobody seems to know just what Hoover's political leanings are. He was brought out and groomed by Wilson, taken up by Harding and seems to have fitted in very well in various situations. He has many desirable business qualifications which will appeal to the friends of Coolidge, but his position on anti-trust matters is not very clear to many. He seems to have disregarded general legislation on that subject in his adjustment of business economies. In the matter of "silence" I rather believe he has President Coolidge outdone, if possible.

Easterners are inclined to the belief, from hearsay mostly, that California has no seasons, having in mind the four very pronounced types served them at home.

Of course, if you see Southern California weather only from a window on a city street, bordered with lawns that are unfailingly green, and stiff, unchanging palm trees, there may be some truth in their statement. But if you live in the country here or if you travel through it by automobile, observingly, you cannot help but be aware of seasonal changes just as unmistakable as those of the East.

Just at present you may visit the orange country or the deserts, now in the high peak of springtime. We have made it, a leisurely trip of a few hours and witnessed this beautiful sight, going out on Whittier boulevard as far as the town of Whittier. In the heart of this charming city of 15,000 we strike out on the Turnbull canyon highway.

Through the canyon, where the sycamores are beginning to hide their bare white branches with a cloak of small leaves, the road climbs easily to the very summit of the low range of foothills. From the top is spread one of the very finest views over the entire San Gabriel valley that is to be found anywhere. Not nearly as high a vantage point as from the Sierra Madres to the North, but far more interesting, for you stand in the center of the valley, and gain a better idea of it all.

South, you look over Whittier across the black sea of oil derricks around Santa Fe Springs to the green of more orchards, and then on the horizon the pin-cushion outline of Signal Hill stabbed thick with more derricks. Beyond, faint against a blue sky are the mountains of Santa Catalina Island.

North of West, out of the smoke and haze of Los Angeles, the tall, white spire of the new city hall, fifteen miles away, marks the heart of that city. Pasadena is spread below the foot of the Sierra Madres. Here, from Turnbull summit, you get the real meaning of the name, "Mother Mountains," as you look at the long, high sheltering wall of peaks that protect the valley on the North. Islip, Sheep Mountain and San Antonio rise above the lower ranges in their true proportions as you see them from Turnbull, and you realize why they are crowned with snow.

The widening road that descends to the floor of the valley near Punte passes through grove after grove of avocados (alligator pears). The steep hillsides have been terraced, and here are to be found some of the oldest and most luxurious orchards of avocados in all of Southern California. At the foot of the hills begin the hardier groves of oranges and lemons.

Soon the road joins with the Valley boulevard and we follow it East to Puente and then turn North to Covina, where I discover an old Iowa friend friend, Colonel Shaw, a printer customer when I was peddling printers' supplies thirty years ago. He came out here about that time, bought a large tract of orchard land with ample water rights and is to-day "sitting on top of the earth," with an income from his water rights alone which would make a pasha feel envious.

After leaving the Colonel's refreshment table we pass through bare walnut groves and then the orange orchards begin again. The dark trees are white now with blossoms and behind is the delicate green of the young growth which bears the blossom. The air is heavy with the scent of the orchards as you drive through and in the early mornings and at evening, the breeze will sometimes carry the odor of the blossoms for miles beyond the borders of the groves.

Just East of Covina we turn North on Grand avenue and follow it North across the Foothill boulevard clear to Sierra Madre avenue, above Glendora, which parallels the mountains. Here the foothill groves are at their best. We turn East on Sierra Madre to the very foot of the mountains on the East, and then follow a road to the left that leads to the Big and Little Dalton Canyons. Though the road to the Big Dalton at the forks which we soon reach, is narrow, we choose it, for there are many camping places here to be found. After the road enters the mountains, there are many little grassy flats, with oaks and sycamores, and the forest service has built stone fireplaces for the convenience of campers, who are already much in evidence. Stretch out in the sun here, half sheltered beneath the buds and new leaves of the water birch and sycamores and surely anyone will recognize a springtime as authentic as even Michigan can produce.

Homeward bound, we follow Sierra Madre avenue all the way to where it leads into the San Gabriel Canyon road North of Azusa. A brief side excursion toward the mouth of San Gabriel Canyon, where the beautiful stream of

waste water from the Edison power house flows away into the brush lands we find well worth while. There are wild flowers to be found everywhere, purple brodia on its graceful, slender stem, California poppies, wild roses, pink owls clover and here and there bright patches of cloth of gold.

Back to Azusa, and the Foothill boulevard again, we drift with the tide of Sunday traffic along the boulevard through Monrovia, Arcadia and Pasadena and home again, from a short and easy journey that has shown us Southern California's spring-time in orchard, canyon and desert, at the very crown of its beauty.

Barbers in California are trying to get a law passed to compel other barbers to close their shops on Sundays and evenings, just like they do in Michigan. Whether this is because they hope to compel, through class legislation, customers to take time off during a busy afternoon to visit the garrulous tonsorial knight or make others of their craft go to church is more than I can discover. At any rate manufacturers of safety devices for harvesting spinach will hail the move as advantageous and, undoubtedly, give it adequate encouragement.

One of the major mail order houses of Chicago came here two years ago and established two retail stores at points in Los Angeles remote from the business center. They were much talked about as being crazy or something about like that. To-day they are announcing the establishment of three more of these institutions.

Now there is nothing unusual about the establishment of branch stores; Los Angeles is full of them; but this institution, headed by some of the greatest financial minds in the country, backed by an enormous buying power, decided that the automobile had come to stay; that most buyers preferred to do their shopping through the automobile route, and the day was fast approaching when parking restrictions in the accepted retail district, now restricted, would eventually be prohibited altogether, so they not only procured sites for the erection of their stores but extensive parking areas also, and they have already demonstrated, to their own satisfaction, at least, that they were wise moves.

It is true that a limited crossroads stock of merchandise would have received but scant attention from shoppers, but in this instance they have all the advantages of the selections offered by large city stores, which they are. With lower ground rentals, facilities for parking, complete stocks to select from, it seems to me this idea, which has the added virtue of being novel, is a mighty good one, the adoption of which need not be confined strictly to the larger cities, but could be utilized in almost any locality where shopping districts are becoming congested.

Eventually the establishment of such retail department stores will be followed by other lines, and the first thing one knows a veritable city within a city will be the result. It is for this very reason that I am speaking of this innovation at this time. But it can only be made successful with complete stocks and "down town" prices.

Frank S. Verbeck.

Sweaters Done in Nursery Designs.

Children's sweaters are to be seen in new models that have attractive designs for the borders and in the collars and cuffs. In those for smaller children these designs are taken from nursery rhymes and have different characters portrayed in various color schemes. In the two-year-old sizes, the sweaters have just a single figure worked out by hand in soft angora on the front. Special attention has been

paid to the neck treatments, some being finished in student fashion, some with "V's" others with square necks with a turn-back collar, and others with the regulation turtle neck. Some are made to fasten at the side with a row of pearl buttons, and others slip on over the head.

In the sweaters for juniors the waffle stitch is very popular at the moment, particularly in models for wear with sports skirts in either wool or silk. They are made up in new color combinations taken from the prevailing vogue in Chanel scarfs. For instance, navy blue is combined with bright red on a background of either ivory or beige, and again red is used with black and white. Green is also in favor but with beige or gray, and touches of purple blue. In these sweaters neck treatments are very important, too, for most of them are worn over some type of blouse. Peter Pan collars, crew necks, a student finish, flat ovals and canoe shapes are also among the new necklines, as well as deep "V" lines that have a lacing in front.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 10—John J. Berg (Pitkin & Brooks) arrived in Grand Rapids forty-two years ago Good Friday. He has made good use of his opportunities in the meantime.

L. H. Baker, Secretary and Treasurer of the Mill Mutuals Agency, Lansing, was in town one day last week, calling on some of his largest insurance patrons. He has just been released from his position of Mayor of East Lansing, having positively declined to accept a renomination. Mr. Baker is a prominent member of the union church at East Lansing, which represents a combination of several local church organizations.

The 14th annual meeting of Post A, Travelers Protective association was held at the Grand Rapids Association of Commerce, Friday evening, at which time the following were elected: President, George P. Eddy, of the Klise Manufacturing company; vice-president, George E. Oswald. A. D. Carroll was re-elected secretary-treasurer. Gale L. Fox, of the Association of Commerce was re-elected director for three years, with Neal Walker of the Leonard Refrigerator Co. Thirty-four delegates with alternates were elected to attend the State convention which is to be held in Grand Rapids May 5 in the Pantlind Hotel. Secretary's report showed eighty-nine claims paid during the past year, totalling nearly \$9,000.

Climbing Into Cars Too Much For Lady Inspector.

Oklahoma City, Okla., April 6—Mrs. J. L. Landrum, noted as the first woman in the U. S. to hold a Federal license as a potato and broomcorn inspector, and more recently engaged in poultry inspection work, has been discharged by the State Market Commission in the process of re-organization. Mrs. Landrum was a pioneer in Oklahoma in the field of promoting egg inspection. She plans to continue this work upon obtaining an egg inspector's license. Some of her policies have been followed by the National Poultry Association. Her license as a broomcorn and potato inspector was cancelled because Federal agents declared a woman could not climb into cars to make inspections.

CODY HOTEL

GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

DRUGS

Michigan Board of Pharmacy.

President—J. C. Dykema, Grand Rapids.
Vice-Pres.—Alexander Reed, Detroit.
Director—H. H. Hoffman, Lansing.
Next Examination Session — Third Tuesday in June at College of City of Detroit.

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.

Hair Dyes.

The principles governing the manufacture of these toilet adjuncts, however, may be briefly stated. Most of the proprietary articles on the market contain lead, bismuth, silver, copper, iron or one or the other of the newer synthetic reducing agents used in photography. Lead preparations are less commonly used nowadays than they were fifteen or twenty years ago, because it has been found that solutions of lead applied to the scalp are absorbed and exert an injurious effect both on the scalp and the general system. Although we have printed formulas for lead and sulphur hair restorers in the past, we feel it necessary to sound a note of warning to druggists against recommending them. Hair dyes containing iron are harmless and give good tints from brown to black. A good hair dye of this kind is composed as follows:

Pyrogallol -----Gm. 0.5
Alcohol (60 per cent) -----Gm. 30.0
Balsam Peru -----Gm. 1.0
Solution of iron acetate-----gtt. iv. to x

Bismuth compounds are harmless, but preparations of this salt are difficult to prepare, and the color yielded is not so dark as that obtained with silver salts. A recipe for the preparation of a bismuth hair dye, found in Koller's Cosmetics, follows: 100 Gm. of metallic bismuth are dissolved in a sufficiency of ordinary nitric acid (about Gm. 280), the solution being treated with a concentrated solution of 97 Gm. of tartaric acid, and precipitated by a copious addition of water. The precipitate is then washed with water until the washings no longer give a strong reaction with blue litmus paper, after which it is carefully separated from the litmus paper and dissolved in ammonia. This solution is employed to dissolve 75 Gm. of purified sodium hyposulphite, filtered, treated with an addition of 2 to 5 per cent. of glycerin, and filled into bottles. It contains about 5 per cent. of bismuth, and should be applied about once daily to the hair or beard to be dyed. The color develops slowly to a deep brown, and when this result is produced further applications are made only as required.

