

MICHIGAN TRADESMAN

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Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 18, 1928

Number 2326

The Test of a Man

The place to take the true measure of a man is not the forum or the field, not the market place or the Amen corner, but at his own fireside. There he lays aside his mask and you may judge whether he is imp or angel, king or cur, hero or humbug. I care not what the world says of him; whether it crown him with bay or pelt him with bad eggs; I care never a copper what his reputation or religion may be; if his babies dread his homecoming and his better half has to swallow her heart every time she has to ask him for a five dollar bill, he's a fraud of the first water, even though he prays night and morn until he's black in the face, and he howls hallelujah until he shakes the eternal hills. But if his children rush to the front gate to greet him and love's own sunshine illuminates the face of his wife when she hears his foot-fall, you may take it for granted that he is true gold, for his home's a Heaven and the humbug never gets that near the great white throne of God. I can forgive much in that fellow mortal who would rather make men swear than women weep; who would rather have the hate of the whole he-world than the contempt of his wife; who would rather call anger to the eyes of a King than fear to the face of a child.

William Cowper Brann

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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FAKE ESTATE PROMOTIONS.

Unscrupulous Gains Obtained By Crooked Lawyers.

In almost every family there exists an indefinite belief amounting almost to a tradition which relates that somewhere, way back, there was some ancestor who owned vast estates or in some way controlled great wealth. The natural desire of people to acquire their portion of that property—to come into their own—has given rise to the promotion of questionable "heirs" organizations which are being investigated by the Financial Section of the National Bureau.

The procedure of the promoters in these doubtful enterprises is comparatively simple. The "heirs" are solicited by letter and through personal calls; the purpose of these letters and visits being to persuade them that they are heirs in fact and have a legitimate claim against the property. Of course, it will be necessary to pay "retainer" or "genealogy" fees of varying amounts for the purpose of establishing their claims. Thus the money is given into the custody of the promoter who, but for this phase of the subject, would probably have nothing to do with the "heirs" whatsoever. This organization program goes forward in all sections of the country over a greater or less period of time depending entirely upon the credence given it by investors.

Ostensibly the work is done for the purpose of raising a definite amount of money, the "heirs" being solicited and appealed to through the medium of advertisements until they begin to wonder at the delay of the promised rapid settlement of the case. At that stage, a few gestures on the part of the promoter as he slips from the organization as inconspicuously as possible will suffice to pacify the investor until he begins to suspect that he has been "holding the bag" all the time. When that time comes little remains to be done except draw an abiding lesson from the experience.

Recently the National Bureau has conducted an enquiry into the activities of individuals who have sought to pro-

mote organizations of "heirs" to property now owned by the Trinity Church Corporation, New York City, in the heart of the financial district.

It should be noted that legal authorities acquainted with the proprietorship of the church to its holdings are of the opinion that the title, as founded upon a direct grant of land by Queen Anne of England, is unassailable. Notwithstanding this, the organizer of one "heirs" corporation was successful in promoting himself right into an indictment by a Federal grand jury on a charge of using the mails to defraud in connection with this property.

According to the indictment, this individual organized a corporation and made himself its general counsel for the purpose of pressing alleged claims to the church property. The indictment alleged that this man, through correspondence and newspaper advertising, induced "heirs" to pay "retainer" and "genealogy" fees of \$5 each and that he planned thus to raise \$100,000. Among the defendant's alleged false representations were: that he and others had spent long periods of time in New York in the "heirs" interests; that he had petitioned for letters of administration in the estate; that administrators had actually been appointed; and that he had prepared a membership directory of prospective subscribers.

It is estimated that thousands of Americans and Canadians have subscribed to various associations as "heirs" to this estate and that more have been deluded into support of similar schemes by promoters interested primarily in obtaining membership fees. The promoters, sometimes, attorneys, visited a given city, convoked a meeting of the "heirs" through advertising, informed them of their hereditary title to the New York property, and occasionally referred to a \$16,000,000 trust fund held in New York banks until such time as the "heirs" proved title thereto. On the strength of these statements, the promoters offered membership at \$25 each with assessments not to exceed \$50 per annum. But smaller amounts were acceptable as contributions.

The descendants of another alleged bona fide holder of the property have similarly been solicited for years to finance legal actions to validate alleged title to the property owned by the church. One New York lawyer who furthered the scheme was disbarred in 1918 because of his "solicitation of contributions to finance investigation, knowing there was no chance of success." At his trial it was developed that the "heirs" of this past owner had brought unsuccessful suit against the church corporation in 1833, 1847 and 1901. It was brought out also that all

the points which the attorney planned to make in support of the "heirs" claims had been adequately weighed and dismissed in the previous suits and that there was no new evidence to offer. At his trial the Appellate Division of the Supreme Court of New York stated that attorneys who sought money for these purposes were either grossly incompetent or were deliberately furthering fraud.

Such is the status of these fake estate promoters as estimated by a division of the Supreme Court of New York from which may be adduced the character and reputation of the individuals who modestly ask investors to assume roles as "heirs" and trust them with the responsibility of honestly carrying this work forward for the best interests of all. But that the promoters have any concern in the project beyond their own unscrupulous gain in membership, "retainer," "genealogy," "special representative" and "technical" fees may be seriously doubted.—Better Business Bureau.

Meeting Chain Store Competition By Co-operation.

The success the A. W. Walsh Co. claims to have met with in rounding up a circle of Kalamazoo grocers, brightening up their stores and stocks and bringing about a uniformity in both store exteriors and interiors, brands handled and prices maintained is stimulating other wholesale grocers to adopt similar methods in securing followings which can be depended on to buy all their goods of one house, so far as such a plan is practicable.

The Hume Grocer Co. (Muskegon) has adopted the Blue Ribbon line and is rapidly rounding up a circle of grocers in Muskegon and other cities within the trade radius of the Sawdust City.

The Moulton Grocer Co. has taken on the Pleasing line of goods and is organizing a chain of its own to snug up into a compact working force.

The National Grocer Co. has rounded up about 500 grocers in Detroit and is putting its new plan into execution as rapidly as possible.

The Ludington Daily News of Monday has the following reference to the development of the Hume organization in Mason county:

"The independent retailer has been hiding his light under a bushel," declared A. V. W. Carpenter, of the Hume Grocer Co., discussing the new movement embraced by the recently perfected Blue Ribbon Stores organization.

"He has in his possession the lowest cost method of distributing his products to the consumer.

"For instance, a certain chain grocery organization has a higher overhead per unit than any independent merchant in Mason county, but the chain store has blown its horn—adver-

tising—whereas the independent merchant has rested on his oars and allowed the showing of the opposition to overshadow his hidden virtues."

The new plan, as explained by Mr. Carpenter, is for a selected group of progressive, responsible local merchants to unite under the leadership of a wholesaler, who in turn is united with a large group of non-competing wholesalers, for the purpose of mass buying.

Under this arrangement, this group of Mason county retailers will own their merchandise, laid down at their places of business at less claimed cost than is enjoyed by any retailer not benefiting under similar organization.

"This means," added Mr. Carpenter, "that the buying public of Mason county will be able to buy from their local, home-owned stores, enjoying all the benefits of reasonable credit and delivery service, at as reasonable prices as can be found anywhere.

"Added to this is the satisfaction of buying directly from the owner of the business, who continues at the old stand, continues to pay taxes in his community and takes an active interest in the general welfare of that community."

Blue Ribbon stores now include twenty-three Mason county grocers. It is part of a system designed to be established throughout its territory by the Hume Grocer Co.

When the organization was completed, the following officers were elected:

President—G. W. Hawley.
Vice-President—Elmer Abrahamson.
Secretary—Edward Dutch.
Treasurer—Joseph Sellner.

A planning committee comprises A. V. W. Carpenter, Arthur Nordine, Joseph Sellner, Harold Miller, L. B. Lyon and G. W. Hawley.

The Crown of His Success.

He entertained the public for fifty years with comedy as clean as it was amusing—such is the epitaph which may deservedly be placed upon the tomb of William H. Crane. He made millions laugh. Newspaper critics exhausted their vocabularies in the effort to employ words adequate to describe the storm of hilarity which his acting evoked. Yet he did not find it necessary to cross the line which separates clean fun from that which owes its effect to its touch of vulgarity. If this record is honorable to the actor who has left us, it is honorable also to the numberless audiences whose reception of his fun-making encouraged and enabled him to give the kind of performance of which nobody needed to feel ashamed. His personal charm was as rare as his gift for comedy. The crown of his success was the affection that made him one of the best loved actors of his time.

A. C. Fessenden, of Cadillac, renews his subscription to the Tradesman and writes: "I will expect to subscribe for the Tradesman just as long as you continue to throw the hooks in the crooks. I consider this one item alone is worth the price of admission."

LARGEST AND BEST

Convention of Retail Grocers and Meat Dealers.

The thirtieth annual convention of the Retail Grocers and Meat Dealers' Association convened at the Hotel Olds, Lansing, Tuesday afternoon, April 17. The meeting was called to order by Elmer Van Antwerp, President of the Lansing Retail Grocers' Association. The address of welcome was by Mayor Troyer. The response was by Has Johnson, of Muskegon. President Bailey then read his annual address, as follows:

At the opening of this, our thirtieth annual convention, it is fitting that we spend a few moments in looking back and giving consideration to the happenings of the past year, take an inventory of our accomplishments and at the same time give thought to what we are led to believe were errors in the management or in other details pertaining to our business.

First, we might as well frankly admit that the business conditions of the past twelve months have not been of a character to bring smiles of satisfaction and contentment to the faces of our individual grocers and meat dealers. On the contrary, much consideration was given to the question of cutting corners and also matters relative to overhead were carefully studied and lowered whenever possible.

To be sure, much more merchandise could have been distributed were the merchants willing or in a position to carry the accounts that this procedure demanded. The fact that merchants showed a reluctance to extend unlimited credits is a proof of sound business judgment.

The most important lesson the retail merchant has learned during the past year is the value to him of an active stock turnover. An unwarranted amount of merchandise in reserve has been proven a liability and not an asset. There may be some who will take exceptions to this statement, but a careful analysis of this subject will prove the assertion. It costs to carry merchandise and it costs to carry accounts, and the closer the sound of the bump occasioned by the receipt of merchandise at the back door and the tingle of the cash register can be brought together, the better the profit.

If this lesson, so forcefully brought to us, has been thoroughly learned, then notwithstanding the business depression referred to we have been benefited and are in a stronger position today than at the corresponding date of last year. Another factor which has been emphasized for our business betterment is the worth of order, cleanliness and display.

This is strictly a style period. We have but to glance in the direction of the automobile to realize the truth of this statement. Every manufacturer of the automobile is thoroughly familiar with the tendency of the times in regard to lines and color combinations and is using every means to produce a product which will conform to the demands of the users. The same condition exists in clothing, in building construction, in city planning and many other forms of business. One of the main drawbacks to-day with the grocery business is that eating has not reached the point where it is considered stylish.

The young lady of to-day and her up-to-date grandmother are opposed to any act which might add a few ounces to their present weight, which they fear might destroy the lines that fashion demands. We may be inclined to belittle this factor, but a simple analysis will readily convince the skeptic that the influence of style is not to be discounted but is supreme. Being convinced brings us again face

to face with the benefits to us of having our places of business conform in arrangement and cleanliness to the trend of the times. The more attractive our places of business are kept, the more will they generate the appetizing taste and the buying tendency. The old proverb that Cleanliness is next to Godliness is most applicable to the present day food distribution.

Most of us are looking forward to this convention with a conviction that good will come from it. No doubt various plans will be submitted or referred to in the majority of which will be found merit, but before adopting any plan we should thoroughly study every feature of it, and not be influenced unwisely. The retail grocery business of to-day is an essential one but to be a success and by success is meant profitable, there must be intelligence and study back of it. Theories may have a pleasant jingle, but the tune that lasts longest is the tune of the money which reaches the cash register.

The success of our State Association lies not only with its officers and members, but also with the fine co-operation we, as a whole, have received from our Michigan Tradesman, a weekly publication which is always loaded with good for the benefit of the retailer as well as the wholesaler; also the National Grocers Bulletin, which makes it possible for us to keep in touch with all the states. Our Michigan wholesale houses carry the load for the retailer and without them our existence would be a problem. Right here I want to thank the wholesale jobbers for the support and benefit we as a State Association have received from them.

There are many subjects which I would like to talk upon, but know they will be thoroughly handled by the able speakers we have secured and our members as a whole who will make this convention a success.

Secretary Gezon then read his annual report, as follows:

We have just closed a pleasant year of activities for this Association and a prosperous one.

Pleasant as regards relations with our members, both active and honorary, and with the officers. But maybe not so pleasant when it comes down to business relations in our respective towns. But still, it has been a very interesting year in business. I think we have all seen and done things in business that we never thought possible. Truly one must be alive to keep up with business nowadays. The big syndicates are making superhuman efforts to control the grocery business. They are employing the most highly trained executives to manage their affairs and I think we all must admit they are very successful.

This office has used the Michigan Tradesman to publish its doings and put across its message and E. A. Stowe has accepted all we have offered. The officers would urge every grocer and meat dealer to subscribe for this weekly if he is not now a reader. We took the liberty to enclose a subscription blank with the souvenir programmes mailed out last week.

The Secretary is much enthused over the Quality Service grocers of Michigan. There are now at least fifteen towns organized under that head and he has had at least a small part in the organization of each group.

It takes time to get results from a collective advertising campaign and it takes a lot of hard work on the part of the local officers. To speak of only one benefit, I would mention the wonderfully friendly feeling which has developed in the various groups. Where heretofore grocers were somewhat jealous of each other, now there is growing a beautiful comradeship which makes it ten times more pleasant to do business with your competitors. We have stopped fighting each other be-

cause we have learned to know each other.

The Treasurer's report will show we are in good financial condition.

The programme prepared by the officers promises to be highly instructive and practical and we hope will result in making us all better merchants.

The officers have worked in close harmony with the Lansing convention committee, insuring a successful programme of business and entertainment.

This office has been called on to settle a few difficulties between retailer and jobber and I am glad to report that we were successful in solving what promised to be difficult.

Owing to strenuous competition some jobbers feel that they must go outside the regular channels for additional business and it has been necessary to remind a few of their duty to stick by the independent retailer.

I am not apprehensive of the future of the retail grocer and meat dealer if he will but be ever on the alert to learn and to adopt new methods. The best way to obtain this knowledge is to get together weekly, which is being done in a number of towns in the State.

I think we all feel that the need of associations is becoming greater each year. Let us work together as officers and members to make this Association 100 per cent. efficient.

A Plan To Increase Sales.

"Here is a plan," writes Irving P. Fox, "which may be used to increase sales on the part of the whole sales-force. Allow each clerk to select from stock some item that he thinks he can sell. If the store is a small one arrange to place these special articles near the entrance so that a clerk accompanying a customer to the door will have an opportunity at the last moment, as a sort of after thought, to call attention to his special.

"Of course the customer has completed purchasing and when so nearly out of the store is likely to be off guard. The clerk on the other hand is enthusiastic about the goods he has selected.

"You might offer a prize to the clerk who makes the most sales in this way, or premium money for each sale made.

"In a large store, of course, it is impossible to put such specials near the door as few of the salesmen would ever go to the door with customers.

"But in a small store, or even in some moderate sized store the plan will work. However, the articles do not have to be placed at the door. Put them wherever the clerk thinks he will be likely to sell them with the least trouble."

To prevent two clerks choosing the same article it would be well to have all clerks submit a list of their first, second, and third choices.

Evidently the Victim of an Unethical Salesman.

Muskegon Heights, April 16—Knowing the regular Campbell Soup Co. salesman, I am led to believe that the man who called on me (and who was referred to in my article of April 9 and printed in your paper) misrepresented himself as a representative of the Campbell Soup Co. and was, apparently, a fraud bent upon mischief.

I have made an extensive examination of Campbell's tomato soup purchased from chain stores and local jobbing houses and find them to be of the same quality, taking into consideration the temperature each was kept at.

J. N. Baustert.

THE NEW COMPETITION.

Address By Charles G. Christensen at Lansing Convention.

What has become of the village blacksmith and the cobbler? Where is the old milk wagon that sold milk by the pint or quart from a greasy, unsanitary, unsealed tin can? Do you still go for a drive with your horse and buggy? You say, "Why should I grieve for the things of past days when I am so much better taken care of now." Precisely so. But, conversely, if the retail merchant cannot supply what is wanted in service or merchandise at the price people believe they can afford to pay, or, if he does not properly present his case to the public, tell me, why should he be retained in service any more than the old peddler that trudged the country lanes with a pack on his back?

Again, lest we incline to the illusion that only in selling and especially in retail selling is there taking place that process of elimination. Let us glance at a few statistics before we go on.



Charles G. Christensen.

The life of business is 7.1 years, while in industry it is only 7 years. Ninety-five per cent. of retail business men fail, so do 95 per cent. in industry as well. Of all the industrial plants which were started since 1921—54 per cent. failed. From 1921 to 1926, 41 per cent. of all industrial plants listed showed a loss instead of a profit. 95 to 97 per cent. of all men lose all they have acquired, between the ages of 40 to 60 years.

Suppose that instead of having been in the retail business for twenty-five years, as many of you have been, you would have been the owner and operator of the most successful bicycle manufacturing plant of your time. What good would that do you to-day? Inexorable as the tides of time, are the laws that decree whether you succeed or fail. Most men fail after they are over 40 years of age. Prosperity in early life, with a subsequent relaxing of vigilance and failure to observe changes that are going on continuously, slowly but surely, relegate them to the scrap heap. As in the time of ancient King Belshazzar, the handwriting is on the wall but they fail to read it.