The following formulas are taken from the same source:

Tannin Hair Dye.

(a) In a clear glass bottle—
Powdered nutgall -----Gm. 400
Water -----Gm. 500
Rose water -----Gm. 500

The nutgall is boiled with the water, the boiling liquid being strained through a close cloth into the rose water and filled, while still hot, into bottles, which should be closed at once. Unless filled while hot the contents of

the bottles are liable to develop mold.

(b) In a dark bottle—
Silver nitrate -----Gm. 150
Water -----L 1
together with sufficient ammonia to redissolve the precipitate formed at first.

Melanogene.

(a) In a dark bottle—
Silver nitrate -----Gm. 10
Distilled water -----Gm. 80
Ammonia -----Gm. 30

(b) In a clear glass bottle—
Pyrogallol acid -----Gm. 1
40 per cent. alcohol -----Gm. 500
Eau d'Afrique.

(a) In dark bottle—
Silver nitrate -----Gm. 3
Distilled water -----Gm. 100

(b) In clear glass bottle—
Sodium sulphide -----Gm. 8
Distilled water -----Gm. 100
Krinochrome.

(a) In clear glass bottle—
Pyrogallol acid -----Gm. 10
Distilled water -----Gm. 180
Alcohol -----Gm. 100

(b) In dark bottle—
Silver nitrate -----Gm. 12
Ammonia -----Gm. 60
Distilled water -----Gm. 300

Soluble Essence of Ginger.

1. Jamaica Ginger, ground -- 2 lbs.
Pumice Stone, powder ---- 2 oz.
Lime, Slaked ----- 2 oz.
Alcohol, dilute ----- 4 pints

Rub the ginger with the pumice powder and lime until thoroughly mixed. Moisten with the dilute alcohol and place in a narrow percolator, being careful not to use force in packing, so that the menstruum will go through uniformly. Percolate until 4 pints of percolate are obtained. After standing a few hours, filter if found necessary.

2. Tincture Ginger ----- 480 parts
Tincture Capsicum ----- 12 parts
Oleoresin Ginger ----- 8 parts
Magnesium Carbonate -- 16 parts

Rub the oleoresin with the magnesia and add the tinctures; add about 400 parts of water, in divided portions, stirring well. Transfer the mixture to a bottle and allow to stand seven days, shaking frequently; then filter and make up 960 parts with distilled water.

3. Jamaica Ginger, ground.. 32 parts
Pumice Stone, powder -- 32 parts
Lime, Slaked ----- 2 parts
Alcohol, Dilute, sufficient

to make ----- 32 parts
Macerate and percolate in usual way. This makes a strong extract, which may be diluted with water to which has been added from 10 to 15 per cent. glycerin.

Tonic.

Fluidextract prickly ash, 2 oz.; alcohol, 5½ oz.; water, 8½ oz. Mix.

2. Tincture quassia, tincture gentian compound, aa., 1 oz.; sherry wine, q. s., 6 oz.

8. Elixir calisaya and iron, 8 oz.; alcohol, 2 oz.; water, 4 oz.; simple syrup, 2 oz.

4. Bichloride mercury, 2 gr.; iodide potassium, 1 oz.; syrup sarsaparilla compound, 3 oz.; tincture gentian compound, 3 oz.; water, q. s., 10 oz. Mix. Teaspoonful after meals.

On Surrendering or Renewing Your Lease.

As a general rule, where a merchant rents or leases a business location he desires it for a considerable length of time. It follows, that leases of this kind usually run for at least a year, perhaps for a term of years, and contain stipulations relative to their surrender or renewal, where this is provided for.

In view of this, a merchant should be familiar with terms of this kind that may appear in his lease, and make it a point to substantially comply with them. This is true because a failure to observe the terms of a lease, either in its surrender or its renewal, may result in a liability or loss to the merchant. Now, let us see.

In one case of this kind, a written lease for certain property was entered into. The lease was for a term of one year, and, among other things, contained the following renewal clause:

"This lease will renew itself from year to year unless either party notifies the other with 30 days' written notice before its expiration."

Now, by the terms of the lease the first year expired on Sept. 30. The merchant did not desire to retain the place, so on Sept. 9, a written notice of surrender was given the landlord, and the premises were vacated on Sept. 30.

Following this, the landlord failed to obtain another tenant, and, after the property had stood vacant for three months, brought suit for the rent under the lease. This action was based on the contention that since the full thirty days notice of surrender had not been given the lease, by its terms, was renewed for another year.

The trial court held that the notice given on Sept. 9, was a substantial compliance with the lease, and gave judgment against the landlord. The latter appealed, and in passing upon the question raised, the higher court, said:

"It is clear that the parties themselves contracted with the idea that the renewal of the lease was dependent upon thirty days' written notice before expiration. The very language makes the period of time, to wit, thirty days, one of the essential elements of the contract.

"In as much as it clearly appears from the record that the defendant [merchant] was in default in giving thirty days' notice the court erred in rendering judgment for the defendant, and it cannot be so found on the ground that there was a substantial compliance with the contract, because substantially one-third of the period of time had expired before plaintiff [landlord] had received notice of the intention of the defendant to vacate the premises and terminate the lease. A judgment in favor of plaintiff is the judgment which the court below should have rendered. The judgment of the lower court is hereby reversed."

So much for the importance of care in following the terms of a lease when it is to be surrendered, and now let us turn to a case involving the renewal of a contract of this kind. For purposes of illustration the following serve.

In one case of this kind, property was leased for a certain period and the

merchant had the option of renewing the lease at its expiration for a further period of two years. Upon the expiration of the lease, the merchant gave notice that he renewed the lease for a further period of one year.

The landlord refused to accept this attempted renewal for one year, and brought suit for possession of the premises. The lower court found for the merchant, but on appeal the higher court in reversing this judgment, and in finding for the landlord said:

"Under the judgment the defendant [merchant] may quit the premises, without incurring any liability therefor, on the 31st day of Oct. 1924, while, under the terms of the lease, the exercise of his right of renewal would impose upon him the legal obligation to hold the premises until Oct. 21, 1925. In other words, the defendant's option was to renew the lease for a further period of two years, not for one year only."

In the light of the facts and holdings of the foregoing cases, it is clear that where a merchant desires to surrender or renew a lease he should comply with the terms of his lease. To put it another way, surrenders and renewals under lease contracts should be performed in accordance with the provisions of the contracts, or they may not be upheld by the courts. And in view of the possible danger of the loss of valuable rights in situations of this kind, the point is one that merchants may well have in mind, when a lease is to be surrendered or renewed.

Leslie Childs.

Pile Ointment.

Resorcin ----- 4
Bis. Oxynitr. ----- 8
Zinc Oxide ----- 4
Starch ----- 10
Birch Tar Oil ----- 3
Wool Fat ----- 10
Pot. Metabisulphite ----- 0.22
Ceresin ----- 2
Water ----- 4
Soft Paraffin ----- to 100

Gout and Rheumatic Mixture.

Pot. Iodid. ----- ½ dr.
Pot. Bicarb. ----- 2 drs.
Sod. Salicyl. ----- 2 drs.
Vin. Colch. ----- 3 drs.
Inf. Gent. Co. Conc. ----- 2 drs.
Aq. Chlorof. ----- 6 ozs.

Rheumatic Ointment.

Ol. Sinap. Express ----- 3 ozs.
Cerae ----- 2 grs.
Camphor ----- 40 grs.
Paraff. Moll. Flav. ----- 3 ozs.
Methyl. Salicyl. ----- 3 drs.

Rheumatism Balsam.

"Atophan" Amyl Ester -- 10 per cent.
Phenyl Salicylate ----- 10 per cent.
Camphor ----- 5 per cent.
Superfatted Soap Base -- 75 per cent.

Rheumatism Remedy.

Ac. Acetylsalicyl. ----- 5 grs.
Carmin. ----- q.s.

Ft. Tabl.

It is good business to see that working conditions are suitable.

If you can't find the work you like, like the work you can find.

SEA WAVE ENERGY.

It Is Regarded as Uncertain and Costly Power.

Lieut. Commander Lybrand P. Smith of the Navy Bureau of Engineering has designed a mechanism for utilizing the energy of sea waves. The impact of the wave on a sort of funnel at the end of a pipe drives water up the pipe into a reservoir high on a stern and rock-bound coast. Thence it returns to sea level in the ordinary water-power plant way, driving a regular turbine engine on the trip down. Each funneled pipe forms a separate unit, discharging its water directly into the reservoir, and the number of units employed is limited only by the length of the reservoir on top of the bank.

Commenting on this "hydraulic ram" and calling attention to the wave power that goes to waste on our 12,800 miles of coast line, Dr. Edwin E. Slosson, Director of Science Service, estimates that over \$12,000,000,000 worth of "potential power" goes to waste every year which, he thinks, this or some other kind of wave-power conservation scheme might, in part at least, save.

Like so many other estimates of the work that might be done by the waves, these figures are based on the assumption that waves work twenty-four hours a day. This is far from true. Wave energy is given up almost instantaneously, and the next wave occurs at very irregular, and at times very infrequent, intervals. Waves are mainly wind-driven water. No wind, no waves. The Doctor's estimate of our "loss" might be divided by 300—reduced to \$40,000,000.

Again, the prediction of any loss at all must be based on the assumption that wave energy can be transformed

and made available at a price as low as that reached by the most efficient coal and hydroelectric plants. These transform energy at a total cost of about four-tenths of a cent per horse-power hour. And it has never been shown that any wave-power plant can be operated at so low a figure. If to save \$40,000,000 worth of energy the cost of its salvation is \$41,000,000, then nothing has been saved. On the contrary, a net loss of a million has been incurred. The world abounds in gold that cannot be recovered for what it is worth. We lose nothing by taking out the most available deposits first. Nor do we lose anything by utilizing our most available sources of energy first.

Wind power used indirectly via the waves is not likely to be able to compete with the windmill using the same power directly. A substantial percentage of the West Indian sugar cane crop is still turned into sugar by means of the windmill. True, it is a very uncertain tool—due to the fact that the wind bloweth where it listeth, and when it listeth, and as much or as little as it listeth. But the same might be said about any sea-wave motor—and for the same reason.

John Yearwood.

Appropriate Food For Jurymen.

The jury had been out on the case all morning and was still deadlocked. The vote stood eleven to one for acquittal, but an old codger stubbornly held out for a verdict of guilty.

The sheriff came in at dinner time and enquired what they would have to eat.

"W-a-l," said the foreman disgustedly, "you kin bring us eleven dinners and a bale of hay."

Possibly the wisdom of man surpasses that of woman, but when it comes to tact he simply isn't in it.

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	01 44
Boric (Powd.)	12 1/2@ 20	Cubebs	6 50@6 75	Benzoin	02 28
Boric (Xtal)	15 @ 25	Eigerson	6 00@6 25	Benzoin Comp'd	02 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	02 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	02 52
Muriatic	3 1/2@ 8	Juniper Berries	4 50@4 75	Capsicum	02 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	01 44
Oxalic	16 1/2@ 25	Lard, extra	1 55@1 65	Cinchona	02 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40	Colchicum	01 80
Tartaric	50 @ 60	Lavender Flow	6 00@6 25	Cubebs	02 76
		Lavender Gar'n	85@1 20	Digitalis	02 04
		Lemon	4 25@4 50	Gentian	01 35
Ammonia		Linseed, raw, bbl	@ 77	Gualac	02 28
Water, 26 deg.	06 @ 16	Linseed, boiled, bbl	@ 80	Gualac, Ammon.	02 04
Water, 18 deg.	05 1/2@ 11	Linseed, bld less	87@1 00	Iodine	01 25
Water, 14 deg.	04 1/2@ 13	Linseed, raw, less	84@ 97	Iodine, Colorless	01 50
Carbonate	20 @ 25	Mustard, artifl. oz.	@ 35	Iron, Clo.	01 56
Chloride (Gran.)	09 @ 20	Neatsfoot	1 25@1 35	Kino	01 44
		Olive, pure	4 00@5 00	Myrrh	02 52
Balsams		Olive, Malaga,	2 85@3 25	Nux Vomica	01 80
Copaiba	1 00@1 25	Olive, Malaga,	2 85@3 25	Opium	05 40
Flr (Canada)	2 75@3 00	green	2 85@3 25	Opium, Camp.	01 44
Flr (Oregon)	65@1 00	Orange, Sweet	5 00@5 25	Opium, Deodor'd	05 40
Peru	3 00@3 25	Origanum, pure	@ 50	Rhubarb	01 92
Tolu	2 00@2 25	Origanum, com'l	1 00@1 20		
		Pennyroyal	3 25@3 50	Paints	
		Peppermint	5 50@5 70	Lead, red dry	13 1/4@13 1/4
Barks		Rose, pure	13 50@14 00	Lead, white dry	13 1/4@13 1/4
Cassia (ordinary)	25 @ 30	Rosemary Flows	1 25@1 50	Lead, white oil	13 1/4@13 1/4
Cassia (Salgon)	50 @ 60	Sandelwood, E.	10 50@10 75	Ochre, yellow bbl	@ 2 1/2
Sassafras (pw. 60c)	@ 50	Sassafras, true	1 75@2 00	Ochre, yellow less	3 @ 6
Soap Cut (powd.)	20 @ 30	Sassafras, art'l	75@1 00	Red Venet'n Am.	3 1/2@ 7
		Spearment	8 00@8 25	Red Venet'n Eng.	4 @ 8
		Sperm	1 50@1 75	Putty	5 @ 8
Berries		Tany	7 00@7 25	Whiting, bbl.	@ 4 1/2
Cubeb	@1 00	Tar USP	65 @ 75	Whiting	5 1/2@ 6
Fish	@ 25	Turpentine, bbl.	@ 64	L. H. P. Prep.	2 90@3 0
Juniper	10 @ 20	Turpentine, less	71 @ 84	Rogers Prep.	2 90@3 0
Prickly Ash	@ 75	Wintergreen,			
		leaf	6 00@6 25	Miscellaneous	
Extracts		Wintergreen, sweet	3 00@3 25	Acetanallid	57 @ 75
Licorice	60 @ 65	Wintergreen, art	75@1 00	Alum	08 @ 12
Licorice, powd.	60 @ 70	Worm Seed	5 50@5 75	Alum. powd. and	
		Wormwood	16 50@16 75	ground	09 @ 15
Flowers				Bismuth, Subni-	
Arnica	1 75@1 85	Potassium		trate	3 15@3 40
Chamomile (Ged.)	@ 40	Bicarbonate	35 @ 40	Borax xtal or	
Chamomile Rom.	@ 50	Bichromate	15 @ 25	powdered	6 1/2 @ 15
		Bromide	69 @ 85	Cantharides, po.	1 50@2 00
Gums		Bromide	54 @ 71	Calomel	2 72@2 82
Acacia, 1st	50 @ 55	Chlorate, gran'd	23 @ 30	Capsicum, pow'd	50 @ 60
Acacia, 2nd	45 @ 50	Chlorate, powd.		Carmine	7 00@7 50
Acacia, Sorts	20 @ 25	or Xtal	16 @ 25	Cassia Buds	35 @ 40
Acacia, Powdered	35 @ 40	Cyanide	30 @ 90	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Iodide	4 36 @ 4 55	Chalk Prepared	14 @ 16
Aloes (Cape Pow)	25 @ 35	Permanganate	20 @ 30	Chloroform	53 @ 60
Aloes (Soc. Pow.)	75 @ 80	Prussiate, yellow	40 @ 50	Chloral Hydrate	1 20@1 50
Asafoetida	50 @ 60	Prussiate, red	@ 70	Cocaine	12 85@13 50
Pow.	75 @ 100	Sulphate	35 @ 40	Cocoa Butter	65 @ 90
Camphor	85 @ 90			Corks, list, less	40%-50%
Gualac	@ 80	Roots		Copperas	2 1/2 @ 10
Gualac, pow'd	@ 90	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Kino	@1 25	Blood, powdered	35 @ 40	Corrosive Sublim	2 25@2 30
Kino, powdered	@1 20	Calamus	25 @ 75	Cream Tartar	35 @ 45
Myrrh	@ 75	Elecampane, pwd.	25 @ 30	Cuttle bone	40 @ 50
Myrrh, powdered	@1 00	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Opium, powd.	19 65@19 92	Ginger, African,		Dover's Powder	4 00@4 50
Opium, gran.	19 65@19 92	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Shellac	65 @ 80	Ginger, Jamaica.	60 @ 65	Emery, Powdered	@ 15
Shellac	75 @ 90	powdered	45 @ 50	Epsom Salts, bbls.	@ 03
Tragacanth, pow.	@1 75	Ginger, Jamaica,		Epsom Salts, less	3 1/2 @ 10
Tragacanth	2 00@2 35	powdered	45 @ 50	Ergot, powdered	@ 4 00
Turpentine	@ 30	Golden Seal, pow.	7 50@8 00	Flake, White	15 @ 20
		Ipecac, powd.	@ 60	Formaldehyde, lb.	12 @ 30
Insecticides		Licorice	35 @ 40	Gelatine	80 @ 90
Arsenic	08 @ 20	Licorice, powd.	20 @ 30	Glassware, less	55 %
Blue Vitriol, bbl.	@07 1/2	Orris, powdered	30 @ 40	Glassware, full case	60 %
Blue Vitriol, less	09 @ 16	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@02 1/2
Bordeaux Mix Dry	12 @ 26	Rhubarb, powd.	@1 00	Glauber Salts less	04 @ 10
Hellebore, White		Rosinwood, powd.	@ 40	Glue, Brown	20 @ 30
powdered	18 @ 30	Sarsaparilla, Hond.		Blue, Brown Grd	16 @ 22
Insect Powder	42 1/2 @ 50	ground	@1 10	Glue, White	27 1/2 @ 35
Lead Arsenate Po.	13 1/2 @ 30	Sarsaparilla Mexican,		Glue, white grd.	25 @ 35
Lime and Sulphur		Squills	35 @ 40	Glycerine	21 @ 45
Dry	08 @ 22	Squills, powdered	70 @ 80	Hops	75 @ 95
Paris Green	24 @ 42	Tumeric, powd.	20 @ 25	Iodine	6 45@7 00
		Valerian, powd.	@1 00	Iodoform	8 00@8 30
Leaves				Lead Acetate	20 @ 30
Buchu	@1 05	Seeds		Mace	@1 50
Buchu, powdered	@1 10	Anise	@ 35	Mace, powdered	@1 60
Sage, Bulk	35 @ 40	Anise, powdered	35 @ 40	Menthol	7 50@8 00
Sage, 1/4 loose	@ 40	Bird, ls	13 @ 17	Morphine	12 83@13 93
Sage, powdered	@ 35	Canary	10 @ 16	Nux Vomica	@ 30
Senna, Alex.	50 @ 75	Caraway, Po.	25 @ 30	Nux Vomica, pow.	15 @ 25
Senna, Tinn. pow.	30 @ 35	Cardamon	3 25@3 50	Pepper, black, pow	50 @ 60
Uva Ursi	20 @ 25	Coriander pow.	30 @ 35	Pepper, White, pow.	65 @ 75
		Dill	15 @ 20	Pitch, Burgudry	20 @ 25
Oils		Fennell	35 @ 50	Quassia	12 @ 15
Almonds, Bitter,		Flax	7 @ 15	Quinine, 5 oz. cans	@ 59
true	7 50@7 75	Flax, ground	7 @ 15	Rochelle Salts	31 @ 40
Almonds, Bitter,		Foenugreek, pwd.	15 @ 25	Sacharine	2 60@2 75
artificial	3 00@3 25	Hemp	8 @ 15	Salt Peter	11 @ 22
Almonds, Sweet,		Lobelia, powd.	@1 60	Selditz Mixture	30 @ 40
true	1 50@1 80	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Almonds, Sweet,		Mustard, black	20 @ 25	Soap mott cast.	@ 25
imitation	1 00@1 25	Poppy	15 @ 30	Soap, white castile	@15 00
Amber, crude	1 25@1 50	Quince	1 25@1 50	Soap, white castile	
Amber, rectified	1 50@1 75	Sabadilla	45 @ 50	less, per bar	@1 64
Anise	1 25@1 50	Sunflower	11 1/2 @ 18	Soda Ash	3 @ 10
Bergamont	9 00@9 25	Worm, American	30 @ 40	Soda Bicarbonate	3 1/2 @ 10
Cajeput	2 00@2 25	Worm, Levant	6 00@6 50	Soda, Sal	02 1/2 @ 08
Cassia	3 00@3 25			Spirits Camphor	@1 20
Castor	1 45@1 70	Tinctures		Sulphur, roll	4 1/2 @ 10
Cedar Leaf	2 00@2 25	Aconite	@1 80	Sulphur, Subl.	3 1/2 @ 10
Citronella	1 25@1 50	Aloes	@1 54	Tamarinds	20 @ 25
Cloves	2 50@2 75	Arnica	@1 50	Tartar Emet.	70 @ 75
Cocanut	27 1/2 @ 35	Asafoetida	@2 28	Turpentine, Ven.	50 @ 75
Cod Liver	2 00@2 45			Vanilla Bx. pure	1 50@2 00
Croton	2 00@2 25			Vanilla Bx. pure	3 25@3 50
				Zinc Sulphate	06 @ 11