Verily a drab picture if there were

no other way about. Fortunately, all failures and reasons therefor have been analyzed. Poor judgment, unwise credit extension, overbuying, poor salesmanship, lack of application of the powers that are within us, militate against success. In a word, brains or a lack thereof.

In a speech over in Detroit recently Perry Shorts, one of our prominent bankers, said this: "We have heard it reiterated again and again that money talks but, to-day money bows its head respectfully to brains."

After much study and research, manufacturing in a large way has been brought to a science. The chemist and efficiency man working together have brought about mass production and standardization and a consequent lowering of production costs. Uphill and fraught with difficulties, grief and loss is the path of the manufacturer who does not maintain a research department to-day.

The new competition which the retail merchant must cope with makes it of utmost importance that he, too, adopt scientific methods. Every successful merchant, be he meat dealer or haberdasher, is a scientist, whether he knows it or not. His success or failure eventually tells the story as to whether he has read aright the handwriting on the wall.

The greatest competition to-day is the public's ever changing mind. If you can figure out just what the public wants, you can become rich overnight. The new competition which we as retailers must face is not merely the influx of new stores entering our town but every other bid for the workingman's dollar which is made. When Mrs. Spendzey is persuaded to mortgage dad's income for months or years ahead for some convenience or contraption which she buys on the installment plan, the vender of that washing machine or violet ray marvel is your competition. When Mrs. Travelon takes a lake cruise which she can ill afford, she either bus less groceries to economize or she makes a deep dent in the par value of your accounts receivable.

It is claimed that distribution costs are now three times what they were fifty years ago. American business is increasing in volume about 3 per cent. per year. With all this increase in sales volume, the high cost of distribution, together with the loss occasioned by unsaleable goods left on the merchant's shelf whenever the public changes its mind, makes it a profitless prosperity.

The most vicious new competition is untruthful advertising. There have always been crooks and fake venders, but never was the art of deception so brazenly and boldly practiced as it is in some of the advertising to-day. The grossest falsehoods and blandest lies blazon in bold face type the merits and virtues of spurious merchandise. By clap trap cheapest goods oftentimes bring the most money. Some of the claims which are made to-day for goods of mediocre quality are so exaggerated that, compared to the men that make these assertions, Ananias would seem a piker.

What chance has an honest man against these lying pirates?

Ladies and gentlemen of this convention, are you alive to this deception? Do you know that to a great extent this situation in the field of selling is the cause of much of our trouble? Do you know that for years past many large concerns, in an effort to take away your trade, have circulated calumnies and lies about your prices and the goods you offered for sale? Do you know that to-day, if the truth were told about all merchandise offered for sale by you and other interests, the prices that you are asking for honest goods would seem low in comparison to what many others ask? Still you think you cannot compete. You may never stoop to the dishonorable tactics that some forms of competition adapt with alacrity and retain your self respect, but it is time that you arise in a body, shake off the lethargy and strike out anew, not only to regain lost ground but to garner the reward that is justly yours.

There is not a scintilla of doubt in my mind that misleading and exaggerated claims of merit and untruthful advertising are our most pernicious competitor.

Another form of competition is the advantage given to corporate owned stores over individual wholesalers and retailers.

For many years past Mr. Stowe, of the Michigan Tradesman, has been the champion of the home owned store. He has fought valiantly against this insidious practice of double dealing of certain manufacturers. For the present he is still fighting a lone hand, but even so let me read to you what he has so accomplished.

Probably the handwriting is on the wall for the manufacturer also. There may be a turn in the road just ahead. Stowe has just recently cut the gordian knot in the case of a certain coffee packer. Who knows what's next?

Salesmanship Is Harder Business Now Than Before.

Salesmanship is a stiffer game to-day than ever in the history of business. One reason for this is that there is more to sell and consequently more people trying to sell. Competition is keener to-day than ever before and it is getting harder every year.

But to offset this, it is well to remember that facilities for doing business are better to-day than they used to be. In former times the old style of salesman had to overcome a lot of obstacles that do not exist to-day.

In these times, if the salesman has worth while products, properly priced and advertised, he can sell them by the employment of ordinary sales methods because money is available for their purchase. A few years ago the buying market was dependent upon credit to a much greater degree than to-day. Many meritorious products had no sale for the reason that, however much they might be desired, credits were too restricted to make their introduction possible.

But even with ample money in the country, the salesman of to-day must meet and overcome the greatest competition ever in the field of business. He must understand his line, if he expects to succeed.

You

should feature Royal, the cream of tartar baking powder, as it means orders for more flour, shortening, eggs and other baking materials for you.



You will increase your sales and profits by pushing Royal—a household word in millions of homes for more than three generations.

**Royal Contains No Alum—
Leaves No Bitter Taste!**



The success of your plans for the future of your family depends in large measure upon the responsibility, experience, and judgment of the Executor and Trustee you select to carry out the provisions of your Will.

**THE
MICHIGAN TRUST
COMPANY**

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Ashton—Elkin Pratt succeeds D. B. Riley in general trade.

Morengo—H. J. Kellogg succeeds L. H. Jacobs in general trade.

Blanchard—Sanders & Scott succeed E. Allen in general trade.

Kingsley—Fenton & Baier succeed A. P. Baier in the grocery business.

Flushing—The First State & Savings Bank has increased its capital stock from \$27,500 to \$55,000.

Alpena—The Alpena County Savings Bank has increased its capital stock from \$100,000 to \$200,000.

LeRoy—M. W. Martz has taken possession of the grocery stock which he recently purchased of D. B. Ketchum.

Detroit—The Artistic Furniture Co., 2000 East Atwater street, has increased its capital stock from \$9,000 to \$50,000.

Saginaw—The stock of the Workingman's Store, was sold at auction to the public, by Abe Dembinsky, auctioneer.

Battle Creek — Howard Chapman succeeds L. H. Bowen in the grocery and meat business at 55 Highway street.

Detroit — The Marks-Fiske-Zeiger Co., 126 South Artillery street, has changed its name to the Federal Steel Corporation.

Lansing—J. V. Sheap, recently of Hillsdale, has engaged in the seed business under the style of Sheap's Seed Store.

St. Johns—C. G. Strow has sold his creamery to Amos Emsley, of Detroit, who will continue the business under the same style.

Kalamazoo — The Standard Paper Co., 1322 North Pitcher street, has increased its capital stock from \$800,000 to \$1,000,000.

Detroit — The Marcero, Bump & Howell Co., 310 West Jefferson avenue, has changed its name to the Cliff Parks Cigar Co.

Owosso—The J. A. Byerly Co., Inc., South Lansing street, dealer in groceries, has increased its capital stock from \$100,000 to \$200,000.

Holland—C. Pieper & Sons, jewelers at 24 West Eighth street, are remodeling their store building and installing modern show cases and store fixtures.

Ashley—The Gage Motor Sales has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Lansing—The Newark Shoe Store Co. will open a branch store at 111 North Washington avenue, April 21, under the management of Theodore F. Verner.

Muskegon—Samuel Gluck has engaged in the wholesale leather, findings and shoe store supplies at 471 Western avenue. Three traveling salesmen are employed.

Saginaw—The John L. Lynch Sales Co., of Grand Rapids, is conducting a liquidating sale here and at Bay City, of Piggots, Inc., stock of rugs, furniture, stoves, etc.

All Egan — Perry Sirrine, for many years in the poultry and egg business in Allegan, has re-entered the field. He is now buying eggs. He is located in the old creamery building.

Flint—The Cadillac Fuel & Supply

Co., 420 Lewis street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Evart—The dry goods and bazaar stock and store fixtures of George E. Waterman was sold to Sam Sewall, of Saginaw, by Abe Dembinsky, auctioneer. The stock will be closed out.

Detroit—The National Office Supply Co., 1608 Penobscot building, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Evart—The men's furnishings, shoes, etc., of Judson W. Roe, was sold to Sam Sewall, of Saginaw and then resold to Max Kahn, of Bay City, who will close it out. The sale was made by Abe Dembinsky, auctioneer.

Saginaw—The Saginaw Monarch Oil Co. has been incorporated to deal in petroleum products and auto accessories, with an authorized capital stock of \$10,000, all of which has been subscribed and \$4,500 paid in in cash.

Detroit — The Italian Associated Bakeries, Inc., 15344 Wabash avenue, has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,200 has been subscribed, \$360 paid in in cash and \$4,840 in property.

Detroit — Detroit Food Purveyors, Inc., 1016 Napoleon avenue, has been incorporated to manufacture and deal in foods, ice, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Royal Oak—Lurie Bros., Inc., Washington Square building, has been incorporated to deal in food supplies at retail, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$3,000 in cash and \$3,000 in property.

Wyandotte—Downey & Montgomery, Inc., First and Elm streets, has been incorporated to deal in automotive vehicles and accessories, with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Circuit Court sale of the Feldpausch Market, insolvent, was held by Abe Dembinsky, court auctioneer, at auction and resulted in securing \$2,500 for creditors. All of the fixtures and equipment was sold to Feldpausch Bros.

Detroit—The Great Lakes Gravel Co., 1902 First National building, has been incorporated with an authorized capital stock of \$200,000 preferred and 20,000 shares at \$5 per share, of which amount \$221,700 has been subscribed and \$167,800 paid in in cash.

Flint—O. M. Smith & Co., 402 South Saginaw street, dry goods, clothing, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Detroit—The Condiment Corporation, 1525 Wellington avenue, has been incorporated to deal in teas, coffee, spices, soap, etc., at wholesale and retail, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Little Creek — Good Health Restaurants, Inc., 49 North Washington avenue, has been incorporated with an authorized capital stock of \$150,000, and 50,000 shares at \$1 per share, of which amount \$90,000 has been subscribed and paid in, \$20,000 in cash and \$70,000 in property.

Marquette—Piggly Wiggly Northern, Inc., Harlow Block, has been incorporated to deal in groceries and meats at wholesale and retail, with an authorized capital stock of \$30,000, of which amount \$16,500 has been subscribed, \$550 paid in in cash and \$3,118.24 in property.

Port Huron—Watson Bros., 507 Huron avenue, has merged its heating and plumbing business into a stock company under the same style, with an authorized capital stock of \$45,000, of which amount \$32,000 has been subscribed and paid in, \$2,282 in cash and \$29,718 in property.

Grand Rapids—The Michigan Electric Co. has merged its business into a stock company under the style of the Michigan Radio & Electric Co., 407 Michigan street, to conduct a wholesale and retail business, with an authorized capital stock of \$6,000, all of which has been subscribed and \$4,050 paid in in property.

Ishpeming—K. Rosberg & Co. will at an early date open a cash and carry grocery in the Peterson building, corner of Cleveland and Third street, a lease to the property having recently been obtained. The new store will be conducted as a separate enterprise and will be in charge of Miss Anita Pepin, who has for a number of years been employed as cashier for Simons Brothers, wholesalers. The firm is now interested in two mercantile establishments outside of Ishpeming, these being at Trout Creek and Bergland.

Manufacturing Matters.

Lansing—The Lansing Manufacturing Co. has changed its name to the Victory Body Corporation.

Pontiac—The Safety Tire Pop-Valve Co., 709 Pontiac building, has changed its name to the Tire Pop-Valve Co.

Detroit—The Aircraft Products Corporation of America, 3-138 General Motors building, has been incorporated with an authorized capital stock of \$100,000 preferred and 1,500 shares at \$1 per share, of which amount \$2,521 has been subscribed and paid in in cash.

Chicken Branding Seems To Scare Henhouse Thief.

Fort Worth, April 16—The chicken identification bureau of Tarrant county recently established here, seems to be working well. Fewer chicken thefts have been noted, although the method adopted by the Bureau has not resulted in any definite apprehensions. The threat implied, rather, is seen as the cause for the decrease in barnyard robberies. Every member of the Anti-Theft Association is given a brand for his flock. The brand is placed under each wing of the fowl by a tattooing process. It is durable enough to follow the steaming chicken to the table. If the wings are cut and the brand thereby eliminated, officers of the Association claim that the fact that the wings are tampered with will be prima facie evidence that the chickens were stolen.

Saginaw Merchants Adopt Truthful Advertising Plan.

Saginaw, April 17—With sixty-three local merchants so far numbered among those who have subscribed to the plan, the truthful advertising program of the Retail Merchants' Division of the Board of Commerce is ready to be put into operation, the division was told at its monthly meeting at the Bancroft.

Secretary William A. Rorke reported that the plan is complete, has received excellent support from the merchants, and that advertising to explain its significance to the public is to be started within a short time. Vincent D. Gorman has been retained by the truthful advertising committee as its attorney, to represent it in any matters growing out of the truthful advertising campaign, Mr. Rorke announced.

The sixty-three merchants, numbering many of the city's principal stores, have signed a code of ethics which pledges them to adhere strictly to the truth in all their advertising and to publish immediately corrections if any mistakes are discovered. It sets forth rules designed to prevent the use of incorrect names for merchandise or improper practices regarding prices and other details of the advertising of the merchants agreeing to abide by the code of ethics.

Window display men held the center of the stage during much of the meeting, for the charter of the new display men's association here was presented to its officers by representatives of the International Association of Display men. George Hubbard, president of the new local association, was in charge of this part of the program and received the charter on behalf of the association.

Talks dealing with the importance of window display were given to the merchants by two representatives of the national association. They were L. A. Rogers, international secretary, and Daniel J. Hines, publicity director of the association, representing W. A. Stensgard, international president.

Both of them told the merchants emphatically that the display windows are among their most important assets and urged them to give careful attention to this means of promoting sales. The show windows, with their displays of the actual merchandise, are a highly valuable form of advertising, both men pointed out. Mr. Rogers afterward showed a number of pictures of window displays of various sorts.

Women Delegates.

The feminine element has added a new complication to the already involved and harassing business of preparing for a National convention. Reports from Kansas City, where Republican delegates will meet, describe the difficulties encountered by those who seek accommodations for the 600 women delegates and alternates and the forty-eight National Committee-women expected to attend. The ladies, it appears, not only refuse to share their rooms, but demand separate accommodations for their maids. There is some doubt as to how this last request can be diplomatically denied. To a practical politician the solution is, of course, simple. Following a long-accepted tradition, he need only reply to any demand for quarters for a maid, "Well, how many votes does she control?"

Courtship is a bowknot that matrimony pulls into a hard knot.

Never confide in a man until you know what kind of a man he isn't.

Essential Features of the Grocery Staples.

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

Tea—The market has had a dull and weak time since the last report. Business was interfered with by the holiday season and as it was dull before, it has become still duller. There is some business doing from first hands right along, and most holders are refusing to shade prices. The better grade of Japanese basket fired tea is one of the few scarce items. It is strong. The list mostly remains unchanged from last week, with here and there some price shading going on.

Coffee—The market, speaking now of the first hands market for Rio and Santos, green and in a large way, has been interfered with by the holiday season. The trade has been very dull. Prices show no change for the week, but in Brazil there has been a further decline and the markets in this country are none too strong. There is little or no demand and the whole line is weak. Mild coffees remain about unchanged from the last report. Jobbing market for roasted coffee is unchanged for the week.

Canned Fruit—The market has been without important changes during the past week. The demand is routine and spread over all of the list, with no big sellers and with no radical changes in prices.

Dried Fruits—The demand for Oregon prunes is light as at no time since the first of the year has there been any spirited enquiry. Stocks have been kept low, and while there has been some buying on the coast the Oregon line has been weaker in tone than California packs. Peaches and apricots have been made prominent by the spring demand and by the increased outlets for both fruits caused by the scarcity and high prices of apples. Apricots are more favorably priced than peaches but they have been handicapped to some extent by the lack of full assortments. The more desirable grades are scarce, and the distributing element has been slow to take standards and choice, even though they are priced wholesale on a basis which permits of an attractive retail cost. Operators have been educating their buyers to use these grades in larger quantities. The firmness in peaches is partly due to the light supplies in all quarters. Raisins are in no particular demand on the spot. For some time the enquiry has been of a routine nature and with no heavy turnover holders have not been able to impress the trade with their more favorable position now compared with earlier in the season.

Canned Vegetables—Tomatoes are cheap at retail and a heavy movement is underway. Southern standards can be had on the basis of inside quotations if the buyer does not specify brand, and while there has been no accumulation in the hands of jobbers they are in the market pretty much of the time. Corn is less conspicuous than tomatoes but standards and extra standards are steady in tone and are moving all of the time. Fancy corn is in less general demand. Now that it is being established that cheap peas of good qual-

ity are out of the market, the remaining blocks of useable quality are being taken more freely and at the canner's ideas of value. The top grade is not much of a factor as supplies are relatively larger than of the other types. Opening prices on asparagus are being awaited but the delay in quoting the market has not caused impatience as there is sufficient carryover for present needs. String beans and spinach remain firm, the former being closely sold up.

Canned Fish—Pink salmon is firm but not active as stocks are not plentiful and there is no pressure to sell. Reds and mediums are dull. Maine sardines are in broken assortments but as the season opens on Monday it is thought that canners will try to correct the deficit in cartons and other styles as soon as possible. Shrimp is steady but not salable in a big way for later delivery.

Salt Fish—Salt mackerel is steady but inactive, following the free movement during Lent. The moderate carryover is taking care of present needs and is generally regarded as not more than enough to take care of normal wants until fat fish are again on the market. The only cheap lines are the off-grades. Codfish has been closely sold up and is firm in tone and not pressed for sale. All other types are without change.