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Beans		Cheese	
Pearl Barley—Chester			
Pork			
Lard			
AMMONIA		Stove	
Arctic, 10 oz., 3 dz. cs.	3 75	Shaker	1 80
Arctic, 16 oz., 2 dz. cs.	4 00	No. 50	2 00
Arctic, 32 oz., 1 dz. cs.	3 00	Peerless	2 60
Quaker, 24, 12 oz. case	2 50		
AXLE GREASE		Shoe	
48, 1 lb.	4 35	No. 4-0	2 25
24, 3 lb.	6 00	No. 20	3 00
10 lb. pails, per doz.	8 50		
15 lb. pails, per doz.	11 95		
25 lb. pails, per doz.	19 15		
BAKING POWDERS		BUTTER COLOR	
Arctic, 7 oz. tumbler	1 35	Dandelion	2 85
Queen Flake, 16 oz., dz.	2 25		
Royal, 10c, doz.	95		
Royal, 6 oz., do.	2 70		
Royal, 12 oz., doz.	5 20		
Royal, 5 lb.	31 20		
Rocket, 16 oz., doz.	1 25		
K. C. Brand		CANDLES	
10c size, 4 doz.	3 70	Electric Light, 40 lbs.	12.1
15c size, 4 doz.	5 50	Plumber, 40 lbs.	12.3
20c size, 4 doz.	7 20	Paraffine, 6s	14 1/2
25c size, 4 doz.	9 20	Paraffine, 12s	14 1/2
50c size, 2 doz.	8 80	Wicking	40
80c size, 1 doz.	6 85	Tudor, 6s, per box	30
10 lb. size, 1/2 doz.	6 75		
Freight prepaid to jobbing point on case goods.		CANNED FRUIT	
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.		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.	3 40
		P'apple, 2 1/2, sil.	3 80
		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
BLUING		CANNED FISH	
JENNINGS		Clam Ch'der, 10 1/2 oz.	1 35
The Original		Clam Ch., No. 3	3 50
Condensed		Clams, Steamed, No. 1	2 00
2 oz., 4 dz. cs.	3 00	Clams, Minced, No. 1/2	2 25
1 oz., 3 dz. cs.	3 75	Finnan Haddie, 10 oz.	3 30
BREAKFAST FOODS		Clam Bouillon, 7 oz.	2 50
Kellogg's Brands.		Chicken Haddie, No. 1	3 75
Corn Flakes, No. 136	2 85	Fish Flakes, small	1 25
Corn Flakes, No. 124	2 85	Cod Fish Cake, 10 oz.	1 35
Corn Flakes, No. 102	2 00	Cove Oysters, 5 oz.	1 75
Pep, No. 224	2 70	Loyster, No. 1/4, Star	2 00
Pep, No. 202	2 00	Shrimp, 1, wet	2 25
Krumbles, No. 424	3 70	Sard's, 1/4 Oil, Key	6 10
Bran Flakes, No. 624	2 25	Sardines, 1/4 Oil, k'less	5 60
Bran Flakes, No. 602	1 50	Sardines, 1/4 Smoked	6 75
Post's Brands.		Salmon, Warrens, 1/2s	3 10
Grape-Nuts, 24s	3 80	Salmon, Red Alaska	3 75
Grape-Nuts, 100s	2 75	Salmon, Med. Alaska	2 85
Instant Postum, No. 8	4 00	Salmon, Pink Alaska	2 00
Instant Postum, No. 9	5 00	Sardines, Im. 1/4, ea.	10@28
Instant Postum, No. 10	4 50	Sardines, Im. 1/2, ea.	25
Postum Cereal, No. 9	2 25	Sardines, Cal. 1	65@1 80
Postum Cereal, No. 1	2 70	Tuna, 1/2 Blue Fin	2 25
Post Toasties, 36s	2 60	Tuna, 1/4s, Curtis, doz.	3 20
Post Toasties, 24s	2 60	Tuna, 1/2, Curtis, doz.	4 00
Post's Bran, 24s	2 70	Tuna, 1s, Curtis, doz.	7 00
BROOMS		CANNED MEAT	
Jewell, doz.	5 25	Bacon, Med. Beechnut	3 20
Standard Parlor, 23 lb.	8 25	Bacon, Lge. Beechnut	5 40
Fancy Parlor, 23 lb.	9 25	Beef, No. 1, Corned	3 10
Ex. Fancy Parlor 25 lb.	9 75	Beef, No. 1, Roast	3 10
Ex. Fcy. Parlor 26 lb.	10 00	Beef, No. 2 1/2, Qua. sil.	1 50
Toy	1 75	Beef, 3 1/2 oz. Qua. sil.	2 10
Whisk, No. 3	2 75	Beef, No. 1, B'nut, sil.	4 50
BRUSHES		Beefsteak & Onions, s	3 70
Scrub		Chili Con Ca., 1s	1 35
Solid Back, 8 in.	1 60	Deviled Ham, 1/4s	2 20
Solid Back, 1 in.	1 75	Deviled Ham, 1/2s	3 60
Pointed Ends	1 25	Hamburg Steak & Onions, No. 1	3 15
		Potted Beef, 4 oz.	1 10
		Potted Meat, 1/4 Libby	52 1/2
		Potted Meat, 1/2 Libby	92 1/2
		Potted Meat, 1/4 Qua.	90
		Potted Ham, Gen. 1/4	1 85
		Vienna Saus., No. 1/4	1 45
		Vienna Sausage, Qua.	95
		Veal Loaf, Medium	2 25



Beeman's Pepsin	65	CIGARS		Currants	
Beechnut Wintergreen		G. J. Johnson's Brand		Packages, 14 oz.	19
Beechnut Peppermint		G. J. Johnson Cigar,		Greek, Bulk, lb.	19
Beechnut Spearmint		10c		75 00	
Doublemint	65	Worden Grocer Co. Brands		Dates	
Peppermint, Wrigleys	65	Airedale		Dromedary, 36s	6 75
Spearmint, Wrgileys	65	Havana Sweets		Peaches	
Juicy Fruit	65	Hemeter Champion		Evap. Choice	16
Wrigley's P-K	65	In Betweens, 5 for 25		Evap. Ex. Fancy, P.P.	18
Zeno	65	Canadian Club		Peel	
Teaberry	65	Little Tom		Lemon, American	30
		Tom Moore Monarch		Orange, American	30
		Tom Moore Panetris		Raisins	
		T. Moore Longfellow		Seeded, bulk	9
		Webster Cadillac		Thompson's s'dles blk	8 1/2
		Webster Knickbocker		Thompson's seedless,	
		Webster Belmont		15 oz.	10
		Webster St. Reges		Seeded, 15 oz.	11
		Bering Apollos		California Prunes	
		Bering Palmitas		60@70, 25 lb. boxes	@08 1/2
		Bering Diplomatica		50@60, 25 lb. boxes	@09
		Bering Delioses		40@50, 25 lb. boxes	@10
		Bering Favorita		30@40, 25 lb. boxes	@10 1/2
		Bering Albas		20@30, 25 lb. boxes	@16
		150 00		FARINACEOUS GOODS	
		CONFECTIONERY		Beans	
		Stick Candy		Med. Hand Picked	10 1/2
		Pails		Cal. Linas	11
		Standard		Brown, Swedish	09 1/2
		Pure Sugar Sticks 600s		Red Kidney	11
		4 00		Farina	
		Big Stick, 20 lb. case		24 packages	2 50
		18		Bulk, per 100 lbs.	06 1/2
		Mixed Candy		Hominy	
		Kindergarten		Pearl, 100 lb. sacks	3 50
		Leader		Macaroni	
		14		Mueller's Brands	
		13		9 oz. package, per doz.	1 30
		X. L. O.		9 oz. package, per case	2 60
		12		Bulk Goods	
		French Creams		Elbow, 20 lb.	07 1/2
		18		Egg Noodle, 10 lbs.	14
		Paris Creams		Pearl Barley	
		17		Chester	4 50
		Grocers		0000	7 00
		11		Barley Grits	5 00
		Fancy Chocolates		Peas	
		5 lb. Boxes		Scotch, lb.	05 1/2
		Bittersweets, Ass'ted		Split, lb. yellow	08
		1 75		Split green	08
		Choc Marshmallow Dp		Sage	
		1 70		East India	10
		Milk Chocolate A A 1 80		Tapoca	
		Nibble Sticks		Pearl, 100 lb. sacks	09
		1 85		Minute, 8 oz., 3 doz.	4 05
		No. 12, Choc., Light		Dromedary Instant	3 50
		1 65		FLAVORING EXTRACTS	
		Chocolate Nut Rolls		55 Years Standard Quality.	
		1 85			
		Magnolia Choc			
		1 25			
		Gum Drops			
		Pails			
		Anise			
		18			
		Champion Gums			
		18			
		Challenge Gums			
		14			
		Favorite			
		19			
		Superior, Boxes			
		22			
		Lozenges			
		Pails			
		A. A. Pep. Lozenges			
		16			
		A. A. Pink Lozenges			
		16			
		A. A. Choc. Lozenges			
		16			
		Motto Hearts			
		19			
		Malted Milk Lozenges			
		21			
		Hard Goods			
		Pails			
		Lemon Drops			
		18			
		O. F. Horehound dps.			
		18			
		Anise Squares			
		18			
		Peanut Squares			
		17			
		Horehound Tablets			
		18			
		Cough Drops			
		Bxs			
		Putnam's			
		1 35			
		Smith Bros.			
		1 50			
		Package Goods			
		Creamery Marshmallows			
		4 oz. pkg., 12s, cart.			
		65			
		4 oz. pkg., 48s, case 3 40			
		Specialties			
		Walnut Fudge			
		22			
		Pineapple Fudge			
		22			
		Italian Bon Bons			
		17			
		Banquet Cream Mints			
		27			
		Silver King, M. Mallovs			
		1 25			
		Bar Goods			
		Mich. Sugar Ca., 24, 5c			
		75			
		Pal O Mine, 24, 5c			
		75			
		Malty Milkies, 24, 5c			
		75			
		Lemon Rolls			
		75			
		Tru Luv, 24, 5c			
		75			
		No-Nut, 24, 5c			
		75			
		COUPON BOOKS			
		50 Economic grade			
		3 50			
		100 Economic grade			
		4 50			
		500 Economic grade			
		20 00			
		1000 Economic grade			
		37 50			
		Where 1,000 books are			
		ordered at a time, special-			
		ly printed front cover is			
		furnished without charge.			
		CREAM OF TARTAR			
		6 lb. boxes			
		42			
		DRIED FRUITS			
		Apples			
		N. Y. Fcy., 50 lb. box			
		15 1/2			
		N. Y. Fcy., 14 oz. pkg.			
		16			
		Evaporated, Fancy			
		24			
		Evaporated, Slabs			
		18			
		Citron			
		10 lb. box			
		40			

GELATINE



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

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	35
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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