Beans and Peas — Market on pea beans continues firm, but without any change for the week. Demand is rather light and if it continues light, probably some of the firmness will disappear. Red kidney beans are quiet and unchanged. California limas firm. Business in all these is poor. Dried peas steady to firm. Quiet demand.

Cheese—The market has had a quiet week, but everything has been steady on account of comparatively light offerings.

Macaroni—Jobbing and retail circles were more active this week following the Easter holidays, when the demand was restricted. The market is firmer in undertone in all positions, with prices well maintained.

Rice—Spot prices have been well maintained and holdings generally are light for the season. Distributors are watching with interest the plans which are being made for National consumer advertising, as it has been proved in individual instances among chain stores that where rice is featured that sales can be greatly increased.

Syrup and Molasses—Sugar syrup is selling steadily at unchanged prices. Compound syrup is firm at the recent advance, but holders are very strong in their ideas. Demand fair. Molasses is unchanged for the week.

Vinegar—The vinegar vats throughout the country are either dry or down to smaller reserves than have been carried in a number of years, and even with a fairly liberal production next fall it is anticipated that there will be no surplus of apple vinegar as trade channels have so cleared their stocks that it will take a substantial quantity to bring back holdings to normal. The strong statistical position of the market has caused firmness and a high range of prices, but the upward trend

of values does not seem to have reached its peak and the situation continues to favor the holder of all types of vinegar.

Sauerkraut—Bulk and canned kraut is less active than during the cooler weather, but there is no weakness as stocks in all quarters are not excessive.

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—Offerings of fine creamery butter have been rather irregular during the past week and the demand has been spotty. First the market went off about ½¢ on account of dull business and then the offerings grew light and the demand better, and the market went up 1½¢. Next, weak advices from outside markets began to come in and the market went off 1¢, with more liberal offerings. At this writing the market is steady, with a fair demand. 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, \$5.50 per crate.

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

Cauliflower — New from Florida, \$3 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	 9.80
Dark Red Kidney	 9.90

Eggs—The market, speaking of the finest grade of nearby eggs, has been firm during the week and buying prices are the same as a week ago—25¢ for strictly fresh.

Grape Fruit — Florida commands \$6@6.50 per crate.

Green Onions—Chalotts, 65¢ per doz.

Lemons—Quotations are as follows:

300 Sunkist	\$7.00
360 Sunkist	 7.00
360 Red Ball	 6.50
300 Red Ball	 6.50

Lettuce—In good demand on the following basis:

Arizona Iceberg, 4s, per crate	..\$4.00
Arizona Iceberg, 6s, per crate	.. 3.50
Hothouse leaf, per lb.	 10c

Onions—Texas Bermudas, \$3.50 per bu. crate; 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, 65¢ per doz.

Potatoes—The market is steady on the basis of \$1.50 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—75¢ 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

Flour Buyers Should Cover Month's Requirements.

Nothing in recent crop reports provide a reason to believe there has been any improvement in the condition of the soft wheat crop in Ohio, Indiana and Illinois. If anything, the condition has been lowered by estimators, some going so far as to state the three states mentioned will not produce to exceed 30 per cent. of a crop.

Our State report on Michigan's soft wheat shows a condition of 74 plus of normal, but with considerably larger acreage this year than last. Provided, of course, we have favorable growing and developing weather, Michigan should raise nearly a normal crop based on normal acreage.

There is a probability Michigan soft wheat will sell at \$2 per bushel some time between now and the new crop. Producers are holding for this figure, in fact, and when figured out from a standpoint of actual food value \$10 per barrel flour is very economical compared to \$1 per bushel potatoes, or 40c per pound steak. The price appears high because it has been cheaper, and probably too cheap for the actual good of the agriculturist.

Wheat temporarily at least is in a strong position. It, of course, is largely a weather market, although substantiation of real serious damage to the growing crop has placed the higher range of values on a more stable basis. Additional damage will result in still higher prices, while material crop improvement will bring about a reaction.

It is not a market in which the flour buyer can afford to enter on any other basis than to cover three or four weeks' flour requirements. This we believe however, should be done but this is a suggestion, a personal opinion and is not offered as advice.

Lloyd E. Smith.

Must Have Been Scotch.

"I saw your husband in the crowd in town to-day. He was so close that I could have touched him."

"That's strange. At home he is so close that nobody can touch him."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Fremont, April 10—Can you give or get me any information on the General Publicity Co., 2310 Cass Ave., Detroit.

These people have recently put over an advertising scheme here and while the plan as sold seems to be all right I do not consider the methods used as a square, straightforward proposition. In other words I consider that trickery and deceit was used in closing contracts with various firms here.

I have all the dope written up ready for an expose, but before releasing it I should like to know more about the concern. Unless they can show an entirely different front than some of their operations here would indicate they can be classed as a fit subject for your Rascality column. D. D. Alton.

Fremont, March 14—Your very prompt reply, together with report on the General Publicity Co., of Detroit, received this morning. This promptness was no greater than I had anticipated, because to my knowledge you have never as yet fallen down when called upon to render a service of this kind.

This seems to be a very peculiar case and were it not for the fact that the forms furnished by the operating company fit in so nicely with the sales scheme, I should be prone to pass the local condition here up to the anxiety of the individual salesman to make a sale of this service.

The service—or rather, the value of the service—does not seem to be questioned. If the contract is carried out all to whom I have talked seem perfectly satisfied insofar as the value of the service is concerned. The one source of complaint seems to be the methods used to sell this proposition. Beyond a question of a doubt deceit and trickery were resorted to, although a very fine alibi is presented in the form of a small slip of paper which proves to be the acknowledgement of a note and when signed is used to fortify their position of claiming a square deal. When this latter was presented for signature it was accompanied by the statement that this was an authorization for the (in this case) Old State Bank of this city to handle the collections. There is no alibi for anyone signing this. It is just a case of another "damn phool" signing something without knowing just exactly what he was signing, but might have known had he taken the trouble to read two short lines. This, however, I consider was presented at just the right psychological moment which, of course, is good salesmanship.

The enclosure, which purports to be a duplicate of a contract, does not appear to be a duplicate at all inasmuch as the figures, \$8.67, expressed thereon were the only figures stated at the time of signing, while developments show a note for \$104, payable monthly \$8.67 each month. During the sales talk no reference of any kind was made to a note, no intimation was made that a note was desired or expected and no prices quoted or talked except \$8.67 per month for twelve months. In one instance the subscriber claims the amount, \$104, was filled in with a different kind of ink and in another handwriting.

Up to this point the matter was handled by a Mr. Schreiber.

A few days following this along comes a Mr. Cohn, calling on T. I. Fry, Cashier of the Old State Bank, presenting these several notes for sale, offering to discount them 10 per cent., but Mr. Fry, being one of the subscribers and knowing that he did not knowingly sign a note for this service, refused to dirty his fingers by being a party to such a deal and proceeded to tell this gentleman just what he thought of such a transaction and any-

one connected with it, selecting his own expletives in so doing.

During this conversation the writer happened to go into the bank and heard the gist of the conversation. Being interested, I noticed that upon leaving the bank Mr. Cohn went directly to the Fremont State Bank and I, of course, discerned his purpose. I immediately followed and, calling Mr. Kempf, the cashier, into his private office, told him the story and informed him that he would not be an innocent purchaser if he bought this paper. Mr. Kempf has these notes in his possession, but has not as yet bought them. It is nearly all gilt-edge paper and, with the possibility of an extra 5 per cent. discount, is naturally quite attractive.

At a subsequent meeting with Mr. Cohn and Mr. Kempf a few hours later, Mr. Cohn admitted that he had a great deal of work in ironing out difficulties of this same nature and satisfying customers to a point where they would accept the service without protest. He seemed very desirous of having a satisfactory understanding and appeared to want to satisfy the subscriber if possible. He offered to cancel the contract with me or, if I desired, to cancel after having seen the device in operation. He authorized Mr. Kempf to return my note and it would not cost me a cent. I do not know that he has authority to do this, however.

I want to repeat that I do not question the value of the advertising or the possible good intentions of the company to carry out their part of the service, but I do question their methods and I think justly so. With this condition existing one may reasonably feel doubtful regarding further relations with such a concern.

I might add that this service was highly recommended to our local theater man by a representative of a film concern who has been selling him for five or six years and was really the basis for a favorable consideration. The operator of the theater had no part in this except through a contract he has with the company for running the service in the theater. D. D. Alton.

For some reason it appears to be almost impossible for some concerns of this kind to solicit business and do it on the square. Many well meaning concerns suffer in the estimation of the public because of the methods they pursue, or permit their traveling salesmen to pursue, in soliciting business. The Fremont letters present an apt illustration of the situation in many cases and are published with a view to warning the Detroit house that it must be more careful in the selection of its representatives hereafter.

A fraud order, barring use of the mails, was recently issued against Elbert C. Bollyn, operating at 1608 South Halsted St., Chicago, as the Chicago Auction Jobbers Association, United Auction Jobbers and Salvage Sales headquarters. The charge is based on fraudulent use of the mails in connection with the sale of second-hand clothing, misrepresenting quality, etc.

Radio cabinets made of woods other than mahogany but finished in imitation of mahogany were advertised as mahogany by a manufacturer of radio sets. In a stipulation proceeding entered into with the Federal Trade Commission this manufacturer agreed to cease and desist from the use of the word "mahogany" in advertising woods that were not mahogany and to use the phrase "mahogany finish" only as

WORDEN GROCER COMPANY

The Prompt Shippers

When You Sell

Morton House COFFEE

You Are Selling Satisfaction

WORDEN GROCER COMPANY
Wholesalers for Fifty-nine Years
OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver



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



a description of a finishing color for radio cabinets. In instances where the term "mahogany finish" is used to designate the finishing color, the manufacturer is to signify the name of the actual wood of which the cabinets are built.

A valued friend of the Tradesman and one of the stalwart merchants of the Upper Peninsula, sends the Realm copy of a letter he recently sent the W. L. Grant Co., Cameron, Mo.:

Gwinn, April 13—We are in receipt of a package from you, said to contain dresses. These were not ordered and we cannot use them. Will you kindly advise disposition? Please send with your advice \$1 to cover drayage and our trouble. Richard Quayle.

Mr. Quayle has the right angle of the situation. He is sustained in his action by the ruling of the Postoffice Department, recently secured by the Realm of Rascality in the Apple Hat matter. That is the only way to bring to time the houses which pursue the idea that goods can be forced on merchants and that the recipients can be forced to pay for such goods by resort to cajolery or threats of suit.

When On Your Way, See Onaway.

Onaway, April 17 — Same here, Brother Tapert. Meaning the weather. The snow plows are running between Onaway and Rogers City. Huge drifts have been piling up for the past two days. It is not unusual to hear people remark, "I never saw weather like this before," but they forget even from one year to another. On Easter Sunday of last year, which fell on April 17, we enjoyed a pleasant afternoon and ate a late dinner along the shores of Rainy River, which empties into Black Lake. The weather was warm and the day beautiful. Numerous people were gathered at the same place examining the workings of the beavers, who had constructed a large dam about five feet high and extending several rods up into the woods, damming the main stream entirely. But later, referring to our diary, we find that on April 20 the weather became very cold and turned to snow, which lasted for an entire week. But that's nothing. I have a picture taken a number of years ago on May 27 showing snow drifts several feet high, the result of a blizzard of three days' duration.

Let's change the subject. If, when on one of your summer trips, you should drive into a town on one of those extremely hot days after a long dusty drive and undertake to find some nice cold drinking water, but to your disappointment find the water warm and unfit to drink, would you not leave the place in disgust and fight shy of it in the future? This is where we shine in Onaway. We have pure, cold water, water that passes the analysis test. It is safe to drink in any quantities. It comes from deep wells. That's the city water. You are equally safe in drinking from any of the numerous streams or springs. There is no contamination. Our city park attracts tourists for short stays just because of the water. The State park of 152 beautiful wooded acres on Black Lake, which is nine miles long, is also provided with equally good water, together with numerous flowing wells.

I remember a number of years ago a party on their way to some distant part gave up the remainder of their trip and stayed the remainder of the season in this vicinity just on account of the water. One of them came from Southern Ohio and had never seen clear water before.

It is said that a mud bath is beneficial in some cases, but from choice, a good, refreshing plunge in sparkling

clear water is preferable and more delightful.

How about those hot, sultry days down your way, neighbor? When your B. V. D.'s stick to you like brick dust to a bar of soap and your sleepless nights create a malady called "figitis?"

Paste this in your hat and turn your thoughts towards Onaway, where breathing is done on scientific principles; where every breath is a fresh one containing the proper amount of God's pure oxygen and, like a drink of cold water when you are thirsty, it "touches the spot."

These elements combined constitute requisites for a 100 per cent. community. We have no contagious or communicable diseases. Our vital statistics report show deaths from natural causes only and the Board of Health has little to do.

When on your way, see Onaway.
Squire Signal.

Flat Ribs—A Pork Cut.

Flat ribs are cut from the piece of pork carcasses that supplies boneless smoked bacon. The ribs of the animal are cut in two, half of each rib remaining on the inside of the pork loin. Some bacon is smoked with the flat ribs left in, but such bacon is either cured by the dry salt process and mostly exported, or smoked and used for boiling pieces. The export cuts are usually heavy, while the boiling bacon is more often than not from lightweight hogs. Practically all of our domestic bacon of highest quality has the ribs removed. These flat-ribs, as they are called, may be eaten fresh, cured or cured and smoked. The last-named method is not usually employed. Corned flat ribs are used a great deal with saurkraut, though they are just as good when served with any vegetables usual to boiled dinners. Fresh flat ribs are enjoyed by a great many, and they provide a reasonably priced meat for boiling. The word "boiling" is really not a good word, for meat should not really boil during the cooking process, but should be cooked below the boiling point. There seems to be no word that quite conveys the idea of cooking in water so well, however. Flat ribs as a rule enjoy a rather broad outlet to consumers at a fair price. They seldom go "begging," as the trade express it. When they are removed from the cut used for bacon the knife is run close to the bones, and so the most meat is between the bones and on the inside surface. This varies somewhat with the grade of the carcass, but since most hog carcasses are in fairly good to excellent flesh the difference between lots of flat ribs in practice is not very great when cut from hogs of nearly equal weight. There is probably no sweeter meat in the whole carcass than that associated with flat ribs. It is because of this that so many people like them. There is an old saying, "the nearer the bone the sweeter the meat," and this certainly holds true with respect to the cut we are talking about. Some people like to pick their meat from bones, finding it more dainty than when found in more solid form. This fact probably adds somewhat to the popularity of flat ribs. Just at the present time, flat ribs are quite reasonable in price compared with what they cost a year ago. Now is a good time to become better acquainted with them.

Speed Up Sales

by featuring properly
advertised lines

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

Same Price
for over 35 years

25 ounces for 25c

Your customers know it is a **quality** product—that the price is **right**. Why ask them to pay War Prices?

It's up to you to show them that you have it.

Millions of Pounds Used by Our
Government

FOUGHT THE GOOD FIGHT.

To the Hebrews, Paul writes his colorful relation of the mighty wrestlings and victories of the fighters who throughout the ages have "fought the good fight" and gives a conclusive, awakening, personal message to the warriors of to-day, that "without us they should not be made perfect. Wherefore seeing we also are compassed about with so great a cloud of witnesses, let us lay aside every weight and the sin which doth so easily beset us, and let us run with patience the race that is set before us." (Heb. 11:12).

With these divine admonitions ringing in our ears, let us sweep away the mists of time, space, matter and read a touching "sign of the times" in the unveiling at the Capitol in Washington of the statue of Andrew Jackson, with its acceptance by President Coolidge for the Nation (coming as it does in a week vibrant with the immortal achievement of Abraham Lincoln. May we not say that this ceremonial is an added link in the chain—welded from the gold of the Union—which binds Abraham Lincoln and Andrew Jackson?

In the eternal, dazzling light of the Union, in which human weaknesses fade away, we find these two children of the wilderness standing side by side, with the big brother whispering a compassionate benediction: "With malice toward none, with charity for all, with firmness in the right as God gives us to see the right, let us strive on to finish the work we are in."

Turning to precedent footsteps, we hear a mighty reverberation of Andrew Jackson's thundering tones (sounded at a famed nullification banquet), "Our Federal Union; it must be preserved." Andrew Jackson faced once more the old problem in mutiny. With his genius for quick action the Chief of Staff of the army, General Winfield Scott, was sent to South Carolina. Let me quote from Gerald W. Johnson's "Andrew Jackson, an Epic in Homespun": "His medium was a proclamation addressed to the people of South Carolina. It stands to-day the unmistakable masterpiece of all Jackson's State papers."

Let us listen to Daniel Webster twenty years later in his magnificent address on the Constitution and the Union, delivered before the Senate March 7, 1850: "I hear that there is to be a convention held at Nashville. I am bound to believe that if worthy gentlemen meet at Nashville in convention, their objects will be to adopt counsels conciliatory; to inculcate principles of brotherly love, and affection and attachment to the Constitution of the country as it now is. Certainly if they meet for any purpose hostile to the Union they have been singularly inappropriate in their selection of a place."

A final picture comes of Lincoln and Jackson, unified in deathless love for the Bible, upon whose imperishable truths America is founded. Abraham Lincoln calls to the scoffers of pure and undefiled Americanism: "I am profitably engaged in reading the

Bible. In regard to the great book, I have only to say that it is the best book which God has given to man." And we hear the echoing Amen of Andrew Jackson: "It is the book upon which our Republic rests."

DEMONS OF DARKNESS.

Defeat has come to the would-be Senator from Illinois, who as Public Utilities Commissioner accepted some \$200,000 cash contribution from Insull, whose rates he had to fix.

Defeat has come, too, to the Governor of Illinois, who was compelled by civil suits to refund over \$600,000 of the State's money and whose acquittal on criminal charges was followed by the bestowal of State jobs upon three of his jurors.

Defeat has come, finally, to the State's Attorney, who stands publicly charged with being the connecting link between politics, bootlegging and violent crime in the second city of the United States.

"Chicago," as all the world has come to know it since the re-election of William Hale Thompson, has been swept up and thrown out of the window by the voters in the Republican primaries.

The victory is not perfect. Few victories of democracy are. We still have Thompson in office, and he will probably stay there, despite his demagogic threat to resign. We have as the successful Republican candidate for Governor a man whose public record is but little better than that of Len Small. And we have as the new "boss" Senator Deneen, whose bosom friend was "Diamond Joe" Esposito and who has never hesitated to make alliances with Thompson or any one else in order to advance his own fortunes.

If the Thompson-Small-Crowe outfit are devils of darkness, their conquerors are by no means angels of light.

Yet the balance inclines far on the side of the right. A clean and keen youngster is nominated as Senator; Mrs. Ruth Hanna McCormick wins as Congressman-at-large and Frank O. Lowden, the State's courageous war Governor, will go to the National convention with almost a solid delegation behind him. Thompson, Lowden's bitterest foe, is defeated even for committeeman from his own ward.

Americans everywhere must rejoice at the result of this notable primary. Everything that it was permitted them to do for righteousness, the voters did. The universal chorus of opprobrium heaped upon Illinois and Chicago here and abroad armed them with a holy resentment. The seventy unpunished bombings of the Crowe regime gave edge to their anger. In one magnificent and overwhelming effort they shook off "a government of clowns and a super-government of crooks."

The congratulations and the thanks of America go to the voters of Illinois.

BOMBS AS BOOMERANGS.

The attempted bombing of King Victor Emmanuel has had the effect in Italy which this dastardly weapon of political assassination inevitably has wherever it is employed. It has arous-

ed universal sympathy for the intended victim and awakened the slumbering loyalty of the Italian people for their ruler. Bombs may kill, but they always react against the interests of those who hurl them. On a smaller scale we have just had striking evidence of this fact in the elections at Chicago.

The motive for the attack at Milan is inexplicable. If the would-be assassins meant to include Mussolini, their plans certainly miscarried, for he was not even in the city. It may have been a simple act of terrorism without real intent to injure either the King or the Premier, but by endangering the sovereigns life it will have a far more profound effect than it would have had otherwise.

In so far as there is any rivalry between Mussolini and Victor Emmanuel in the affections of the Italian people the bombing may have some influence on the political situation. It has brought a figure dimmed by the colorful personality of the Duce once more into the limelight. If the bomb failed to kill him, it may be said to have blown him onto the front page. Italy now remembers what at times it seemed to have forgotten: that it still has a King.

BUSINESS ON THE GAIN.

Most reports received cite good gains for Easter trade. A last-minute rush, particularly on dress accessories, sent up sales totals in the stores. Since the holiday, business has varied with the weather, warm and bright days bringing out good consumer response to the store offerings.

According to the preliminary figures of the Federal Reserve Board, issued during the week, department store sales last month were about 3 per cent. over those of March, 1927, although there was an extra Saturday this year. This just about represents year-to-year growth. Of the 516 stores reporting, 315 actually did less business than a year ago.

With a mail-order gain of only 1.5 per cent. for the month, the trade showing reflects what has been pointed out concerning rather sub-normal purchasing power, although, of course, weather conditions have not been favorable.

The chain systems reported their usual gains, but without making clear how much of the improvement came in sales per store and how much merely through store expansion. With the growth in this branch of distribution the chains might furnish a valuable index on the state of trade throughout the country and section by section if they would make the proper comparisons. One of the biggest systems used to provide such figures, but the policy has apparently been dropped in favor of the "bigger and better" increases that are shown through lumping all sales and not giving the old store basis.

THE SAME COXEY.

Whatever else may be said of Jacob S. Coxey, who won his place in history when in May, 1894, he led "Coxey's Army" of unemployed upon the Cap-

itol, he is most certainly consistent. Nor has age dampened his enthusiasm. To-day, after thirty-four years, he is supporting the cause of the unemployed as zealously as when he made his famous march.

It may not be generally known, but according to his own statement in Washington a repetition of his former expedition was "staved off" this year only because he promised the unemployed that he would go personally to the capital to represent their interests. A bill has now been introduced at his request which would make available "legal tender money without interest secured by community non-interest-bearing twenty-five-year bonds." The total of this new issue is not stated, but it would be used for public improvements and the employment of the unemployed.

While this proposition may give the impression of frenzied finance and we doubt favorable action by Congress, it marks Coxey's whole-hearted — and unintelligent—support of the sons of the men he led in '94.

OPINION DIVIDED.

As the apparel markets grew busier on replenishing orders placed by retailers during the week, the demand for textiles became more active. The movement in cotton goods is still restricted as a rule to small orders placed for quick shipment, but the statistics of the industry are beginning to make a better showing. Sales in March drew closer to production, and once supplies are seen to be less plentiful perhaps buyers will change their tactics. New Bedford operatives have voted to strike against a wage cut of 10 per cent., which the manufacturers have announced as necessary "due to competitive conditions."

Many of the leading clothing manufacturers now have their lines on the road and the orders booked for fall should stimulate business in the men's wear branch of the woolen industry. In the meantime, the wool market itself is marking time with demand slow but prices firm.

CAN BE CARRIED TOO FAR.

Out of the new order in merchandising, with its emphasis on style and turn-over, have developed several shortcomings which are being criticized. One of these is the tendency of some stores to keep stocks so low in the interests of rapid turn-over that they are "starved" and customers asking even for standard articles cannot be supplied. It is obvious, here, that the principle of rapid turn-over can be carried so far as to defeat itself.

The other deficiency has received less attention, but it is apt to attract more if style acceleration keeps on the way it has. The point is raised that, in the desire for change and something new, many retailers, and manufacturers as well, switch from active selling merchandise too soon to get the results they might. In other words, new articles are introduced before the real crest in sales has been reached on older items.

Dizziness either comes from the liver or a bottle.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I have been asked to give my views as to what constitutes a practical education from the business man's standpoint. The very first obstacle I meet is my utter inability to present a composite illustration as to the make-up of a business man. Pierpont Morgan was a business man and so was James J. Hill, Marshall Field, P. D. Armour, Stuyvesant Fish and D. A. Blodgett. Each one of these gentlemen had experienced wide knowledge of business intercourse. They had accurate knowledge of the laws of business and each, according to his own temperament and bent, was able to differentiate as to false direction and wrong employment of his own mental and physical equipment.

But let the composite picture go. It is not needed. Every man believes himself to be a business man to a greater or lesser degree and has his own views in support of that belief. Most of us have learned through experience that we are not so capable in that direction as we believed at first. And all of us know—even although we do not always utilize the knowledge—a great many things which must be avoided if we would succeed in business. Moreover, there are none of us who are ignorant as to the great essentials dominating every successful career in business.

In discussing this question I am giving my own views exclusively, without pretending to any knowledge of pedagogy and confessing to woeful ignorance as to psychology.

First in my curriculum for the acquirement of a practical business education I would place the development of industrious habits; next the cultivation of moral courage. Never mind physical courage—that will come with the other qualities. As my third essential I would place the perfection of courtesy, frankness and honesty by the promotion of self reliance and the elimination of self consciousness or diffidence. Teach the individual to depend upon himself without boorishness, selfishness or fear. And finally teach the value of accuracy and reliability, which come through careful training under competent masters. I can not specify courses of study or methods of instruction for carrying out the curriculum suggested. I must leave that to the professional teachers; but I believe that, given a person of average intelligence, equipped with industrious habits, moral courage, self reliance, accuracy of effort and reliability of character, success in business is assured. I am firm in this faith because, with the development of these essentials, must come, perforce, those other sterling qualities of thrift, energy, determination and rectitude. With such development must come the birth of high ideals and an ambition to realize those ideals.

And another thing, it is possible for any right-minded employer or teacher to make headway with any right-minded employe or pupil of ordinary intelligence along the lines I have indi-

cated without material expense to employer, teacher, employe or pupil.

As a final deduction, perfectly clear to all, let me say that the entire problem, as of all similar questions, depends wholly upon the two factors—employer and employe or teacher and pupil.

Having presented what I consider to be the essentials, let me discuss a little those things which should be avoided as fatal to a practical education, and I can only do this by rehearsing examples:

The most common experience which comes to any business man in search of help is the appearance of a man who makes claims which, upon trial, he is unable to conform. A man applies for a position as accountant, clerk, superintendent, foreman or journeyman, however the case may be. He is put at work and the employer soon realizes his education has been haphazard, piece-meal and utterly lacking in thoroughness and accuracy; he finds that, if the man be a mechanic, for example, he has not learned his trade, has not served his apprenticeship. What he knows he has picked up somehow, and then, having become a labor leader through his glibness of speech and his lack of moral sense, he poses as a master carpenter or a journeyman printer or mason demanding for his own imperfect, inadequate work a wage equal to that earned by the man who can and does prove that he knows his business.

Pretense of this sort can not constitute any feature in a practical education having value.

It may be possible, through an extreme demand upon the time and thought of an employer or through the cunning and deceit of a pretender to continue a counterfeit in employment for a time, but the exposure is inevitable. Thoroughness and rectitude need fear no such climax and they have a right to the reward sure to be bestowed.

The restrictive apprenticeship system of the trades unions has practically shut out our American youth from the acquirement of the principal trades. This has resulted in a demand which has had to be supplied from the more liberal education of foreign industries, principally German and Scandinavian. The need of instruction in industrial trades has become so imperative that, notwithstanding the active opposition of the unions, public sentiment has forced the establishment of training schools to an extent that would have been unnecessary had the natural and proper means of instruction been at the command of our youth. Apprenticeship restrictions in some trade have created a veritable corner in the labor market and the price has been forced to a point which has driven the production into other fields or compelled the substitution of other methods or the creation of automatic machines; and the American public is overrun to-day with incompetence in every trade—the striving of the poor boy, who ought, but could not learn a trade, to find a place where he can gain some means of living; or, if there

be not this need, to give some excuse for existence. We do not have to search far to find many in all our professions who would have been happier and far better citizens to have followed their own bent in the learning of some useful and healthy trade. Good workmen can not be educated under union auspices, because of the narrow limits arbitrarily exercised over apprentices. The apprentice in a union workshop learns to do but one thing, while the apprentice in a non-union workshop becomes a competent workman in several different branches of the trade, if he be disposed to improve his opportunities. Under existing conditions no painstaking parent would permit his son to enter a workshop where union men only are employed, not only on account of the restrictions placed on his progress, but for the reason that close contact with union men and union methods causes him to acquire untruthfulness, deceitfulness and soldiering methods, as well as those other habits which exclude him from his proper place in our social and civic life.

Nor are the unions the only factors to blame for the thousands of botch workmen who are thrown on their own resources in all lines of business. The disinclination of most parents to indenture their sons for a sufficient length of time to acquire a trade thoroughly and their anxiety that he secure a position where he can earn money at the earliest possible moment are strong factors in the situation. In Grand Rapids we are very seriously handicapped by the steadfast determination of our Holland people to get their boys on a payroll as soon as they have completed the eighth grade, utterly regardless of the future welfare of the youth. I have talked and pleaded with parents for hours without results. I have undertaken to show them that a boy who serves an apprenticeship in the engraving or printing business and thus becomes a competent workman is of inestimable value to the world, whereas the boy who does not learn a trade too often becomes a sluggard and a slouch, with no well-defined idea as to workmanship. German, Scandinavian and Jewish parents are more farseeing. They usually require little urging to induce them to indenture their children. As a result men of these races are better fitted for their life work and the ratio of wages paid them is much above the parity of the wages received by men of Holland birth.

Since the apprenticeship system has been practically abolished in this country, I can see no way this problem can be solved except through the universal adoption of vocational schools in connection with our public school system. I believe that only about 10 per cent. of our boys go beyond the eighth grade. If, in addition to teaching the languages and sciences and higher mathematics, we add courses in mechanical and industrial training for students who can not afford to take a regular high school course, I believe that thousands of boys all over the country will take advantage of this opportunity to acquire a knowledge of

some trade. We already fit boys for book-keepers and I see no reason why we should not teach them trades as well, or at least give them a taste for a mechanical career that will lead them to perfect themselves in some trade. This need is supplied to a great extent in Grand Rapids by the establishment of manual training schools in connection with all of our high schools and, I understand, even smaller cities than ours are making advanced steps in this direction.

Some of the largest minds and broadest intellects in the country are giving this subject careful study and I have every reason to trust that out of this agitation, which is sure to grow, will come some reasonable and practical solution of this great problem. Whether it will ultimately result in the re-establishment of the apprenticeship system I do not know; but it is quite plain to me that we must take advanced ground on this subject or fall back into second place among such nations as Germany. A nation made up of botch workmen can never compete with the trained workmen of Europe or Japan.

A young man enters the office of an employer and applies for a position. He is embarrassed, timid, fearful and he fails. It is because his mind is more completely dominated by the subjective than by the objective mood. This is an unfortunate human characteristic best classified as self-consciousness and is a quality very frequently inherited. The existence of this handicap should be recognized as soon as possible by the teacher and his best effort should be directed toward its correction. And the employer who, in his analysis of the character of an employe, discovers this tendency among a lot of good attributes owes it both to himself and to his employe to do all in his power to remove the impediment.

This may be accomplished by kindness and would be a tremendous kindness when accomplished. And, moreover, it has been accomplished in a great many instances, thus saving to the business world many excellent salesmen, many capable executives, many broad-minded, public-spirited and prosperous merchants and manufacturers.

I have not said a word about thrift and I do not need to, because the teaching of industry, moral courage, accuracy and reliability involves the development not only of thrift, but of discretion, careful, sound judgment and habitually obliging and pleasant address. Speaking of these things, I ask the privilege of going back, almost reverently, to the old-fashioned practice of speaking pieces in school, to the well-remembered enjoyment of the village debating society. I do not know the estimate in which these institutions are held by modern teachers, but I do know that there are thousands of able lawyers, clergymen, merchants and other men of business who owe much of their progress and their present desirable condition to the spirit of self reliance first cultivated on the platform of the little red school house

Friday afternoons or upon the rostrum of the debating society.

Every business man should be able to face an audience of any size and express his views coherently, readily and with some degree of entertainment. In other words, he should be able to forget himself and his audience in the intensity of his interest in the subject which he may discuss. Such an ability is one of the best assets a business man can possess and it is possible to acquire this negotiable property only by the presence of self-possession—the absence of self-consciousness.

Any topic worthy of discussion is of vastly greater importance than is the person who is discussing it, and I would have this fact hammered deep into the make-up of every person struggling for a practical education.

Any person so inordinately self-conceited that he is unable to put aside himself while addressing an audience upon any worthy topic is merely attempting to make a speech and makes a mistake when he makes the attempt.

I commend, most heartily, any step in the direction of practical education. It makes no difference as to the point from which a man views this important subject, whether he be pedagogue, lawyer, clergyman, manufacturer, artisan, merchant or farmer. The purpose of it all is the thing. It may not be realized in full, but such an effort can not pass without bestowing values here and there, because it is a broad, fair, sincere effort, free from isms and with good will to all. It means that we are banded together for a little while for the betterment not only of ourselves, but for the good of the general cause of civilization. It is an evidence that we are concerned in the welfare of others; that we feel the responsibility of a modicum of power and influence; that we believe in intelligence and truth as opposed to ignorance and pretense; that we are willing to make some sacrifice that the door of hope and opportunity may be opened wider for unborn generations. E. A. Stowe.

Timber Outlaws Should Be Suppressed

Grandville, April 17—The cleaning up of timbered lands in Michigan has been a job well done to date and if reports are true the last remaining fringes of our once splendid forests are being wiped out to make a holiday for a certain class of people who seem to think that what belongs to the State is, perforce, a part and parcel of every citizen's holding.

It seems that the law is inadequate to deal with timber thieves who are making a personal speck out of the cutting over of delinquent tax lands.

In the olden time, when lumbering was at its flood, many men waxed fat, financially, lumbering off State tax titles, permitting the land to go back to the State when the pine was cut into sawlogs and sent to the river.

The time of prolific lumbering in Michigan has gone by. Where once the great forests of majestic pine stood are now small patches of timber which still attracts the men who seem to imagine what is the State's is free plunder for its citizens.

Much of a public nature done in Michigan of late years has been of a kind not conducive to the well being of the Wolverine State. Swamps and lakes have been drained which would better have been left undone. The almost complete extinction of our for-

ests has in a way affected climatic conditions, leading to floods at times, followed by long droughts which serve to discourage the farming interests.

The next Legislature has work to do in fixing it so that sniping timber from delinquent tax lands is a criminal act, jeopardizing the liberty of the thieves.

From the Far West comes a gust of indignation from one of the oldest lumbermen in that region. His plaint is that never in the history of the Nation has such bald robbery existed as for the past few years on the Pacific coast.

Government timber is being cut and appropriated to private use from which the general Government derives not one cent. Plain stealing—nothing less.

How long must the people of State and Nation submit to being robbed of its heritage of forest reserves without protest? A few have raised their voices to protest, but they seemingly are not heard, or if heard are no more heeded than the barking of a dog. Certainly there should be a general overturning throughout the whole National scope that honesty may come into its own and the oil and timber stealers be brought to condign punishment for their many crimes.