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 50
Diamond, 144 box	5 75
Searchlight, 144 box	5 75
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 70
Ohio Blue Tip, 720-1c	4 25
Blue Seal, 144	4 25
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 1/4
Peanuts, Jumbo, std.	17 1/4
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., doz.	2 25
9 oz. Jar, stuff-d., doz.	3 50
12 oz. Jar, Stuffed,	4 50
doz.	4 50
30 oz. Jar, stuffed ds.	7 00

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	11
8 oz., 2 do. in case	14
15 lb. pails	19.6
25 lb. pails	19.6

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

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



Iron Barrels

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	9 00
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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 Strs & H'f.	15 1/2
Med. Steers & Heif.	18
Com. Steers & Heif.	15 1/2

Veal

Top	20
Good	19
Medium	18

Lamb

Spring Lamb	32
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	14

Pork

Light hogs	11 1/4
Medium hogs	10 1/2
Heavy hogs	10 1/2
Loin, med.	17
Butts	16
Shoulders	12 1/2
Spareribs	11
Neck bones	9 1/2
Trimnings	12

PROVISIONS

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

Lard

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

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	@21
16-18 lb.	@21
Ham, dried beef	@40
Knuckles	@40
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@32
Mixed Hams	@18
Bacon 4/6 Cert.	24 @30

Beef

Boneless, rump	23 00
Rump, new	29 00

Liver

Beef	20
Calf	65
Pork	8

RICE

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

ROLLED OATS

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

RUSKS

Michigan Tea Rusk Co.	
Brand.	
40 rolls, per case	4 70
18 rolls, per case	2 25
36 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	1 40
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. fancy 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
Bixbys, Doz.	1 35
Shinola, doz.	90

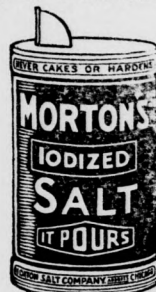
STOVE POLISH

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

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	2 00
Med. No. 1 Bbls.	2 70
Med. No. 1, 100 lb. bg.	90
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	4 10
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
Gruma White Na. 10s	3 90
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 35
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 120	5 00
Pumma, 100 box	4 85
Sweetheart, 100 box	3 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
Triby Soap, 100, 10c	7 25
Williams Barber Bar,	95 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	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES

Whole Spices

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 30.—In the matter of William T. Glimm, Bankrupt No. 3124, 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 first and final dividend to creditors will be ordered paid.

In the matter of Gertrude Ruggles Beam, Bankrupt No. 3169, 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 will be ordered paid, as far as the funds on hand will permit, there being no funds on hand for the payment of dividends to creditors.

In the matter of Edward W. Fitzgerald, Bankrupt No. 3224, the trustee has filed his final report and account, and a final meeting of creditors has been called for April 12. The report and account of the trustee will be passed upon. Expenses of administration and, if possible, a first and final dividend to creditors declared and ordered paid.

In the matter of Muskegon Scrap Material Co., Bankrupt No. 3343, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend of 5 per cent. to creditors has been made.

March 30. We have to-day received the schedules, reference and adjudication in the matter of Albert E. Jenkins, Bankrupt No. 3393. 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 herdsman. The schedules show no assets with liabilities of \$3,335. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, note of same will be made herein. The list of creditors of said bankrupt is as follows:

Commercial State Bank, Shepard	\$409.00
East Lansing, State Bank, Lansing	600.00
H. D. Box, Lansing	1,000.00
Harry Box, Lansing	300.00
John Hull, Lansing	400.00
F. A. Balderson, Eagle	300.00
Farm'ton State Bank, Farmington	335.00
March 30. We have to-day received the schedules of Charles Fred Messany, Bankrupt No. 3394. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a mechanic. The schedules show assets of \$350 of which the full interest is claimed as exempt, with liabilities of \$1,802.40. 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:	
Kal. Loan Co., Kalamazoo	\$ 48.00
Dr. Sherman Gregg, Kalamazoo	100.00
Dr. D. J. Scholten, Kalamazoo	130.00
Dr. Clarence Gillette, Niles	130.00
Dr. R. T. Fuller, Kalamazoo	175.00
Dr. Frances Ertell, Kalamazoo	360.00
Dr. Andrews, Kalamazoo	5.00
Dr. R. J. Hubble, Kalamazoo	3.00
Dr. J. B. Jackson, Kalamazoo	60.00
Dr. Hosea Barnabee, Kalamazoo	20.00
Borgess Hospital, Kalamazoo	116.40
John Boekout, Kalamazoo	19.00
M. Calder, Kalamazoo	26.00
Edwards & Chamberlain Hdwe. Co., Kalamazoo	295.00
C. M. Bennett, Kalamazoo	35.00
Frank Newell, Kalamazoo	25.00
Dr. P. J. Woolsey, Kalamazoo	15.00
Dr. Coddington, Richland	160.00
P. Darling, Kalamazoo	10.00
Leon Leonard, Delton	25.00

March 31. We have to-day received the adjudication and reference in the matter of Peter C. Maghielse, George P. Maghielse and John Moylan, individually and as Eureka Brass Products Co., Bankrupt No. 3395. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is a voluntary case. Schedules will be filed within a few days, upon receipt of same, list of assets and also list of creditors will be made herein. The concern is located at Grand Rapids.

March 29. On this day was held the final meeting of creditors in the matter of George E. Hawk, doing business as Hawk Dairy, Bankrupt No. 3083. The bankrupt was not present or represented. No additional claims were proved and allowed. Certain creditors were present in person. Claims were proved and allowed. The final report and account of the trustee was approved and allowed, as filed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 5.5 per cent. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court as soon as the vouchers are returned from the depository.

April 2. We have to-day received the schedules, reference and adjudication in the matter of Eugene Veihl, Bankrupt No. 3396. 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 carpenter. The schedules show assets of \$825.72 of which \$500 is claimed as exempt, with liabilities of \$1,021.10. 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:

Wm. Busch Lumber Co., Muskegon	\$62.00
First State Savings Bank Muskegon Heights	100.00
C. J. Olsen, Muskegon	50.00
James Hibbert, Muskegon	35.00
Sanitary Dairy, Muskegon	12.00
Joseph Hollenbeck, Muskegon	110.00
Max Koenitz, Muskegon	652.10

April 2. We have to-day received the schedules, reference and adjudication in the matter of Henry Vanderriet, Bankrupt No. 3397. 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 \$400 of which the full interest is claimed as exempt, with liabilities of \$2,268.82. 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:

Garet Vanderriet, Grand Rapids	\$204.40
James Vanderhoop, Holland	36.38
George Schrotenboer, Holland	19.00
Holland City State Bank, Holland	765.00
State Bank, Holland	25.00
Peoples State Bank, Holland	50.00
Expert Service Garage, Holland	33.07
Yonker Pibg. & Htg. Co., Holland	63.00
George Vanderriet, Holland	55.00
Al Vanderriet, Holland	35.00
White Bros., Holland	91.50
Gast & Sons, Holland	13.68
Tavern Shoe Store, Holland	8.00
Former Hudson Essex Garage, Holland	3.50
Henry Assink, West Olive	18.50
Donald Mokma, Holland	2.50
George Fredevel, Fremont	200.00
George Meyers, Muskegon	35.00
Home Market, Holland	21.50
John Bomers, Holland	116.45
P. S. Boster & Co., Holland	91.64
Jas. A. Bromer Co., Holland	7.50
Henry R. Brink, Holland	13.82
City Sign Co., Holland	15.00
DePree Hdwe. Co., Holland	42.42
Fris Book Store, Holland	39.70
Geerds Electric Co., Holland	14.24
Holland Co-operative Co., Holland	54.97
Holland Lumber & Supply Co., Holland	9.33
Holland Printing Co., Holland	17.80
Thos. Straatsma, Holland	22.80
Model Drug Store, Holland	5.00
Scott Lagers Lbr. Co., Holland	4.65
Sentinel Pub. Co., Holland	10.98
Abel Smeenge, Holland	70.00
Henry Jacobs, Holland	46.98
Holland Vulc. Co., Holland	5.50

March 29. On this day was held the final meeting of creditors, in the matter of Regent Auto Maintenance Co., Bankrupt No. 2983. There were no appearances on behalf of the bankrupt or trustee. The final report and account of the trustee was considered and allowed. Claims were allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit. There were no objections to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

April 3. We have to-day received the schedules, reference and adjudication in the matter of Gladys Miller, Bankrupt No. 3398. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Eaton Rapids, and her occupation is that of a furniture dealer. The schedules show assets of \$4,367.22 with liabilities of \$5,512.57. The first meeting of creditors will be called promptly and note of the same made herein. The list of creditors of said bankrupt is as follows:

James H. Boye Mfg. Co., Chicago	\$ 35.98
Michigan Seating Co., Jackson	47.50
Rosenberg & Co., Toledo	90.93
West Mich. Furn. Co., Holland	126.00
Lloyd Mfg. Co., Menominee	63.10
Folding Furniture Works, Inc., Stevens Point	59.40

G. R. Bedding Co., Grand Rapids	221.70
C. E. Erickson Co., Des Moines	80.50
Northern Mfg. Co., Unknown	15.45
Nappine Lumber Co., Nappine, Ind.	101.75
Metal Stampings Corp., Streeter, Ill.	16.65
George S. Lamb, Nappine, Ind.	42.50
Golden Star Polish Mfg. Co., Kansas City	22.50

Charlotte Chair Co., Charlotte	80.10
Milwaukee Chair Co., Milwaukee	18.50
Chattanooga Furn. Co., Chattanooga	93.50
Metropolitan Lamp Co., New York	38.56
Wellington Stone Co., Chicago	115.25
Baughn Furn. Co., Galax	85.98
Caswell Runyan Co., Huntington, Ind.	80.75

Lentz Table Co., Nashville	18.00
Webster Lumber, Eaton Rapids	113.00
Spencer, Charlotte	120.00
Hard Mfg. Co., Buffalo, N. Y.	142.35
Wait Furn. Co., Portsmouth, Ohio	354.00
Union Bed and Spring Co., Chicago	53.75
Fisher Box Paper Co., Ft. Wayne	70.03
Kimlark Rug Co., Neenah, Wis.	192.18
Peck & Hill, Chicago	532.30
Mutschler Bro. Co., Nappanee, Ind.	62.00
A. B. Chair Co., Charlotte	54.50

Mich. State Industries, Ionia	58.95
Baldwin Stove Co., Cleveland	221.45
Culver Art & Frame Co., Westerville, Ohio	28.15
Evart Fibre Furn. Co., Evart	10.50
Banta Furn. Co., Goshen	9.75
Standard Linoleum & Rug Co., Detroit	29.25

Quality Metal Bed, Chicago	25.00
Thomas Upholstering Co., Muncie	226.12
S. Karpen & Bros., Michigan City	12.00
S. Karpen & Bros., Chicago	7.50
P. Steketee & Sons, Grand Rapids	63.77
Bundy Bedding Co., Lansing	17.25
Diamond Carpet Co., Philadelphia	52.80
National Felt Co., Grand Rapids	58.37
Lima Mattress Co., Lima	314.50
R. M. Wilson, Eaton Rapids	2,266.45