If it is a crime to steal your neighbor's timber, why is it not equally criminal to steal the timber of the whole people? Many there are who seem to imagine that the public has no rights which man is bound to respect. This condition of the public mind has become a menace to the future prosperity of the Nation.

Michigan being a timber State necessarily suffers more than the prairie states whose lands never grew timber of profitable size.

The oil exploiters are not far behind the timber stealers in their rapacity for public spoils. My Western correspondent says he sees the despoilers stealing everything in sight, with no hand laid on them in punishment.

If such rascality cannot be stopped we had better hang up the fiddle and own we are too imbecile to run a government of the people, by the people and for the people.

What is necessary is another Lincoln to take the criminals by the throat and choke the life out of them. Will such a man arise in America in time to save our timber lands called Government reservations from the hand of the spoiler?

In Michigan we once sang "from Saginaw's tall whispering pines." Alas, those whispering pines died the death long ago. It is now too late to think of saving a single pine from the hand of the spoiler, but the new growth, coming into existence where once these pine forests grew, should not be permitted to be despoiled in their infancy as is being done far and wide throughout our State to-day.

If there is no way to prevent this, then let the Legislature be convened in extra session to enact a law that will save the remaining timber of our fair State.

This being a presidential year, the General Government has its hands too full of political problems to think of so small a thing as conserving what is left of the Nation's forest system.

The farm question has made more noise than many more important ones. Really and truly there is no farm problem pressing at this time, and even if it is not good sense to throw aside all others for the consideration of this one.

A forest is something which, once destroyed, cannot be reinstated in less than half a century. It requires many decades to restore what a few days with axe and saw has demolished.

The question is, shall we see that reservation of forests means what it says? Up to date it has been treated with the utmost contempt by the general public.

When it comes to forest preservation let every honest citizen stand by to repel robbers.

Old Timer.

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Forest Week and Education in Michigan.

We, the people of Michigan, through our local and county organizations and the State as a whole, are using vast sums of money, energy and all manner of effort to educate the coming generation, to place them in a forward-looking knowledge-possessing status well fitted for community life.

After a comprehensive survey of all the educational utilities within the reach of our children, we can say that we are making a mighty effort for their well being. It seems that we leave no stone unturned or any idle energy in the endeavor to have our children acquire all the educational advantages we have found helpful to their true progress.

Forest Week is a time in which we undertake to bring to our children the proper knowledge of the need for timber and the great usefulness of the living trees as scenic and recreational assets. And we emphasize the idea that all persons should do their utmost in safeguarding, protecting from fire and promoting the growing forests. We are pointing out to our children that the need for wood products will be acutely felt on this continent within fifty years. It seems evident that by the time these children are 25 years old they will be asking what we did to relieve the impending shortage. Here we have a million acres of land which the State is to administer for our children and later generations.

What use are we making of forestry experience in other countries? Why keep abreast of all other forms of world knowledge and falter in adequate use of the forestry knowledge of other countries? It is common knowledge that our million acres are best fitted for growing trees and it is a necessary deduction that the greatest return from the use of those acres will come when they are producing the highest grade timber suitable to the soil and climate. And world knowledge shows that continued use under good forestry rules will promote a better forest soil and consequent grade of timber. Why waste time in letting this State land grow brush or weed trees? You know there is need for good timber, so why waste time on something ineffectual—something that does not amount to anything as a real timber resource and never will? We have within reach well trained foresters who can search the world knowledge of forestry for the various specific plans of forest regulation best suited to make this State land produce the highest grade of timber suitable to the soil, therefore why waste time—why hesitate—why not use the same vigor in forestry regulation that we do in child regulation to bring on the greater welfare and progress of the State?

Well trained and experienced foresters, working under a well regulated system, can utilize various factors to develop a better growth of good timber, if good timber trees are planted. It is a sure inference that prompt beginning and adequate control can bring on the needed forest growth. But to lose time in coming to a decision is an absolute loss of the timber that

could have been grown during the time wasted. Our children can well ask why we let the problem of State forests run along while the timber on hundreds of thousands of acres could by now be half grown if we had wasted no time. In this Forest Week of 1928 we might well tell all the children all the facts and thereby have brought to our own consciousness a clear picture as to how posterity, at age of full knowledge, will interpret our lack of preparedness.

Just explain to the children the condition of our million acres of State land and that we, as a State, have the power to borrow money at a small rate of interest. That good timber on that land will pay back all its costs to plant and care for it. That in the meantime these State forests would be of great use to all people because so many could go and study forest growth and ways of promoting its best development. That this would be a combined recreational and educational use leading to greater knowledge and a wider basis of community interest in forests. That this wider interest and knowledge of good forest growth would be a tremendous asset in the general welfare and prosperity of our State. That these items last mentioned are some of the indirect returns to come from State forests and will come if we but borrow money to reforest the land with good timber and protect and care for the forests until the sale of the timber pays back the borrowed money.

Just explain to the children that the million acres of State lands are in scattered parcels interspersed in vast areas of other millions of acres that can be used to best advantage only in growing timber; that good forests on State land will encourage forest planting on adjacent land held by private owners and there will arise a solidarity of interest in forest promotion and protection greatly to the benefit of all people. Just bring to the comprehension of the children that Forest Week is proclaimed to emphasize the study of forest needs and usefulness and that they are to begin now to take greater interest in the promotion and protection of good forest growth. Just tell them that from all over the world we learn of object lessons demonstrating good forestry practice and the usefulness of their adaptation for the public welfare in all other states and communities.

In telling to our children a plain tale of up-to-date forestry knowledge we can begin to comprehend that we are not making full use of the opportunities to apply this world-wide knowledge to our present land problem.

We will begin to see the need for using our best efforts, energy and corporate power to do for all the future the inestimable service of establishing State forests that our children and grandchildren will acclaim as on a par with our educational efforts.

Frederick Wheeler,
President Michigan Forestry Ass'n.

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Review of Business Conditions in Michigan.

Written for the Tradesman.

Business is improving. Betterment is more pronounced in some lines than in others but, in the main, there is moderate expansion. More confidence in the underlying situation exists now than at any time this year.

The enlargement in operations in the steel and automobile industries has been more than seasonal. Steel ingot production for the first quarter was larger than it was for the same period in 1927. Although steel production usually tapers off after March, it has given no indication of doing so this year. Operations for the entire industry are now at 84½ per cent. of capacity. Automobiles manufactured during the first three months of this year amounted to 1,000,892 vehicles, a gain of 5,575 units compared with the corresponding months a year ago. Building contracts awarded in March brought the total for the first quarter of the year up to \$1,485,067,000—the highest first quarter ever recorded and a gain of six per cent. compared with the same quarter in 1927. The high rate of activity in these three fundamental industries combined with the improved agricultural situation assure a good volume of business in the aggregate throughout 1928.

There are additional favorable factors. Car loadings of revenue freight for the week ended March 31 showed a smaller decrease compared with the weeks immediately preceding. According to estimates prepared by the Shippers' Regional Advisory Boards railroad cars required by the entire country during April, May and June will exceed the number for the corresponding months last year by 3.7 per cent. For the Great Lakes region it is estimated that shipments for the quarter will be 8.1 per cent. greater, automobiles accounting for 28.5 per cent. of this gain. Further reductions are being made in crude oil production. Outdoor work is opening up and is reducing the labor surplus. Commodity prices remain firm. Inventories are light.

Speculation in securities still remains the chief topic of interest in business and financial circles. Many stocks are changing hands at prices greatly in excess of their real worth. The announcement of the lifting of the British rubber restriction has caused a sharp drop in crude rubber prices. If tire prices are forced downward to meet this decline, the tire industry on account of heavy rubber stocks will be in a very unfavorable position. Commercial failures in March were very heavy both in number and in amount. Brokers' loans on April 11 were \$272,636,000 larger than at the beginning of March. The coal and cotton textile industries are still experiencing difficulties.

Michigan's industries generally are expanding and constitute one of the brightest spots in the Nation's economic situation. Manufacturing activity for the State as a whole is higher than it was a year ago. More overtime is reported than at this time last month.

Plants which have been running on low schedules are climbing back to normal. Automobile factories and plants producing automobile parts and accessories are operating at a high level. Agricultural implement and cereal factories are entering their busy season. Numerous iron foundries are finding business brisker. Paper mills are fairly active. The copper industry continues to improve and is the best it has been in recent years. Several iron mines are closed, but the opening of navigation on the Great Lakes is expected to restore conditions to normal. Lumber mills are running full time.

March output for the entire automotive industry is estimated at approximately 425,000 cars and trucks compared with 417,686 units for the same month last year. Combined production of all manufacturers, except Ford, for the month of March reached a new high record. Daily production of passenger cars in Michigan during the first week in April was approximately as follows: Buick, 805; Cadillac-LaSalle, 165; Chevrolet, 5,000; Chrysler, 1,100; Dodge, 1,500; Ford, 1,900; Graham-Paige, 365; Hudson-Essex, 1,550; Hupmobile, 300; Oakland-Pontiac, 1,000; Oldsmobile, 410; Packard, 190; Reo, 250; Studebaker, 650. Schedules generally will be maintained close to present levels for the next month or six weeks. Ford production is expected to reach 5,000 units daily by July first.

Employment in Michigan is larger than at any time in 1927. The Employers' Association of Detroit, whose members employ two-thirds of the city's working population, reported 247,441 at work April 10, a gain of 42,585 workers since January 1 and an increase of 22,787 compared with the same week a year ago. Employment is also on the increase in Adrian, Albion, Battle Creek, Bay City, Benton Harbor, Bessemer, Cadillac, Charlevoix, Charlotte, Coldwater, Flint, Frankfort, Grand Rapids, Hastings, Ionia, Jackson, Kalamazoo, Kalkaska, Lake City, Lansing, Lapeer, Ludington, Manistee, Menominee, Mio, Monroe, Mt. Pleasant, Niles, Pontiac, Rogers City, Saginaw, St. Joseph, Standish and Three Rivers. Farm work, building and public improvements, and resumption of navigation will soon absorb many workers. Much unskilled labor from over the country has been attracted to automobile centers by reports of increased activity.

New building and engineering work in Michigan is on a level well above that of a year ago. The outlook for this industry is good. Construction costs of buildings for which permits were issued in Detroit during March were 50 per cent. greater than they were for the same month in 1927.

Wholesale and retail trade has not responded as yet to employment increases. Sales are reported fair to good. Bad roads have had a retarding influence. Shoes, furniture and credit jewelry are rather slow. Collections are fair. Wayne W. Putnam.

Director Public Relations, Union Trust Co., Detroit.

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Lower Than Any Estimate in Eleven Years.

Statistics do not mean much to most people but to those familiar with crops the Government's announcement of 68.8 as the April 1 condition for winter wheat indicates the poorest outlook for volume production in years.

It compares with the December 1 estimate of 86.0, with a condition on April 1, 1927, of 84.5 and with a ten-year average of 81.9.

In this bullish report on wheat is explanation enough for the sweeping advances in the price of that commodity recently. Not in twelve years, or since April, 1927, has the official canvas of conditions in the winter wheat area resulted in so low an indication as that now reported.

What this all means is that the mild winter weather has been good for certain industries but it has not been universally favorable to the farmer. At least in certain sections of the Southwest, such as North Texas, Oklahoma and Missouri, the absence of snow left winter wheat sowings unprotected. When frost came there was no snow cover to prevent destruction of grain planted. Ohio, Indiana and Illinois conditions were particularly poor.

Improvement in the weather from now on could materially benefit the crop since harvest does not come until summer. Precisely how much winter wheat the country can expect on the basis of a 68.8 condition the Government does not pretend to know on a date so early as April 1. It is not until later that the Government itself ventures an estimate in bushels. Experts in the trade reckon that a crop of 530,000,000 bushels is a reasonable expectation on the basis of what we know now. Such a crop would compare with a 1927 production of 552,400,000 bushels and with a 1926 output of 627,400,000 bushels.

It will be recalled that last year Canada's production was large, as was the domestic spring crop. Despite the increased supply of the commodity from those two sources it now seems likely that the heavy export movement and increased domestic consumption will reduce the carryover materially by July 1. In a sense the low condition of winter wheat for April 1 is unfavorable to growers of the winter commodity. While it indicates a good price for what is marketed it likewise indicates an abandonment of winter wheat for sowings of corn, rye and spring wheat.

Encouragement will be given by these Government estimates doubtless to planters of the spring variety in the Northwest. The report suggests an improved demand for the product of a section of the country long in the doldrums but which more recently shows signs of a definite revival.

Paul Willard Garrett.
[Copyrighted, 1928.]

Lower Trend in Interest Rates.

Stock market observers, fearing the dangerous consequences of the rapid rise in prices, assert hopes of business improvement have been more than discounted and insist a day of reckoning is fast drawing near.

Economists, however, declare the

trend of interest rates is definitely downward and may be expected to continue in that direction for several years. They contend yields on bonds and stocks should continue to fall as capital seeks employment at the best wage possible. The implication is that security prices are still headed upward.

Supply of capital in this country is increasing by leaps and bounds. Demand, on the other hand, is scarcely likely to expand so rapidly in the next few years as it has in the last four or five.

Commenting on the trend of interest rates, David Friday said recently the investor would be "obliged to accept smaller returns upon his funds." He remarked:

"The forces which drove the price of bonds up and lowered the rate of interest throughout the last four years lie deeper than temporary credit conditions or than the passing phases of the business cycle. Will these forces continue to operate during the next three to five years? If so, the Liberty bonds may well sell on a 3 per cent. basis before the end of 1930. High-grade railroad bonds will once more be selling on a 3½ per cent. basis, as they did in 1902, and industrial and public utility bonds may be yielding less than 4 per cent.

"As long as production maintains its present high level," continued Dr. Friday, "the supply of capital will be large in this country. When business depression comes and reduces output, savings will doubtless fall somewhat. But they will not decline as much as one would expect."

"On the demand side the outlook is more difficult to gauge. The savings of the Nation show less variation than do the borrowings for capital purposes. Since fluctuations on the demand side are wider than on that of supply, the variations in rates of interest depend more upon this borrowing side of the equation. While it is difficult to say what the demand for capital will be during the next few years, it seems probable that the outlook is rather for a slackening of the increase than for an acceleration.

"There have been periods in the history of this country when good railroad and industrial stocks sold at a price which capitalized their dividends at 4 per cent. and their earnings at 6 or 7 per cent. High-grade bonds sold on a 3½ per cent. basis, and good Government securities yielded even less. Toward such an era our industrial and financial process is carrying us during the next few years."

William Russell White.
[Copyrighted, 1928.]

The Answer.

Little John: Pa I know why editors call themselves we.

Big John: Why?

Little John: So the man that doesn't like the article will think there are too many for him to lick

Fairy Story.

Once upon a time there was a man who was sure he could not have made a lot more money if he had gone into some other business.

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MUTUAL FIRE INSURANCE

Stucco Checks Spread of Fire.

Stucco on a metal lath base is preferred usually because of its adaptability and permanence. In reality the buyer has another very important feature—a fire resistive exterior.

This has been proven by laboratory tests and many times by actual fires. Recent fires at Revere Beach, Mass., and Minneapolis, Minn., again have demonstrated the fire resisting qualities of this type of construction.

A fire of large proportions gutted the combustible interior of the Nautical Gardens ball room and pit, an amusement structure located in Revere Beach. The exterior walls of the building were constructed of stucco on expanded metal reinforcing. The behavior of these walls throughout the fire is best explained in the comment by Thomas J. McCarrick, fire chief of Revere, Massachusetts. He says: "The stucco held the fire within the building remarkably well causing no great damage from falling walls."

In Minneapolis, a stucco veneered work shop burned; the metal lath and stucco walls confined the fire to such extent that another building of frame construction twenty feet away was untouched. The interior of this building was entirely destroyed by the fire.

The lesson to be derived from such fires as described above is two-fold. First, stucco on metal lath will provide adequate fire protection. Second, similar fire resisting materials should be used in parts of the interiors, at least, to keep the fire confined to its place of origin. This is applicable to all types of buildings, whether of stucco exterior or otherwise.

The interior of non-fireproof buildings can and should be made as fire resistive as the stucco exterior of these buildings. It is not a difficult or expensive process to apply metal lath and plaster on the interior wood construction that is most vulnerable to fire.

These two fires, and many others, could have been stopped with little or no loss had the builders extended the use of metal lath to parts of the interior as well as using it as a base for exterior stucco.

Metal lath and plaster used in the following positions will guarantee safety from fire at the most economical cost. These positions are:

1. On all bearing partitions, and studs in exterior walls, including a basket to hold incombustible materials as a fire stop.
2. Ceilings under inhabited floors, especially over heating plants and coal bins.
3. At chimney breasts, around flues and back of kitchen ranges.
4. Stair-walls and under stairs.

Big Earnings Plowed Back Into American Enterprises.

If their 1914 stock bases had been left unchanged General Motors in 1927 would have earned \$551 a share, Nash Motors \$415, Firestone Tires \$339, Woolworth \$71, Sears Roebuck \$63, South Porto Rico Sugar \$45, United

Fruit \$41 and Case Threshing Machine \$37.

In this new computation of the Standard Statistics Company, Inc., Lawrence S. Sloan, editor of the service, calls attention to the rich equities of American corporations built up through earnings plowed back. He reckons that large and successful corporations taken as a group withhold from bond and stock holders, in a year of normal prosperity, from 35 to 40 per cent. of the net profits to be re-invested in the business itself.

In such stock markets as the present it is important to understand the potency of these surplus funds which compete not only for the ownership of business enterprise but in its extension.

Successful corporations have been able to multiply their profits so spectacularly, in Mr. Sloan's opinion, "because of the growth in their equities. By consistently plowing a certain percentage of profits back into the business, it has been possible to greatly increase capacities for production or distribution, therewith making profits yield still greater profits."

In the struggle for greater profits corporations usually are compelled either to increase the volume of goods handled or to decrease the unit cost. In either case the adjustment is beneficial to society in the long run but brings severe pains to less fortunate companies eliminated in the process.

It is probably true that during the past five years American business has devoted more attention to cost reduction than to any other factor in the profits equation. Faced with the impossibility of permanently increasing selling prices, "we have witnessed the phenomenal spectacle—unbelievable a few years ago—of rising prosperity on a generally declining price level. Indeed, paradoxical as it may seem, falling prices have given one of the evidences of our prosperity."

"Costs are the natural and the eternal enemy of profits. They become all the more diabolical and iniquitous when commodity prices are sagging. By necessity as well as by choice, business has been forced during recent years to wage an unremitting battle to get costs lower."

Paul Willard Garrett.

[Copyrighted, 1928.]

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: North Detroit Investment Co., Detroit. Arro Lock Roofing Co., Kalamazoo. Lansing Silo Corp., Lansing. Port Austin Fish Co., Port Austin. Atlanta State Bank, Atlanta. Phenix Cheese Corp., Detroit. Alliance Development Co., Lansing. Farmer Lubrication Systems, Inc., Detroit. Jackson Glove Co., Jackson. United Collieries, Detroit. James A. Hall Co., Inc., Detroit. Universal Novelty Co., Detroit.

Modern Alchemy.

He: My dear, our engagement must be off. A fortune-teller has told me I shall marry a blonde within a month.

She: Oh, that's all right; I can be a blonde within a month.

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Tariff the Only Issue in the Coming Campaign.

Grandville, April 17—Political parties this year seem at a loss for an issue. The wet and dry question is to remain in the background, it seems, and there is little likelihood of a prohibition plank in either party platform.

It is like a hot cake, neither party daring to touch it for fear of being burned. Nevertheless the strictly temperate voters will take their cue and will not vote for Al Smith, while some wet Republicans will, doubtless, think more of their appetites and go over to the New York governor.

Religion has no part in politics and should have none, yet the fact that one of the candidates is a Catholic will cause him to lose many party votes.

Prejudice is frequently the most powerful moving force in the human heart, not even party affiliations being strong enough to overcome it. It is true, of course, in every election, therefore not a novelty at the present time.

Up to date all signs point to Al Smith and Herbert Hoover being the rival candidates for the Presidency. There are few questions of importance dividing the parties to-day, and the one real issue between them has scarcely been mentioned, although it will doubtless come to the front with its old-time activity after the nominations have been made.

The slight flurry in business, depriving many workmen of their jobs, will, perhaps, exert an influence against the party in power, although there are signs of a pickup in conditions before the day of election comes around.

Many deserted farms are coming again into their own. The call of the city with its high wages attracted thousands of soil tillers to town, where they entered the ranks of the factory workers, which in the long run proved unprofitable.

Back to the soil again go many of these men, which fact may aid in solving the labor situation. It is much better to be on a farm, be it ever so humble, where the soil at least will produce plenty of food, than to make one of a foodless bread line in the big city.

This country has had a number of panicky conditions where even the city workers were forced out on to the farmers' acres in order to live. At such times the soil isn't quite so plebeian and unimportant as was formerly imagined.

How often have we heard the expression, "the independent farmer." It is as true to-day as at any time in the history of the world. The most independent man on earth is he who tills the soil for his daily bread.

"Hard times come again no more," was the burden of an old time ditty. It would be wonderful if this could only be true.

However, there is no country in the world which has not its ups and downs in a business sort of way. Good times and those that are hard, and yet the American man, be he factory or farm hand, is the best situated of any laborer in the wide world.

We come now to the parting of the ways, that is, to the real factor which separates the two political parties of the United States as widely as the poles of earth.

The one word tariff brings back the battle fields of the past in the arena of politics and points the way the parties will go in the coming election.

A protective tariff Democrat and a free trade Republican it will be hard to find. On this issue have been fought every great political battle since the close of the civil war.

To be sure a cloud of scandal at present darkens the Republican horizon but these misdemeanors are not peculiar to either party, while on the question of tariff there is abundant material for thought and rank disagreement.

From the days of Henry Clay down to the present this tariff question has been very much an issue and it still remains the paramount issue of the present day. It may seem strange that neither Republicans nor Democrats have broken into argument along this line during the present alignment of the opposing forces.

The question of tariff protection for revenue only is bound to come into the limelight before many moons. The speakers on both sides will make the welkin ring with arguments, pro and con.

On which side are you, gentle reader? So much has been said on both sides of the question nobody should remain in ignorance. Nor will they. Nearly every man in America knows his own position on the tariff and this will be the bone of contention during the coming political campaign.

Why should such an old bone of contention be brought again into the arena of political strife since very little has been said about it during the past few months?

The reason for it is because the question of tariff for revenue or for protection to American industries is the most vital of any before the people. He who votes for the Democrat nominee for President votes for a gross reduction of tariff duties. He who votes for the Republican candidate votes to sustain protective tariff duties which he considers of the utmost importance to the prosperity of the Nation.

That is the question and the only question before the people in the coming presidential campaign. "You pays your money and you takes your choice." Old Timer.

Bare Heads Lower Cap Sales.

One of the adverse factors the cap trade is facing is the tendency of many young men and boys to go bareheaded. This has served to cut down the potential market for caps and was instrumental in reducing the volume of the manufacturer's spring volume. The sale of better grade caps, however, has held up well. The call is mainly for eight-quarter styles in tan and gray overplaid patterns. Road salesmen for some firms left this week with the new fall lines.

Maids' Uniforms in Colors.

One of the leading manufacturers of maids' uniforms believes that the new home interiors have had a great deal to do with the vogue for colorful uniforms. These garments are in demand in various grades and are selling in all kinds of materials from plain chambrays to rayons and satins. This firm reports selling eleven colored items to one black. The colors used now are light green, blue, tan, rose, mulberry and lavender.

Tapestries Retain Favor.

Consumer interest in modernistic types of home decoration has not lessened the demand for tapestries for wall ornamentation. The demand continues brisk for both medium and low priced tapestries, the trend including framed and unframed types. A large variety of designs are selling, including seventeenth century, Persian and early American scenes. Combinations of tapestries with mirrors have been meeting with a growing call.

E. J. Ash & Co., dealers in groceries at 165 St. Joseph, Three Rivers, renewed their subscription for two years not wishing to miss a single issue.

\$5,000,000

PAID IN CLAIMS SINCE 1915

This company was organized in 1915 to take care of all kinds of automobile losses for Michigan people. The company has written insurance for auto owners in all parts of Michigan and has paid about \$5,000,000 in losses. Mr. Auto Owner, there is an agent or attorney in every part of Michigan to give you service in case of a serious loss.

There were 1,335 deaths by automobiles in Michigan last year and over 30,000 serious personal injuries. Many people were not able to meet the loss. Automobile claims are complicated. This company has specialized and has experienced men to help you in serious claims. If necessary, you can drive to the main office in a few hours. This company has more auto owners insured than any other company in Michigan because it has met its claims promptly.

If not insured, look up our local agent or write to the

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HOWELL, - - - - MICHIGAN

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Voluntary or living trusts relieve the creator from financial burdens and at the same time familiarize him with the ability of the Trust Company to administer his estate in the event of death.

Men of means who seek retirement and recreation after many years of confining service are turning more and more to Trust Companies, which is indicated by the marked increase in the number of voluntary trusts created in the past few years.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

THE NATIONAL CONVENTION

Report by Herman Hanson, Delegate From Grand Rapids.

Arrived in Omaha Monday, June 20, 1927, over Northwestern Chicago special and was met by band and reception committee, consisting of the members of the Specialty Men's Association, dressed in Western cowboy attire, with ten gallon hats and red bandanas. This committee had charge of reception and transportation during the entire convention and were constantly on the job and at the service of the delegates.

Omaha is a city of 220,000 population, 57 per cent. of whom are reputed to own their own homes, with 200 churches and fifty chain stores, twenty-nine being Piggly Wiggly stores and the other twenty-one local chain stores.

After registering at the convention headquarters in the Rome Hotel, convention was called to order at 9:45 a. m., with eight delegates from Michigan, some with their wives, and delegates representing almost every state in the Union, from New York to California and from Louisiana to Dakota.

Entire morning was taken up with introductions, speeches and songs by the different state delegations and an eloquent speech of welcome was delivered by Mayor Dahlman, of Omaha, who well deserves the honor of mayor, having served for many years as mayor and is very popular in his city.

Monday afternoon a joint session of the retailers and wholesalers was held in the municipal auditorium, at which time the establishing of good will between retailer and wholesaler was elaborated on, but no definite plans were suggested by either side to carry on the proposed harmony.

At this meeting Mrs. Bessie Gearhard Morrison, of Lincoln, Neb., who has attained a National reputation as a speaker, addressed the joint convention and spoke for the consumer housewife. She drove home to the retailers many constructive thoughts and suggestions; following are a few of her thoughts: "When in doubt as to an effective merchandise appeal to the housewives, consult your wife;" "Know your merchandise thoroughly, so as to create appetite appeal, while waiting on your customers;" "Cultivate a pleasant telephone conversation. It means so much and costs so little." Mrs. Morrison stated she knew she was paying more for her groceries from her grocer than she could buy in some stores elsewhere, but she loved the way her grocer pronounced her name when she called him on phone.

The next speaker worthy of mention was Hon. Curtis M. Johnson, of Rush City, Minnesota, who also represented the consumer and was full of constructive wit. Here are a few of them: "The world is made up of two kinds of people, heroes and zeros;" "For enthusiasm, cultivate Thuz germs." The possible results of co-operation he illustrated by "sufficient number of small snowflakes have been known to block powerful trains." Visualize and picture your ideal ambitions requiring years of preparation." Mr. Johnson also said the difference between life and love is: Life is one thing after another, while

love is two fool things after each other.

Monday evening the delegates were entertained at the Ak Sar Ben Den, a large frame structure which female has never entered. The entrance is similar to a fun house, through which every one was obliged to pass and be initiated. A very elaborate play was staged, all the participants being local business men, who had spent months in rehearsing, which was followed by a self serve lunch and refreshments—all soft. This feature is supported by the business men of Omaha for the purpose of entertaining conventions held in Omaha.

Tuesday morning President Sheehan delivered his address and Secretary Charles Janssen made his report, which was a masterpiece in construction and was reproduced in the convention issue of the National Bulletin and should be read by every retailer. Secretary Janssen is a very capable and conscientious officer of our National Association and well deserves the support and hearty co-operation of all retailers.

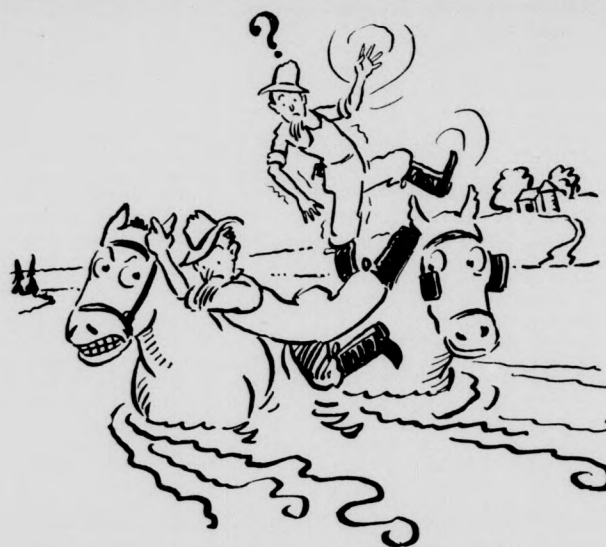
Tuesday noon ninety-seven secretaries and presidents of state and local associations assembled at luncheon in exclusive session. An organization of secretaries was formed and \$5 paid by each to defray clerical expense. The purpose of this organization is to exchange ideas of the field secretaries and to strengthen the individual organizations by increasing their efficiency. It was decided to hold a two day convention at Chicago Nov. 14 and 15, exclusively for the secretaries.

Tuesday afternoon there were several speakers, but the principal feature was William E. Koch, director of business training. The writer had been informed of this department, but supposed it was intended more for the younger and less experienced retailers, but to his surprise learned many of our foremost and successful retailers throughout the United States had been students in the various classes, which were designed primarily to have the retailers devote a few hours each week to reading and thinking. This requires a leader, who must devote time for preparation. A nominal fee is charged by the National Association educational department for each class.

Tuesday evening was given up to the banquet, at which better than 1200 participated. Turkey headed the menu, followed by a dance. Many prominent speakers were on the platform, but the hall was so large and the crowd so dense that the speakers were hardly heard by the writer.

Wednesday morning another joint session with wholesalers was held, but not attended by the secretaries, who had secured permission from President Sheehan to hold another secretaries meeting, to complete their organization and elect officers.

Wednesday afternoon no session of the convention was held. The time was given over to entertaining the delegates by driving them through the city and parks, being escorted by city motorcycle police. Many streets were closed to traffic and right of way and every possible courtesy was shown the delegates. The race track was visited. A wonderful barbecue was held at the



Swapping Horses

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

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

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

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

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



The Flavor is Roasted In!

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

Carter Lake Club. An Indian pageant was staged and wound up with another dance and bowling tournament.

Thursday morning session was devoted to reports of committees and a few short talks, but on account of the joint sessions consuming so much time, reports were made very brief and many states not even heard.

Thursday afternoon reports of the resolution committee were read. Election of officers and selection of New Orleans as the convention city for 1928. Complete reports of all the resolutions were also printed in the convention issue of the National Bulletin. They are too lengthy to report here.

Every session of the convention was opened by invocation. No discussion was given over to collective advertising, although same was listed on the program and eagerly sought by many of the delegates. It was decided not to hold a joint convention in 1928, although it was agreeable to hold both wholesale and retail conventions in the same city at the same time, but the retailers' convention in 1928 will deal exclusively with the retailers. This was decided upon, on account of the time required to discuss retailers' problems.

In conclusion, the writer wishes to report that the pro rata tax paid to the National Association by the state associations was increased to 50 cents and in consideration of same, each member of the state associations would receive a copy of the National Bulletin each month.

The writer also wishes to report that he attended the secretaries' convention in Chicago Nov. 14 and 15. It was the most profitable two days ever devoted to convention work. Many of the inspirations and ideas brought out at this convention have already been made good use of in Grand Rapids. The one and outstanding idea was to drive home a constructive message to the patrons at the food show.

Maxwell Coffee People Have No Defense.

What is a manufacturer to do in a case like the Maxwell House coffee case? Some reference was made to it last week. Chain stores are being permitted to sell and advertise it as low as 39 cents, although the independent grocer is asked to pay 48 cents. Wholesale grocers buy Maxwell House at 48 cents, less 10 and 2, which means 43 3-10 cents. It follows to the dullest eye, of course, that the independent who buys from the jobber cannot resell at 39 cents or even 43 cents, the A. & P. Co.'s present price in this territory. It is hard to see how the chain stores can either, unless the Cheek-Neal Co. is making them secret concessions.

The Secretary of the National Association of Retail Grocers says this regarding the Maxwell House case:

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

Now what ought a manufacturer to

do in a situation like this? It isn't peculiar to the food business—read this from the International Confectioner:

A few days ago in a chain grocery store the writer bought a candy roll and a candy bar "3 for 10c, 4 for 12c—as many as you want." At another general chain Spearmint was offered at 3 for 10c. Ever since these products were first placed on the market people have been perfectly willing to pay 5 cents each for them. Greater quantities of them have been sold each successive year since their introduction to candy eaters. Their sale is not enhanced by the price reduction. It's just one of the senseless things that are done in the name of "volume turnover." Surely we ought to try to find a way to induce the candy maker to protect the bona fide candy seller.

I have no idea what defense the Cheek-Neal people would make for allowing chain stores to advertise at 39 cents an article that the average independent must pay 48 for. They haven't made any defense and apparently think the situation doesn't require any. The fact is that they have no defense and couldn't have any. The law compels them to sell chain stores, and it would be perfectly legal for them to say to a chain store which sought to order Maxwell House coffee: "Certainly, we'll sell you, provided you don't intend to undermine my trade with independent grocers. If we thought you intended to do that we'd refuse your order. Therefore you must give us your promise if we sell you, not to cut our price to a point below such and such." This is as legal as a drink of water and any manufacturer can do it if he wants to. The trouble is he often doesn't want to. He is greedy for the chain store trade and is afraid to do anything which will interfere with getting it. Meanwhile the independent grocer can go hang.—Grocery World.

Not For Him.

The minister married an elderly and rather dour Scot to a woman considerably younger than himself, and after the ceremony he remarked to the bridegroom:

"Well, Jock, I suppose you'll be going for a honeymoon now?"

"Honeymoon?" echoed the other. "What's that?"

"Oh, you know!" laughed the clergyman. "A little trip somewhere together before you settle down to married life."

The bridegroom shook his head morosely.

"Na, na!" he said. "I dimma hold wi' gallivantin' aboot wi' a strange wumman."

A Hopeless Case.

Grocer: It's no use suing you. Here's a receipt for what you owe. We'll call it paid.

Deadbeat: Fine.

Grocery Proprietor: Well, what are you waiting for?