April 3. We have to-day received the schedules, reference and adjudication in the matter of Fred Marks, Bankrupt No. 3399. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a barber. The schedules show assets of \$3,500 of which \$500 is claimed as exempt, with liabilities of \$5,567.22. 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:

City of Kalamazoo	\$ 62.88
Title Bond & Mortgage Co., Kala.	100.00
Kal. Loan Co., Kalamazoo	165.00
Home Furnishing Co., Kalamazoo	225.00
Peoples Outfitting Co., Kalamazoo	179.00
Consumers Power Co., Kalamazoo	130.00
Ashby Appliance Co., Kalamazoo	104.40
Charles S. Knight, Kalamazoo	325.00
Consumers Power Co., Kalamazoo	50.00
National Cash Register Co., Kala.	315.00
Gibbs Supply Co., Detroit	12.50
Kal. Laundry Co., Kalamazoo	14.00
BeEstervelt's Grocery, Kalamazoo	25.00
American Oil Co., Jackson	20.00
Kal. City Savings Bank, Kalamazoo	720.00
Kal. Nat. Bank, Kalamazoo	160.00
A. W. Walsh & Co., Kalamazoo	54.00
B. Gleenewerk & Son, Kalamazoo	20.50
Kraut & Donnel, Chicago	1,230.06
Wheeler-Blaney Co., Kalamazoo	135.42
H. L. Vanderhorst, Kalamazoo	32.81
Kal. Citizens Loan Co., Kalamazoo	830.00
Dr. R. U. Adams, Kalamazoo	130.00
Butterfield's Corp., Kalamazoo	50.00
Chaffee & Blackburn, Battle Creek	48.50
Fred Dolle, Chicago	30.00
N. V. Lovell, South Bend, Ind.	57.00
Fairystone Co., Detroit	14.00
Kal. Gazette, Kalamazoo	34.00
Chas. L. Hoyland, Chicago	30.00
Kal. Symphony Orchestra, Kalam.	25.00
Dr. C. L. Bennett, Kalamazoo	30.00
Dr. L. S. DeWitt, Kalamazoo	20.00
Wm. U. Metzger, Kalamazoo	35.00
Grover Dairy Co., Kalamazoo	16.00
Roy Curran, Kalamazoo	15.00
Ryder Coal Co., Kalamazoo	8.50
Jack Dold, Kalamazoo	16.00
Al. Palmer, Kalamazoo	5.60
E. Healey, Kalamazoo	15.00
Edwards & Chamberlain Hdwe. Co., Kalamazoo	4.50
Dr. Fredk. Shillito, Kalamazoo	19.00
Hamilton & Williams, Kalamazoo	4.00
Consumers Power Co., Kalamazoo	20.60
Mich. Bell Tel. Co., Kalamazoo	7.55
E. & B. Printing Co., Kalamazoo	2.51
Jim Bowersox, Kalamazoo	18.00
Michigan Fruit Store, Kalamazoo	1.25

March 29. On this day was held the final meeting of creditors in the matter of George Burgess, doing business as Burgess Jewelry Co., Bankrupt No. 3200. No creditors were had. Claims were allowed. The trustee's final report and account was approved. An order was made for the payment of expenses, as far as the funds will permit and for the payment of a supplemental first dividend to new claims. No objections were made to discharge. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

April 2. On this day was held the final meeting of creditors in the matter of Johnner Sisters Bankrupt No. 3077. The bankrupts were not present, but represented by attorneys Diekema, Kollen & Ten Cate. No creditors were present or represented. The trustee's final report was approved and allowed. Claims were approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit, and for the payment of a tax claim allowed. 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 Mara-Rickenbacker Co., Bankrupt No. 3129. The bankrupt was not represented, except by one of its officers, who was also a creditor. The trustee was present. Claims were allowed. The final report and account of the trustee was approved and allowed. Expense items were approved. An order was made for the payment of expenses of administration and for the payment of a labor claim filed. 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.

On this day also was held the final meeting of creditors in the matter of Walter Stellard, Bankrupt No. 3236. The bankrupt was not present or represented.

No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the payment of a preferred tax claim. 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.

April 5. We have to-day received the schedules, reference and adjudication in the matter of Charles W. Carr, Bankrupt No. 3401. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Fremont, and his occupation is that of a merchant. The schedules show assets of \$868.38 of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$1,889.82. 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 made herein. The list of creditors of said bankrupt is as follows:

Hale Wolcott, Fremont	\$188.00
Elmer Davis, Fremont	110.00
Anderson Packing Co., Muskegon	66.40
Bay State Fishing Co., Boston	29.40
Cox Margarine Co., Grand Rapids	17.84
Ferris Coffee House, Grand Rapids	16.30
Gilroy Ice Cream Co., Muskegon	12.50
G. R. Paper Co., Grand Rapids	9.10
J. L. Hillyard & Co., Fremont	6.00
Loose-Wiles Biscuit Co., Chicago	17.76
Mary Jane Creamery Co., Kent City	33.75
Muskegon Hide & Rendering Co., Muskegon	175.00

Mich. Bell Tel. Co., Fremont	3.80
Plankington Packing Co., Milwaukee	96.56
Huber H. Smith, Muskegon	52.37
Swift & Co., Muskegon	181.40
Thomasma Bros., Grand Rapids	24.27
Boot & Co., Grand Rapids	3.76
A. L. Burt, Fremont	30.15
Dickery Dick, Muskegon	40.00
Elmer Davis, Fremont	120.00
Tromp Fisheries, Muskegon	9.50
Dornbus Bros. & Co., Grand Haven	14.50
John Betten, Fremont	25.00
G. H. P. Cigar Co., Detroit	3.75
J. L. Hillyard & Co., Fremont	55.80
VandenBerge Cigar Co., Grand R.	14.41
Francis Jiroch Co., Muskegon	332.93
Bert Westfall, Hart	30.00
Fremont Times Indicator, Fremont	3.00
Frank Gilson, Syracuse N. Y.	10.84
Old State Bank, Fremont	107.00
Consumers Power Co., Fremont	10.00

April 6. We have to-day received the schedules, reference and adjudication in the matter of Cleo William Cooper, Bankrupt No. 3402. 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 \$25 of which the full interest is claimed as exempt, with liabilities of \$4,380.04. The court has written for funds and upon receipt of same the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

G. Konkle, Grand Rapids	\$ 14.00
N. Konkle, Grand Rapids	3.25
Doll & Smith, New York City	104.00
Hazeltine & Perkins, Grand Rapids	9.50
R. W. Snyder Co., Battle Creek	12.00
Specialty Candy Co., Grand Rapids	37.50
Baynk Cigars, Inc., Grand Rapids	5.68
Rademaker-Dooce Grocer Co., G. R.	16.46
A. E. Brooks & Co., Grand Rapids	19.16
Consumers Power Co., Grand Rap.	35.00
Mich. Bell Tel. Co., Grand Rapids	23.50
Edward N. Cooper, Grand Rapids	6.00
Lee & Cady, Grand Rapids	8.90
F. V. Smith, Grand Rapids	52.10
National Grocer Co., Grand Rapids	17.75
Roseberry-Henry Electric Co., Grand Rapids	10.03

Salem Chenia Co., Salem, Ohio	10.35
Heyboer Co., Grand Rapids	78.81
Lentz Choc. Co., New York	65.95
Norris Candy Co., Atlanta, Ga.	23.65
G. R. Gas Co., Grand Rapids	21.00
Consumers Ice Co., Grand Rapids	21.00
Wallace & Co., Brooklyn, N. Y.	103.11
Bunte Bros., Chicago	55.23
P. Wunderle, Philadelphia	37.10
Heth & Pittenger, Grand Rapids	12.50
G. A. Hendricks, Grand Rapids	25.02
Rysdale Candy Co., Grand Rapids	50.80
Smith's Flavoring Extract Co., Grand Rapids	1.50

Harry Heppé & Son, Gloucester, N. J.	16.00
J. Shaunessy, Grand Rapids	23.00
L. Wells, Grand Rapids	100.00
E. M. Konkle, Grand Rapids	900.00
Chris Naum, Grand Rapids	25.63
Eberhards Grocery, Grand Rapids	10.00
Harvey W. Darling, Grand Rapids	20.00
Corwin Norcross, Grand Rapids	51.00
Rent A Car, Grand Rapids	14.00
S. Sobota, Grand Rapids	125.00
East End Advocate, Grand Rapids	20.00
Breen & Halladay Fuel Co., Grand Rapids	10.00

Specialty Candy Co., Grand Rapids	5.75
Dr. N. S. Vann, Grand Rapids	40.00
Thomas Ward, Grand Rapids	35.00
Eugene Steketee, Grand Rapids	505.00
Dr. John VanderStolp, Grand Rap.	16.00
Diekema, Jollen & Tencate, Holland	18.83
L. Michael, Grand Rapids	20.50
Freling & Mendels, Grand Rapids	6.00
Herald, Grand Rapids	1.86
C. F. Adams Co., Grand Rapids	31.00

April 6. We have to-day received the schedules, reference and adjudication in

the matter of South Haven Produce Co., DeCook Brothers, and Franklin DeCook, and Willis DeCook, individually and as comprising the above companies, Bankrupt No. 3403. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of South Haven and Park Township. The schedules show assets of \$100 with liabilities of \$3,726.36. The scheduled assets of Franklin DeCook, \$350 of which the full interest is claimed as exempt with liabilities of \$1,100. The scheduled assets of Willis DeCook, \$2,800, of which \$1,800 is claimed as exempt, with liabilities of \$2,600. The court has written for funds and upon receipt of the same the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows: Hill Bros. Co., South Haven.....\$269.06 Russo Bros. & Son Chicago.....198.30 Eugene Pierce & Co., Chicago.....37.50 M. Courtney & Son, Chicago.....38.25 Kraner Bros. & Magos, Chicago.....70.00 K. B. Malt Co., Bay City.....35.00 Vinkemulder & Co., Grand Rapids.....78.25 Bangor Produce Co., Bangor.....2,700.00 First State Bank, South Haven.....300.00 Bangor Produce Co., Bangor.....1,100.00 First State Bank, Holland.....925.00 Cornelius DeCook, Holland.....1,500.00 Reason L. Eitel, South Haven.....175.00

April 9. On this day was held the first meeting of creditors in the matter of Wilbur E. Smith, individually and doing business as Republic Motor Sales Co. and Grand Motor Sales Co., Bankrupt No. 3383. The bankrupt was present in person and represented by attorney F. L. Williams. Creditors were represented by Grand Rapids Credit Men's Association. Claims were allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

April 9. On this day also was held the first meeting of creditors in the matter of Francis J. Heany, Bankrupt No. 3388. The bankrupt was present and represented by attorneys Corwin, Norcross & Cook. One creditor was present and creditors generally were represented by Grand Rapids Credit Men's Association. Claims were allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot, of Grand Rapids, was named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Lloyd E. McKee, doing business as Berrien Nursery & Supply Co., Bankrupt No. 3372. The bankrupt was present in person and represented by attorney Clarence E. Butler. No creditors were present or represented. No claims were proved or allowed. The bankrupt was sworn and examined, without a reporter. Harris S. Whitney, of Benton Harbor, 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 Elmer B. Olmstead, Bankrupt No. 3381. The bankrupt was present in person. No creditors were present or represented. No claims were proved or 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.

April 9. On this day was held the first meeting of creditors in the matter of Daniel Burkett, Bankrupt No. 3380. The bankrupt was present in person. No creditors were present or represented. No claims were proved or allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Joseph Stegehuis, Bankrupt No. 3382. The bankrupt was present in person and represented by attorney Robert S. Tubbs. Certain creditors were present. Claims were proved. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and his bond placed at \$500. An order was made for the payment of current expenses the property having been heretofore sold.

Beware of Gang of Fraudulent Check Operators.

Jackson, April 10—We have sent out numerous warnings against a gang of fraudulent check operators headed by fraudulent checks purported to have been issued by the advertising department of the Pet Milk Co., Carnation Milk Co., Morton Salt Co., Sun Maid Raisin Co., Lydia Pinkham Co., Fleischmann Yeast Co., Durham-Duplex Co., U. S. Gutta Percha Paint Co., Lloyds Insurance Co., Barber Steamship Lines, Inc., Corecilli Silk

Co., Smith Brothers Co., Royal Baking Powder Co., and Fresno Vineyards Co.

Alfred E. Wurzburg was arrested under the name of Frank D. McKay, at Elkhart, Indiana, on July 9, 1927, and returned to Jackson, on a charge of forgery, uttering and publishing worthless checks, etc., and held in the county jail until October 14, 1927, when he was released on a bail bond which he defaulted and is now wanted here as a fugitive from justice as well as several other charges.

Wurzburg was associated with one Louis Slater, alias Hass, alias Dr. Brown, alias Dr. Braun and various other aliases, and Thomas Bracken, formerly manager of the Belding Hotel, Belding, Mich.; Dana L. Reed, an ex-convict, forger and bond swindler, Miles, alias George Gebott, another bond swindler. After Wurzburg's release, he went to Chicago and connected with Slater and Bracken again, then went to Southern Illinois, where he laid down a bad check of Smith Brothers (cough drops) on a merchant, going from there to Kansas City, where he was identified for a bad check of the Barber Steamship Lines, Inc., passed on a Kansas City merchant.

He was next heard from in North and South Carolina and Virginia, where he and some others spread a number of checks purported to have been issued by the W. K. Kellogg Co. of Battle Creek, Michigan, the checks being drawn on the Central National Bank of Battle Creek. The present method of operation of this gang is for them to call on hardware and paint dealers and, representing themselves as advertising sign painters for the Kellogg company, make a small purchase of paints, brushes, etc., which they usually have shipped to some other point, present one of the fraudulent checks, together with fraudulent credentials, and collect the difference in cash. The checks are in amounts of from \$50 to \$75, are typewritten, photostated, numbered with numbering machine in upper left-hand corner and bear the signatures of persons supposed to be the vice-president and assistant treasurer.

One outstanding identification of these worthless checks is that the name "W. K. Kellogg Company" which is printed in the upper center appears again as a printed signature and which is "W. K. Kellogg Co.," the name being spelled with but one "G."

The names these checks are payable to and the names appearing as signatures of the officers of the company are changed on practically every check and do not mean a thing.

These swindlers are badly wanted in every section of the United States and in not less than 150 cities of medium size.

We should be promptly notified of all information and when any such check as described is presented, the person presenting should be promptly placed under arrest and we notified of all details. Our files on this gang are too voluminous for all details to be given in this bulletin but will be gladly supplied upon request from the proper persons.

Wurzburg himself is a very versatile person, is well educated, can carry on an intelligent conversation on almost any subject and is far above the average crook in intelligence. His description is as follows:

Age, thirty-five; height, 5 feet 10 or 11 inches; weight, 160 pounds; build, medium; hair, brown, thin on top; eyes, brown and very prominent; nose, long and prominent; large ears, high shoulders. Is of German parentage and speaks German fluently.

Walks with long stride, is of general peculiar appearance and has been called "Eric Von Stroheim" due to a resemblance to the movie actor.

Has an impediment in his speech which he controls fairly well at times

but which is very pronounced when nervous or excited.

Wears size sixteen shirt, always with attached collar, size 8½ AA shoe.

Remember that Wurzburg may not appear on the scene himself, so do not rely upon the description as that of the man who may present one of these checks.

Don't forget the details and please don't forget to notify us of all information very promptly.

Bankers and Merchants Protective Alliance.

If you don't like a man, you should try unusually hard to be fair to him.

AUCTION SALES

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE WESTERN DISTRICT OF MICHIGAN.

SOUTHERN DIVISION. At a Court of Bankruptcy held in and for said District and Division, at Grand Rapids, this 27th day of March, 1928.

Present: HON. CHARLES B. BLAIR, Referee in Bankruptcy.

In the matter of HOLLAND STEEL CORPORATION, Bankrupt.

Notice is hereby given that pursuant to an order heretofore made herein, I shall sell at public auction and to the highest bidder, on Tuesday, April 17, 1928, at 10 a. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt corporation, in the city of Holland, Michigan, all of the furniture, fixtures, equipment and machinery of said estate, all of which is appraised at the sum of \$3,217.00. The Bankrupt manufactured wrenches and steel products.

ABE DEMBINSKY, Court Auctioneer, JOHN ARENDSDORST, Custodian Holland, Michigan.

In the matter of BITLEY BROS., Bankrupt

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at auction and to the highest bidder, on Tuesday, April 17, 1928, at 3 p. m., Eastern Standard time, at the premises formerly occupied by the Bankrupts, in the Village of Lawton, Van Buren County, Michigan, all of the stock in trade, fixtures and assets of this estate scheduled by the Bankrupts to be of the approximate value of \$3,000.00. The property consists of groceries and attendant fixtures.

ABE DEMBINSKY, Court Auctioneer, M. N. KENNEDY, Custodian, Kalamazoo, Michigan.

NOTICE: For further information regarding the above Bankrupt Auction Sales, an itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the custodian or auctioneer. Property will be offered in bulk or parcels to suit dealers. Sales are for cash and subject to confirmation immediately by the Referee.

HON. CHARLES B. BLAIR, Referee in Bankruptcy.

CIRCUIT COURT SALE. Present, HON. WILLIS B. PERKINS, Circuit Judge.

RECEIVERS SALE. FELDPAUSCH MARKET.

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at public auction and to the highest bidder, on Monday, April 16, 1928, at 2 p. m., Central Standard time, at the premises 10-12 Diamond Ave., S. E., Grand Rapids, Michigan, all of the machinery, equipment, furniture, etc., inventoried at \$7,468.80. The property is that of a complete wholesale and retail meat market and sausage factory. Sales are for cash and subject to confirmation by the circuit court.

ABE DEMBINSKY, Court Auctioneer, Expert Commercial Auctioneer, C. W. Moore, Receiver, Belmont, Mich.

AUCTION SALE.

By order of the owner I shall sell at Public Auction and to the highest bidder all the stock and fixtures of HUNTER'S

Sand Lake, Michigan.

Dry Goods, Shoes and Men's Furnishing at the approximate inventory of \$5,000.00. An inventory will be on hand at the time of sale, Monday, April 16th 1928, at 10 a. m. Central Standard time. Fixtures consist of 3 Show Cases, Cash Register, Safe, Desk, etc. Rent \$30.00 month. All sales are made for cash and subject to confirmation by the owner. Stock will be sold in bulk only. For further information inquire of

ABE DEMBINSKY, Commercial Auctioneer, Saginaw, Mich., Phone Riverside 3667W.

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.

FIRE AND BURGLAR PROOF SAFES Grand Rapids Safe Co. Tradesman Building

Business Wants Department

CLOTHING STORE FIXTURES FOR SALE—Grand Rapids made. Three hat units, six suit units, three overcoat units, three boys' or trouser units; two ten-foot all plate glass show cases, and seven sections of shelving. Also eight to twelve-foot tables. All in first-class condition and can be bought at a very reasonable price. Estate of Harry J. Aarons, Manistee, Mich. 819

BUSINESSES WANTED—Have you a well-paying business for sale? If so we can sell it for you. Have buyers waiting. All transactions handled confidentially. When writing give full details and one of our representatives will call. C. E. HESS & CO., 109 N. Dearborn Street, Chicago, Illinois. 820

FOR RENT—DRY GOODS AND notion store wanted. County seat of 2,500. Splendid location and building, moderate rent. K. E. Wilcockson, Sigourney, Iowa. 821

FOR SALE — DRY GOODS STOCK. Best location in city of 4,000. Northern Illinois. Bears investigation. Address No. 822, c/o Michigan Tradesman. 822

FOR SALE — Refrigerator, capacity 1,500 pounds of butter. E. J. Beukema, 358 Apple Ave., Muskegon. 823

FOR SALE—Store building, five living rooms. Location, corner Summit Avenue and M-31 Muskegon Heights. E. J. Beukema, 358 Apple Ave., Muskegon. 824

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

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

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.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

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

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

UNFAIR DISCRIMINATION.

Harbor Springs Objects To Curtailed Railway Service.

Taber Hamilton general agent and superintendent for the Pennsylvania Railroad Company at Grand Rapids, visited Harbor Springs recently in connection with the proposed reduction of service on the Harbor Springs-Petoskey branch. Following conferences during the day between representative business men of the town and Mr. Hamilton, a preliminary session attended by interested citizens and called by V. A. Pool, local agent for the railroad, was held at the village hall in the afternoon. Discussion of several phases of the problem took place at this time and at 7:30 in the evening a meeting called by the Harbor Springs Chamber of Commerce was attended by about twenty-five of the town's business men.

Mr. Hamilton explained at some length to those present why it had been proposed by the railroad company to cut down the service to a twice-a-week run between October 1 and June 1.

With a view of effecting an economy, Mr. Hamilton's proposal is to cut the service to two trains per week. In reply to inquiries regarding curtailment of service on other branch lines, he explained that service on the Traverse City-Walton Junction branch had been reduced to one train a day and on the Missaukee and Lake City line to twice a week.

Asked whether the resort train service would be affected Mr. Hamilton answered that, as far as he knew, summer service would remain the same, but added the statement that if a saving were not accomplished during the slack period it would have to be effected at some other time.

There was not a business man at the meeting who admitted making any money during the eight months from October 1 to June 1. On the contrary, all said that they lose money. It was pointed out that local merchants and others remain here throughout the fall, winter and spring months in order that the resort season will be made possible each year, contending that transient establishments are unsuited to the furtherance of the resort business. It was the contention of those present that the railroad company should be as willing to take its share of the loss in winter as are the permanent businesses here.