Deadbeat: Isn't it er—er—customary to give a feller a cigar when he settles his account?

Charles S. Biller, who has been in the dry goods and shoe business at Crosswell for thirteen years, has renewed his subscription to the Tradesman for the thirteenth time.

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.

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.

Marks Milestone in Michigan Merchandising.

Lansing, April 13—The attention of the Michigan Department of Health has been directed to certain insanitary practices more or less prevalent in certain retail stores of this State. For the prevention of communicable disease and for other reasons, the Michigan Department of Health recommends that merchants decline to accept for return or exchange any of the following classes of merchandise:

Drug Stores

Brushes
 Tooth brushes
 Hair brushes
 Combs
 Cosmetics
 Rubber goods
 Men's, Women's and Children's Wear
 Gloves
 Hosiery
 Underwear
 Nightgowns
 Pajamas
 Corsets
 Hair goods and hair ornaments
 Furniture Stores
 Sanitary couches
 Mattresses
 Bedding of any kind
 Fur Stores
 Neckpieces, etc.

If the salespeople or exchange departments were authorized not to exchange such goods, after they have once left the store, it would set up confidence in the standard of cleanliness of the store that would be much appreciated by the patrons.

Guy L. Kiefer, M. D., Commissioner Department of Health
 Lansing, April 14—I recently pointed out to the Michigan Department of Health that the practice of returning merchandise had reached such proportions that it imperiled public health.

The Health authorities agreed with these statements and later Dr. Kiefer wrote the above letter and thereby formally expressed his approval of a policy of restraint of returns. This letter marks a milestone in Michigan merchandising. It opens the door to the wide-awake merchant for escape from the abuses of unlimited returns. It supplies an authoritative excuse to decline to take back certain merchandise on the mere whim and caprice of the customer. The letter is specific in its recommendations and is worthy of observance in letter and spirit.

The potential value of Dr. Kiefer's letter is beyond estimating. Actual value will depend upon the use that is made of it. In order to increase its actual value the following suggestions are submitted:

1. Merchants should show Dr. Kiefer's letter to customers who ask to return merchandise. The merchant may properly point out that he is an ally of the Health authorities in fighting the spread of communicable disease.

2. Merchants should call attention of the newspapers to this letter. It should be reprinted in full. Merchants may properly explain to the newspapers that, in a sense, Dr. Kiefer has made the merchant a guardian of the public welfare; that he has obligated the merchant to do a specific thing as a matter of public service. If the merchant will follow this plan he cannot only avoid any damaging reflection upon the service of his store but he can make his refusal to accept returns a credit to himself and to his store.

3. Merchants save the taxpayers money by observing Dr. Kiefer's

recommendation. If these recommendations were enacted into laws they would require an army of inspectors, employed at great expense, to enforce them. Merchants can save themselves and other taxpayers large sums of money by co-operating with the Health Department and carrying out the spirit of its recommendations, rather than ignoring them and thereby forcing the authorities to get the same result by legislative enactment.

4. Merchants should take Dr. Kiefer's recommendation to the local health authorities ask the city Health Officer to make a similar recommendation. Get such local statement into the local newspapers. This gives chance for double publicity. Get the newspapers to point out that the whole scheme safeguards public health and saves taxpayers money.

5. Merchants should agree to refuse to accept returns of other merchandise than that which Dr. Kiefer recommends. This will carry out the spirit as well as the letter of Dr. Kiefer's recommendation. Returns are expensive. They have been abused. They can best be controlled by co-operative agreements. Merchants in many cities have agreed to accept for return no merchandise that has been out of the store for more than three days.

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

Features of New Handbags.

To cope with the demand for something new in women's handbags a leading manufacturer is showing a summer line of bags to conform with shoes, scarfs or belts. These bags are made up in fabrics featured in these accessories and are consequently not only in the mode, but carry out the ensemble idea, which has such good sales pull. The materials used are hand-blocked linens, striped crash, silk mohair, crochet straw, woven straw and challis. Fittings and linings are as attractive as those noted in high-grade leather bags. Prices for these bags begin at \$39.60 a dozen.

Building Glass Demand Slow.

Distribution of flat glass products was of fairly good volume during the week, the American Glass Review says. Demand for building purposes, however, has not expanded to the proportions expected at this time. In window glass orders are for immediate requirements and jobbers' stocks are below the average for this season. Operating schedules are being maintained on substantially the same basis as for several weeks past and all indications are that production during April will run around 150,000 boxes under demand.

Sewing Screen Is Offered.

To replace sewing basket and tables there is now offered a sewing screen, made in two panels which fold together and are fastened with a small hook. Two handles serve for carrying it from place to place. Each panel is fitted inside with shelves for spools, deep, box-like pockets for shears and darning balls, and a cushion for pins and needles. On one side there is a shelf to serve as a table. The screens are made of solid metal or with panels in cretonne, tapestry, teakwood, petit-point and rare woods. Prices start from \$7.75 a piece wholesale.

Leaners' bank accounts usually are lean.

MR. STOWE Says: We are on the square.

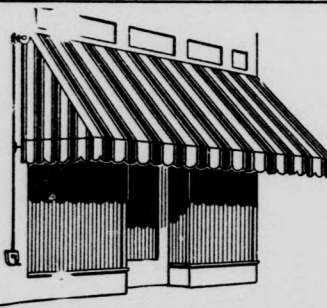
So will you after you have used our Collection Service.

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.



PROTECT
 Your Merchandise
 With
COYE AWNINGS

Phone or write for a Salesman to give estimates

CHAS. A. COYE, INC.

Campau Ave. and Louis St.
 GRAND RAPIDS

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low

For Instance:

for \$1.55

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
BLOOMINGTON, ILL.	\$1.40
CINCINNATI, O.	1.50
CLEVELAND, O.	1.30
COVINGTON, KY.	1.50
DAYTON, O.	1.35
DECATUR, ILL.	1.50
DEBUQUE, IA.	1.45
FARRELL, PA.	1.55
INDIANAPOLIS, IND.	1.30
ISHPEMING, MICH.	1.45
MARQUETTE, MICH.	1.45
SHARON, PA.	1.55
TERRE HAUTE, IND.	1.45
WISCONSIN RAPIDS, WIS.	1.35
ZANESVILLE, O.	1.55

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

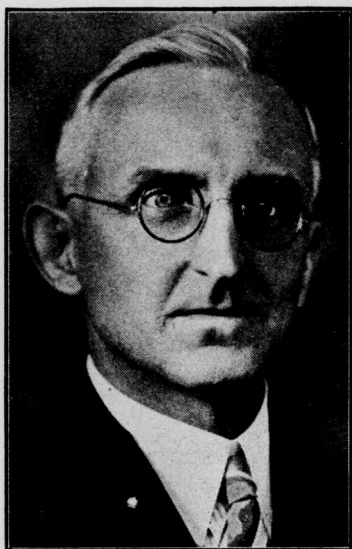


SHOE MARKET

MEN OF MARK.

R. P. Kutsche, House Salesman Ben Krause Co.

The most careful research into the causes which lie back of the average man's choice of a career fails to reveal anything from which conclusions might be drawn or statistics based showing just what relation exists between such choice and the resulting success or failure. But a few years ago technical education was considered important only to the man who had picked out a particular field for which he might wish to fit himself. To-day the reverse seems to be the case and it is more than ever conceded to be axiomatic that dissatisfaction with one's present state or standing in the community is the primary factor in self promotion. In most instances, we are now prone to believe the man who is satisfied with himself and his station



Rudolph P. Kutsche.

in life is deserving of sympathy, and in such cases, unless something happens to awaken the victim of self satisfaction from his lethargy, he is apt to finish his course where he began. Whether or not the power of mentality over material things be conceded, the determination to improve one's condition, coupled with a very lively dissatisfaction regarding one's present status, will, in nine cases in ten, assure definite and desirable results, even though these things be not coupled with aspirations toward attainment of any particular line of endeavor.

Into just what field a man should go is a perplexing question which may frequently be left to chance with fortunate results, although this depends in some measure upon his adaptability to the conditions in which he eventually finds himself. This latter characteristic is valued more highly of late years because in the complexity of modern commercial life it frequently becomes incumbent upon the individual to fit into the place made for him rather than to follow his inclinations and choose for himself.

Rudolph Paul Kutsche was born in Grand Rapids March 11, 1886, being

one of a family of nine children, six of whom are still living. His father was W. P. Kutsche, who conducted a hardware store on Canal street (now Monroe avenue) for many years. He was educated in the public schools of Grand Rapids, graduating from the high school on the engineering course in 1904. He then entered the University of Michigan, graduating on the electrical engineering course in 1908. The next five years he was employed as engineer with the Reo Motor Co., the Olds Motor Co. and the Continental Motor Works. In 1913 he purchased the hardware stock of Truman Gillette, at Charlotte, continuing the business ten years. On returning to Grand Rapids he entered the employ of Spooner & Merrill, civil engineers. On the removal of that concern to Chicago recently, he purchased an interest in the wholesale leather finding business of the Ben Krause Co. He will be elected a director of the corporation at the next meeting of the stockholders.

Mr. Kutsche was married June 10, 1918, to Miss Ethel Farnsworth Blake, daughter of the late William Frederick Blake, the tea expert. They have four boys, 8, 6, 4 and one and a half years old. The oldest boy is named after his maternal grandfather. The family reside in their own home at 207 Auburn avenue, S. E.

Mr. Kutsche was brought up in the Universalist church, but joined the Congregational church at Charlotte, holding the position of deacon two years. On returning to Grand Rapids he transferred his membership to Park Congregational church.

While residing in Charlotte Mr. Kutsche became a Master Mason and served as Secretary of the Community Association for two years.

Mr. Kutsche claims to have but one hobby, which is mechanics. He has a well equipped machine shop in his own home, in which he can turn out almost any appliance needed in the household.

Inverse Ratio of Population and Cattle

The following table gives the numbers of cattle and the population of the United States for a period from 1901 to 1927:

Year	Beef Cattle	Population
1901	45,500,213	77,747,402
1903	44,659,206	80,983,390
1905	43,669,443	84,219,378
1907	51,565,731	87,445,366
1909	49,379,000	90,691,354
1911	39,679,000	93,682,189
1913	36,030,000	96,512,407
1915	37,067,000	99,343,625
1917	41,689,000	102,172,845
1919	45,085,000	105,003,065
1921	45,776,000	108,444,777
1923	44,093,000	111,693,474
1925	43,115,000	115,378,094
1927	35,697,000	120,000,000

Here we have a ratio of cattle to people in 1901 of 45 to 77, and in 1927 a ratio of 35 to 120.

Perhaps some persons will imagine that the declining per capita of beef cattle will right itself in course of time. This does not seem possible. The increase of population is not a curve, it is a straight line. There is an increase each year and the percentage of in-

crease grows also. Statisticians estimate with confidence that the present population of the United States will double in sixty years when we shall have 240,000,000 people to feed and provide with shoes. There are ample arguments upon which to base the fact that double the quantity of leather will be needed sixty years hence, but what have we to show as to anything like a proportionate increase in the number of beef cattle?

The ultimate consumer we hear so much about, objects to the high cost of beef, but has many alternatives. He is not compelled to eat beef when cheaper food is available. Modern methods of refrigeration and transportation, the canning industry, the development of eggs and poultry by scientific methods, the propagation of fish by Government commissions are some of the reasons why the scarcity of beef is not likely to force an increase in cattle raising. Years ago there were no predigested cereal foods and grape fruit was unknown on our breakfast tables. To-day we are still wearing leather shoes although our daily menu has been revolutionized.

Intensive farming will be more than ever required as our population continues to increase. Already the free grazing lands have been converted into farms. Fertile ground can be used to better economic advantage than grazing cattle. Feeding grain to beeves on the feed lots is becoming less remunerative. The grain required to fatten a steer would feed several families. The process of using the products of the soil to nourish cattle which later are slaughtered for food is an unsound economic process which may have to be abandoned as the population question throughout the world becomes more acute. With the number of people in the world doubled during the next sixty years the food situation will be something comparable to the condition in China during centuries past.

Meanwhile the world is still without an acceptable substitute for leather shoes. Leather might be produced synthetically as a laboratory experiment, but the chemists would be unable to simulate its peculiar structural fiber as made by nature on the backs of animals. Similarly it is possible to analyze an ordinary loaf of bread and then create a synthetic loaf which while chemically proper would be uneatable as a practical article of food.

The situation existing to-day in our markets results from causes which will bear serious study. It will be unfortunate if members of the trade assume that "what goes up must come down" and that we shall witness a return to the redundant supply of hides which characterized the industry years ago.

Word Painters.

Visitor: How does the land lie out this way?

Native: It ain't the land that lies; it's the real estate agents.

Track Pants and Shirts
New Styles, New Prices
KELLY SHIRT CO.

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



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.

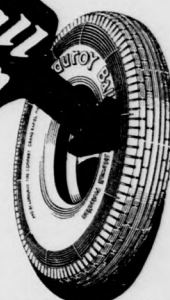
PANAMA HATS

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

ALLAN KELSEY,
Lakeview, Mich.

Corduroy Tires

Sidewall
Protection
Stands
for:



LONG
MILEAGE
RIDING
COMFORT
GOOD LOOKS

CORDUROY TIRE COMPANY
OF MICHIGAN
GRAND RAPIDS - MICHIGAN

**Henry Smith
FLORAL Co., Inc.**

52 Monroe Avenue
GRAND RAPIDS

Phone 9-3281

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.

Deception Injures All Business — Chains Enter Delivery Service.

Los Angeles authorities take deception seriously. May their tribe increase. Nothing could be better for the trade in general.

Two fruit stand men were charged with selling lettuce and tomatoes from deceptive displays. One was assessed a fine of \$100, plus fifteen days in jail. He was made to pay \$25 on account and the balance of \$75 and the jail sentence were suspended two years. With such consequences impending, he is apt to behave for a while.

This other was fined \$50 and five days in jail; was made to pay \$25 and have the rest hanging over him for two years. Probably he will be a bit careful, too.

Such offenses against square dealing have too long been lightly regarded. But the system is most discouraging to the consumer and, as such, hurts every merchant. The plan is to select the best specimens of head lettuce, tomatoes, asparagus or what have you, dress them up beautifully and display them. Each display is marked, and grades apparently correspond to the displays. But the customer is always served from the rear of the pile—and believe me, there is a difference.

It is an excellent plan not to permit customers to handle fresh goods. Nobody can reasonably object to that. On the other hand, goods sold must correspond with displays or the entire trade suffers from the deception.

There is, of course, nothing new about a system under which chain stores provide delivery if consumers pay for it. The National Tea Co. now offers to deliver in any part of the great city of Chicago for 12 cents. The reasoning may be that such charge will induce folks to concentrate orders into larger totals and so promote trade.

But other chains are experimenting on various delivery plans, some confining the service to single districts on trial. Still others extend credit and delivery on various systems. All are working on plans to extend their trade and radius on some basis other than mere price-appeal, which has been worked out in many sections.

Any observer can note how the unit managers are developing themselves into independent storekeepers. One finds fruits and vegetables, for example, arranged for easy self-service; but in practice one or both the boys in charge obligingly help customers with asparagus, spinach and other items somewhat troublesome to handle. From such practice it is but a step to individual ownership; for the boys who are wakeful cannot fail to note how customers appreciate and will pay moderately for such service.

From all of this it is apparent that evolution has been continuous in chain circles. Perhaps there is not an observant individual merchant anywhere who has not noticed that chain methods

are changed and modified continually. Grocers quick to adapt themselves similarly to change are not going into the discard.

Dining in the U. P. station, Salt Lake, I asked for fresh tomatoes. The waitress said the car had not brought any, but the celery was good. I picked on it as the only alternative, expecting to eat what was not too tough and stringy. I had the surprise of my life, for nothing from Kalamazoo or Milwaukee could surpass the tender sweetness of what came to me, grown on what looks like the most hopeless desert.

And now that same desert has become one of the important pea producing regions whose products are quoted as prominently as those of Wisconsin or New York in the New York commercial papers.

Consumption of fresh apples declines in the face of canned apples, factory made apple pies, prepared mince meat—now altogether minus the meat—and canned apple sauce, unknown a few years since. An important reason is the absence of aggressive apple advertising. No food—no commodity of any kind—seems to stand much chance today if not constantly advertised into consumer memory.

Nothing marks evolution more than mince meat, by the way. Meat was the most plentiful food our forefathers had and their lives were so strenuous and they lived so exposed to heat and cold that strong food was required in abundance. So the mince pie, filled mainly with spiced meat, was another avenue for the ingestion of sturdy food. Now meat is scarce and expensive and we lead sheltered lives and heavy food is not wanted, so mince meat remains as the name of a commodity that no longer exists in original fact.

Remember the old-time medicine doctor who drove from town to town, set up in the market under a torch with a musician to entertain and draw the crowd, while he sold something that would cure any ill that flesh was heir to? Well, we still follow cure-alls.

Stock turn is one of the most wonderful factors in sound business. Its importance can hardly be exaggerated; but because we tend to run any good thing to death, stock turn—still called turnover in many places—is overdone in spots.

A case recently reported is that of a wholesale distributor whose cartage bill was running \$3,000 per week—mostly small lots sent out altogether too frequently to some at the cost of others who remain sane on the subject.

Customers of such a house should realize that they must help pay such uneconomic charges and insist that foolish service be discontinued or withdraw their own orders. There is a reasonable limit to all good things; and one hardware jobber has increased his profits by cutting out more than half his former customers. It pays to drop business which does not pay its way, whether wholesale or retail.