Other points spoken of in the discussion, which at times waxed hot and interesting, were the question of the right of way which was built and presented to the company and alleged lack of co-operation on the part of the railroad in providing proper terminal facilities.

The result of the meeting was a motion made that the Chamber of Commerce take necessary action for placing before the Public Utilities Commission a protest against the railroad company's proposed action. On a roll call the motion received the unanimous support of the gathering.

It is the privilege of the railroad company to reduce or suspend service as it sees fit; and, this being done; it is the privilege of the community or communities affected to go before the controlling body, which in this case is the Public Utilities Commission, and present its argument. The company will then either be ordered to replace the service or will be upheld in its action, according to the decision of the commission. Effective March 19 the railroad did curtail its service on this branch to two trains a week, one on Tuesday and one on Friday.

Elmer J. Hanna publisher of the Emmet County Graphic, and George A. Newark, Secretary of the Chamber of Commerce, were appointed a committee to represent the Chamber of Commerce and do all they could to keep the railroad from rendering inadequate service to Harbor Springs.

The situation as expressed by them is as follows. Rigid economy, peculiar in its application has struck the Pennsylvania Railroad. It has assumed a policy of cutting corners and Harbor Springs happens to be one of these projections. It is however, an unwilling one and may become somewhat rounded before admitting its angularity.

The accounting department of this colossal transportation system, with its network of steel rails reaching from New York to Chicago and South to Central Indiana, has discovered that the six miles of branch line running from Petoskey to Harbor Springs must make a savings of approximately \$5.80 a day for eight months of the year to be in line with their policy with the successful operation of the system.

In order to make this saving of less than \$6.00 a day for eight months the company proposes to curtail the service on this branch from the pitiful one train a day now in effect to a schedule of two trains a week.

This proposal which, according to their own estimate approximates \$14,000 saving in a year, was considered of sufficient importance to cause the General Passenger Agent and Superintendent of the Grand Rapids Division to make three

trips to Harbor Springs to discuss the situation with local interests.

A protest against this curtailment of service has been entered by the Harbor Springs Chamber of Commerce before the Michigan Public Utilities Commission.

At a meeting of the Chamber of Commerce held last week a unanimous vote was taken in favor of the organization taking such action as was necessary to prevail upon the Public Utilities to stop further curtailment of the service.

The railroad company attempts to justify this curtailment upon the alleged fact that the branch loses money in the period intervening between October 1 and June 1. They further infer that a saving of \$14,000 in this period would satisfy them and that this saving could be made by reducing the meager service given at present to that of two trains a week. They also intimate that their lawyers would be brought from Philadelphia and their representative or representatives from Chicago would be sent for, to present their case to the Utilities Commission. This expense would be added to that occasioned by the three trips already made by the Grand Rapids Superintendent all in an effort to save approximately \$14,000, the estimated saving on the branch in eight months.

The people of Harbor Springs do not believe this saving is justified when it is compared to the injustice done to Harbor Springs and vicinity by the curtailment of the service, and further, in view of other elements which enter the case. Some of the elements are as follows:

The railroad company has made no figures available to show the profits of the branch in question for the year as a whole. We contend that the branch is sufficiently profitable in the four months of summer to offset the \$14,000 needed to make the service justifiable during the other eight months. We believe that if the gross receipts of this branch were received in twelve nearly equal monthly installments, spread over the year that there would be no question of curtailment of the service. We believe the company is serving many other towns with better service wherein the yearly gross is much less, though more equally proportioned over the year.

The rates for rendering transportation service are based on the earnings of the system as a whole and not on individual branches, or divisions. We believe the rates as they stand are not commensurate with conditions that exist here, but we have to pay them, nevertheless. Consequently, what is sauce for the goose is sauce for the gander, and we believe the earnings of the entire system should be computed by the mile of track and not by individual branches. In other words the railroad company contends that this Harbor Springs-Petoskey branch loses money for eight months. We contend that were rates commensurate with conditions that proper effort applied would secure sufficient business to warrant adequate service here. The railroad replies that they can not lower the rates, so in which case, why do they assume their prerogative of computing profits by the segment and by less than yearly periods?

We also forcefully contend that the Pennsylvania railroad as a public service corporation is obligated to render a fixed minimum of service in order to discharge their duty as a franchise holder which precludes someone else from rendering the service deemed necessary.

Mr. Taber Hamilton, the General Passenger Agent of the Grand Rapids & Indiana Division, who represented the company in Harbor Springs asked the direct question why the Pennsylvania railroad should be penalized for eight months because they entertain a good business here in the four months of summer, implying in his remarks that it was not fair that we should ask them to do this.

Let us examine this briefly. To begin with the citizens of Harbor Springs secured the right of way necessary to allow the railroad to enter this field which for many years has been highly fruitful, and then built the road bed and gave them both to the railroad, believing that the company would exercise the right given them to the end of furnishing Harbor Springs and the territory which it serves as an outlet, proper railroad service. The service has been consistently curtailed without much protest from the town until now one mixed train a day backs into the town and out again, for the major portion of the year.

The situation has now reached the crux where the railroad wants to cut this service down to two trains a week and the citizenry of Harbor Springs are not going to permit this if they can possibly prevent it. Based on the policy pursued the past few years they are also justified in believing, as they do, that this is not the end, but just the next step which is another entering wedge to still poorer service in the future.

Now, as to penalizing the railroad for the cream they take in the summer. Having first made it possible for the railroad to cater to Harbor Springs, which resulted in their obtaining a franchise for exclusive railroad service to his point, the citizens of Harbor Springs then began to build up a summer resort business

from which they can only glean rewards through the summer. It is undisputably and obviously necessary that the citizens of Harbor Springs must remain here twelve months in the year in order to serve the summer resorters four months in the year. It is an apparent fact that these institutions lose money in the winter by so doing. Did not these citizens stay here and prepare for the influx of resorters there would be no resort here because the service required by these summer people can not be adequately handled by transient institutions. As a result of this nursing of the resort business by the local people the railroad is able to capitalize on the volume of business it handles through these four fat months. Therefore, we say, "yes," the railroad can afford to be penalized to a certain extent in order to reap the rewards made possible by the labor and sacrifice of the local people.

The two trains a week proposal would discommode traffic, which we do not believe the railroad should do as long as it holds the franchise into this town. Should a person in some distant city wish to come to Harbor Springs via rail they would find that the time tables of the railroad showed only two days on which they could reach here. They would then have to plan their leaving to meet this condition whether it was convenient to them or not. Furthermore, the listing of only two trains a week into Harbor Springs is not a fair presentation of the matter. A stranger having been impressed perhaps by literature sent to him or by the remarks of a friend might form a flattering opinion of this town as a good place in which to spend a vacation. Upon investigating the ways and means of arriving here he would find that the town was served by two trains a week. This would in many cases, offset any good that had been done by giving him the false impression that the town was of such minor importance that only a twice a week train schedule was warranted. We grant that should someone entirely familiar with the situation be at his side to explain the whys and wherefores he might again be convinced that Harbor Springs with its resorts was the watering place of the elite of the whole Middle West, as it is, and not the crossroads village that the timetable would imply. But no one would be at his side and so Harbor Springs would be given a black eye that it did not deserve. The people of Harbor Springs are right in their contention that such a time-table listing would be preposterously unfair because of the adverse picture that would wrongfully be painted in the mind of a prospective sojourner in our commendable resort territory.

Another fact that puts the Harbor Springs office in a bad light, relatively, is the fact that practically all people from Harbor Springs and surrounding territory, who are rightly patrons of the local ticket office, buy their tickets to points beyond Petoskey, at the Petoskey ticket office. This fact is made necessary because the local train does not make adequate connections with the main line trains. These tickets, and there are hundreds of them, contribute materially to the prosperity of the main lines, and the Harbor Springs office gets no credit for this vast sum of money which annually flows into the coffers of the Pennsylvania railroad company. Were this sum of money added to the receipts of the local office a much greater respect would be given it.

There are innumerable other reasons why a minimum service of one train a day into Harbor Springs on the Pennsylvania lines is not only just and needed but morally imperative and we believe that the Michigan Public Utilities Commission will see the matter in the same light.

Elmer J. Hanna.
George A. Newark.

Late Business News and Changes.

Marysville—The Buhl Aircraft Co. has increased its capital stock from \$300,000 to \$500,000.

St. Anthony—H. J. Homier has sold his store building and stock of general merchandise to George Melchoir, who will take possession about April 20.

Wayland—Fred Mathews, of Battle Creek, has purchased the plant of the Wayland Lumber Coal Co., and will continue the business under the same style with Clarence Calkins as manager.

Detroit—The Star Dee Water Heater Corporation, 2013 Twelfth street, has been incorporated with an authorized capital stock of \$50,000, \$7,500 of which has been subscribed and paid in in cash.

Lansing—Myron G. Tucker, former-

ly with the Henkel Radio Shop, has engaged in the radio, radio supplies and accessories business at 210 Hurd building, Washington avenue, under his own name.

Wittmore—The Wittmore Dairy has been incorporated to manufacture and deal in dairy products, with an authorized capital stock of \$12,000, all of which has been subscribed and paid in, \$7,000 in cash and \$5,000 in property.

Detroit—The Ajax Mantel Corporation, 7209 Livernois avenue, has been incorporated to manufacture and sell fireplace mantels with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Mechanical Development Co., 2017 Penobscot building, has been incorporated to control trademarks, patents, etc., with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in in cash.

Lansing—E. R. A. Hunt, formerly engaged in the drug business at the corner of West St. Joseph street, has purchased Hartle's Pharmacy, and will continue the business at the same location, 517 West Ionia street, under his own name.

Detroit—Starr Dress, Inc., 23 West Jefferson avenue, has been incorporated to manufacture and sell at wholesale, women's and children's apparel, with an authorized capital stock of \$5,000, of which amount \$1,500 has been subscribed and paid in in cash.

Detroit—The Power Appliance Co., 2017 Penobscot building, has been incorporated to manufacture and deal in power appliances for motor vehicles, with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and \$1,000 paid in in cash.

Jackson—The Jackson Corset Co., manufacturer and dealer in corsets, and accessories of apparel for women, 225 Cortland street, has merged its business into a stock company under the style of the Jackson Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The United Plumbing & Heating Co., 3044 Cortland avenue, has merged its business into a stock company under the style of the United Plumbing & Heating Co., Inc., with an authorized capital stock of \$10,000, of which amount \$4,000 has been subscribed, \$1,155 paid in in cash and \$2,845 in property.

Clare—The Clare Hardware & Implement Co. has merged its business into a stock company under the style of the Clare Hardware & Furniture Co., to deal in hardware, furniture and to conduct a department store, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Grand Rapids — The Fleckenstein Pump Co., 326 Bond avenue, has been incorporated to manufacture and sell gasoline pumps and containers, with an authorized capital stock of \$100,000 preferred and 4,000 shares at \$5 per share, of which amount \$61,200 has been subscribed, \$10,000 paid in in cash and \$41,000 in property.