Whether Marshall Field or John Wanamaker was the real pace-maker in handing the Square Deal to the con-

(Continued on page 31)

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

LOWNEY'S MOTHER'S DAY GIFT PACKAGES

It's a wonderful line

PUTNAM FACTORY
Grand Rapids, Michigan
WESTERN MICHIGAN DISTRIBUTORS

MEAT DEALER

The Crown Roast of Lamb.

There is no cut of meat that looks better on the table than a crown roast of lamb when properly made—well roasted and decorated with paper frills at the end of each rib. This table roast has been referred to as the aristocrat of the meat family, and its appearance certainly does not belie the name. From the appearance of the cut when it is prepared in the retail meat market some may think the cost prohibitive and admire without even pricing. Most retailers are glad to take orders for this kind of a roast and not charge more than a reasonable profit on it. Few retailers fail to appreciate the advantage of the distinction such orders give their shops, and they like to have such a roast on display to attract the attention of their customers, and perhaps get more orders for same. Such a roast is usually used for Sunday or company dinners, and can be ordered in advance of delivery. It takes a little time to prepare, and unless it is made regularly retailers like to have time enough to make a neat job. If ordered a day in advance there is sure to be time to select the meat and get it ready in time without interfering with the regular work of the market. Such a roast should always be made of high quality meat—the kind the Government grades choice or prime. It is so pretty that everyone wants it to taste as good as it looks. The carcass from which it is cut should be well built and possess delicious eating qualities. It is not at all difficult to select such a carcass in the wholesale markets, where so much really fine lamb meat is sold daily. Most high class retail stores carry this grade of meat all the time. It is cut from that section of the back just forward of the loin and contains eight ribs on each side, making sixteen in all—capable of providing many fair-sized portions. Two ribs are most likely to be eaten by the average person, and so a full-sized crown roast should serve eight, though it is often used for six persons, thus providing plenty of insurance and leaving some delicious roast lamb to eat cold. The rack from any well-formed carcass is big enough, but a six-pound rack is not too heavy for a good, meaty roast. While roasting, this cut should be left open on top to allow it to be well cooked in the center of the crown. As prepared, chopped lamb or beef is packed in quite often, but this should be removed when it goes in the oven, or at least opened well in the center. This is important.

Big, Juicy Steak For Two.

It may seem strange that we should speak of a big, juicy steak and then in the same breath indicate that it should be served to two persons. Such a steak, if cut fairly thick from the short loin of a good-sized steer carcass, would weigh two to two and a half pounds, and this amount is more than two ordinary persons eat. In talking over the buying of steaks with families composed of husband and wife, only some have complained that they find one cut reasonably thick and from sec-

tions most desirable, a little more than they can use economically for one meal. They say that they must either take the first cut, which has no tenderloin, have the steak cut too thin, or have some left over. We know exactly the condition they find and think we have a solution. Instead of trying to get the smallest steak they can buy it would be better to get one cut of the desired thickness from the tenderloin section. This steak is called the porterhouse, of course. Have the retailer crack the bone in one or two places, and then before cooking cut the steak in two. Boil or fry the piece desired but wrap the other up in glazed paper and place in the ice box for another meal. Steak is a kind of meat that can be repeated without causing any dissatisfaction, especially if it is from good or choice beef. Beef keeps well in a good ice box. It will be found to possess better keeping qualities than most other fresh meat, and just as good the second evening from the day it is first cooked. Such an arrangement makes it possible to get just the steak desired without having anything wasted. Modern refrigeration in homes provides insurance against spoilage for any kind of meat for quite a long period, and when such an ice box is installed there is no reason why meat of all kinds should not be bought in good sized quantities, but the ordinary ice-box will be found satisfactory for the steak if it is wrapped as suggested. This plan is not just a theory, but has been tried out successfully by certain housewives who have asked us to mention it in our radio talks. In case the second piece is not desired as a steak there are other dishes that can be made from it.

Atomizers in Barnyard Will Relieve Fowl Colds.

Mountain Grove, Mo., April 6—Chickens in the future need not suffer from colds, coughs and other nose and throat afflictions as a result of the invention of W. A. Hovis, veterinarian of the Missouri State Poultry Experiment Station, who has just been granted a patent on a poultry atomizer. Hovis has been working on the device for four years and has just perfected it. Now all that is necessary when a pullet or rooster gets the pip or roup is to chase the feathered animal, hold it tightly and douse its nose and throat thoroughly with some kind of a drug that is guaranteed to cure such ailments.

Hides and Pelts.

Green, No. 1	18
Green, No. 2	17
Cured, No. 1	19
Cured, No. 2	18
Calfskin, Green, No. 1	25
Calfskin, Green, No. 2	22
Calfskin, Cured, No. 1	26
Calfskin, Cured, No. 2	23
Horse, No. 1	6.00
Horse, No. 2	5.00
Pelts.	
Lambs	50@1.25
Shearlings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

Payroll Note.

"The time will come," shouted the speaker, "when women will get men's wages."

"Yes," said a little man in the corner. "Next Saturday night."

FOR YOUR HEALTH AND PROFIT

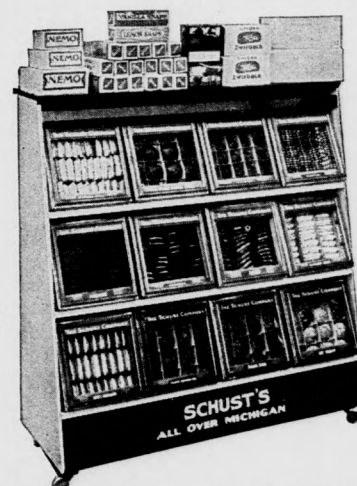
Fleischmann's Yeast-for-Health has been eaten with beneficial results by thousands and thousands of people—including many grocers. It will benefit your health—and your business, too.

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

FLEISCHMANN'S YEAST Service

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

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

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.

Business Possibilities of the Amateur Gardener.

Whether the trade of the back yard gardener is an important factor or not in the hardware dealer's spring turnover depends almost entirely on the hardware dealer himself.

The back-yard gardener is a constant factor. With each recurrent spring, the urge to till the soil, on however small a scale, presents itself. The householder, after the inevitable period of hesitation, succumbs to that urge. He comes to the hardware store to buy the necessary seed packets.

Whether he merely buys these few seed packets, or whether he goes further and equips himself for backyard gardening on a scale adequate enough to get results, depends almost entirely on the salesmanship displayed by the hardware dealer and his staff.

All the hardware dealer can count on, however, is the annually recurrent urge to till the soil. For the rest, he must depend on his own selling efforts. The results he secures depend on whether he is content to sell the few seed packets first asked for, or whether he is eager and enthusiastic enough to develop business on a larger scale.

To develop business he must put forth considerable advertising and selling effort. But, by dint of such effort, a great deal of business can undoubtedly be secured.

It is not too early to put on a garden display. The hardier vegetables can be planted now. Some flowers, such as sweet peas, are traditionally planted on Good Friday, which is now past and gone. The gardener feels the urge to plant long before the ground is ready; and the moment he feels the first slight urge is the precise moment to make your first appeal to him.

Bright-hued packets of garden seeds and bright new garden tools of all kinds make attractive window displays. It is possible, however, by the use of some simple and inexpensive accessories, to add immensely to the effectiveness of these displays.

A good stunt is to show something actually growing. It is all the better if the weather outside is still a bit too cold for actual planting. Shallow wooden trays or boxes can be used, and corn, grass, lettuce, radishes, etc., planted in these. For quick results, radishes are the best; since they germinate within a few days. Corn and grass usually make a better showing when they come up. Often it is possible to plant the seeds so that they form a series of letters, or words. With a sufficiency of shallow wooden boxes, you can spell such slogans as "Good Seeds" or "Buy Seeds Now" or "Our Seeds Grow." The green letters against a background of black loam are very effective.

In preparing your seed-boxes, be sure to use a good, light soil, so that the tiny plants will come up evenly. "Our Seeds Grow" with a broken lettering formed by individual seeds that didn't grow, is poor advertising.

The amateur gardener who buys a packet of radish or lettuce seed for 10 cents isn't a big purchaser. Yet he represents big potentialities. Seed sales in themselves are small sales. Most back-yard gardeners restrict themselves to a few favorite vegetables. Yet the business is one capable of great expansion, particularly where the hardware dealer himself is an enthusiastic gardener and able to give the amateur some worth-while pointers in regard to the back-yard plot.

Right here a good many salespeople make a bad mistake. The average back-yard gardener comes in apologetically. He remembers all the silly newspaper jokes about the excessive cost of such gardening. He is apt to say:

"I suppose I'll put in the usual stuff, though there's nothing to it. Really, it is cheaper to buy your vegetables from the grocer."

And the clerk, with a silly grin, will reply: "Yes, that's just about right, isn't it?"

Therein he makes a mistake. To begin with, the customer isn't right in his statement; and as a rule he wants the salesman to tell him, tactfully, that he isn't right; that back-yard gardening is worth while, and that his favorite pastime is, not an expensive hobby, but a very practical thing. As, properly handled, it unquestionably is.

So it behooves the hardware salesman, under such circumstances, to avoid encouraging the fool idea that back-yard gardening is a waste of time and money. Rather drive home the sound facts that back-yard gardening saves money, provides fresher vegetables in season, and gives the amateur gardener a decent amount of healthful outdoor exercise.

So when the customer gets off his feeble joke against the back-yard gardener, tell him, tactfully, that you haven't found it so; that a lot of your customers find their back-yard gardens profitable. If you're as interested as you should be in your customers, you'll know who these people are, and be able to name them, and quite often tell some of the results they got.

Then, suggest to your customer a more comprehensive selection of vegetables for the back-yard plot. Try to develop an expansive mood in him. Interest him in the newer, less familiar vegetables. Point out, too, that the people who have found their back-yard gardens unprofitable are those who do the work without adequate tools; and that a complete outfit of garden tools makes gardening much more satisfactory and gives better crops. True, a complete outfit involves a sizeable little investment at the start; but in the long run it is a money-maker.

In selling tools, always recommend the better article, but never hesitate to show the cheaper one if the customer sticks on price. You can feel pretty confident that a \$1 rake is worth more than a 50 cent rake, even though the latter will give reasonably good service.

The untrained hardware clerk is apt to play up the cheaper article simply because it is easier to sell, and even to recommend it as "just as good as"

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

WE
CARRY



A
COMPLETE
STOCK OF

HEATH & MILLIGAN DEPENDABLE PAINTS AND
VARNISHES

Foster, Stevens & Co.
Founded 1837

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

SPRING CLEANING
made easier with

AMSTERDAM BROOMS

PRIZE

White Swan

GOLD BOND

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

NEW AND USED STORE FIXTURES

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

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Call 67143 or write

N. FREEMAN, Mgr.

the more expensive article. That is a tragic mistake. Train your salespeople to bring out that, while the cheaper article is good (else you wouldn't handle it) the higher priced article is worth just a little more than the difference in price.

I had one demonstration of this in my own buying experience. I was very hard up when I went to buy a rake, and though the hardware dealer strongly recommended a 75 cent article, I felt compelled to take a cheaper line at 35 cents.

The cheaper rake wasn't too bad. It lasted about a year. By that time the tines were all twisted and bent. I decided to buy a new one. And, because the hardware dealer had told me just what the difference was, I went to him and bought the 75 cent rake. That was years ago; and it is still in use.

That practical experience is one of the reasons why I think it pays to put your selling effort behind the quality article. Even if you have, this time, to sell an article that will have to be replaced, the fact that your recommendation was sound will help you to secure the replacement order. If you recommend a poor article as "just as good as" the best you have, when that poor article wears out the purchaser is not going to come back and pay double the money for an article that, on your own showing, is no better.

Initial sales in this department may be small; but a lot of business can be developed by "visiting with" your customer for a few minutes, discussing what he plans to do, and suggesting additional seeds to plant, adequate tools and the right kind of fertilizers.

The fertilizer business will pay for pushing. If a man tells you that his back-yard garden didn't pay for itself last year or his flowers were a failure, in nine cases out of ten enquiry will show that he is still relying on the natural fertility of a soil that was exhausted years ago. Study the subject of fertilizers, and be in a position to tell the gardener just what he should use for certain crops. Flowers, especially, have their preferences and it pays to understand these.

A series of window displays should be put on from now until the beginning of summer, or even later. A first display might be devoted to vegetable and flower seeds, and garden tools. A little later repeat on this topic, but especially emphasize the idea of a complete outfit of garden tools. A week or two later devote a display to lawn mowers, lawn rakes, turf-edgers, weed-cutters, etc. Still later you can feature lawn seats, lawn swings and strictly summer items.

An incidental line worth featuring is poultry netting, grit, oyster shell, poultry foods and tonics, etc. There are many small poultry raisers in every community; and this line is worth a window of its own.

In such displays the realistic feature should be played up wherever possible. Thus, a mother hen and a brood of newly-hatched chicks will add about 500 per cent. to the effectiveness of a poultry goods display. For a lawn goods display, carpet your window with

green turf. These accessories are not difficult to secure.

Coincidentally with your window displays, feature the same lines in your newspaper advertising. It is often worth while to send out a circular letter to a selected list of amateur gardeners, horticulturists, etc.

Naturally, the dealer who has an intelligent understanding of gardening, horticulture, and similar activities, will have a distinct advantage in appealing to this class of business. But if your basic knowledge in respect to these matters is weak, it is not difficult to give the subject a little study and thereby be better equipped to meet your customers. Victor Lauriston.

Second Re-union of Old Time Traveling Men.

Another enjoyable re-union of the Old Time traveling men will be held at the Rowe Hotel, April 28, from 3 p. m. to 10 p. m., when we will positively bring the festivities to a close. The annual banquet will be served at 6:30 at \$2 per plate. Banquet tickets will be on sale from 3 p. m. on. We are asking all the boys to make their reservations as early as possible. The banquet will be held in the English room of the hotel and the mezzanine floor has been reserved for the social features during the afternoon. We want the Old Timers to bring their wives and come early. Come anyway. A good programme is being arranged and we can assure everybody a good time. Just recently I have mailed out 325 invitations and we plan on an attendance of 400 or more.

There is a big time ahead. Don't forget the date, April 28.

George W. McKay, Chairman.

Meaning of Protruding Arm.

An arm protruding from the car ahead means that the driver is:

1. Knocking ashes off a cigarette.
2. Going to turn to the left.
3. Telling a small boy to shut up, he won't buy any red pop.
4. Going to turn to the right.
5. Pointing out a scenic spot.
6. Going to back up.
7. Feeling for rain.
8. Telling his wife, Yes, he's sure the kitchen door is locked.
9. Saluting a passing motorist or going to stop.

Made Final Payment.

"My dear," said the old man tenderly, "to-day is our diamond wedding, and I have a little surprise for you!"

"Yes?" said the silver-haired wife.

He took her hand in his. "You see this engagement ring I gave you seventy-six years ago?"

"Yes?" said the expectant old lady.

"Well, I paid the final installment on it to-day, and I am proud to announce that it is now altogether yours!"

Some Salesman.

Plug: What sort of a salesman is Tyre?

Chugg: Well, he's this sort—he could sell an echo to a deaf and dumb man.

Mustard plasters naturally come under the head of smart-articles.

TER MOLEN & HART

GLUE POTS for
FACTORY USE

Successors to
Foster Stevens Tin Shop,

59 Commerce Ave.
GRAND RAPIDS, MICHIGAN

Ship By
Associated Truck

GRAND RAPIDS, LANSING and
DETROIT.

Every Load Insured. Phone 55505

Expert Chemical Service

Products Analyzed and Duplicated
Process Developed and Improved
Consultation and Research

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

Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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

SELL

**Ge Bott's
Kream FrydKaKes**

DECIDEDLY BETTER

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

BIXBY

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

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.

J. CLAUDE YODAN
ATTORNEY AND COUNSELOR

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

Business Address:
433 Kelsey Office Building,
GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

California Judge Blames Parents For Children's Misdeeds.

Los Angeles, April 13—According to an estimate in the Tradesman the candy bill for the United States last year was approximately \$560,380,000 or about \$5 each for every man, woman and child in the Nation. Never during the days of drunkenness, debauchery, neglected families and drunkards' graves, was ever such extensive extravagance indulged in, with the accompaniment of impaired stomachs, defective teeth and the like. Who will be the first to initiate an Anti-Candy Protective League and start manufacturers and users of saccharine products on the way to Fort Leavenworth?

John McEntee Bowman, the New York hotel operator, is said to have announced that he will proceed within sixty days to build a \$25,000,000 hostelry on the Hotel Tuller site in Detroit. If Mr. Bowman will bring his money from Manhattan Island to do this thing, it will probably be all right with Detroit people generally, but if he tries to procure it in a city which already has a hotel for each naturalized male citizen, his attention will probably be called to a Washington Boulevard mausoleum in which many Detroit investors already own crypts, and this is not the only one.

I notice in a recent issue of the Tradesman that "Little Dick" Warner, Jr., the traveling diplomat of the Colonial Salt Co., is spending his winter vacation out in the sage brush surrounding Banning, California, and incidentally posing as a "big game" hunter. Inferentially he leads one to believe that he is specializing on mountain lions, when in reality he is mostly expending his efforts in stampeding jack rabbits. Further it is a matter of absolute knowledge on my part that he is exhibiting photographs, in which he is pictured doing the "Daniel act" in conjunction with one of these alleged mountain lions. I used to place great credence in the near-fiction stuff that "Dick" used to hand me about his being responsible for the saline flavoring in the sea, until I went to Honolulu last winter, when Captain Sawyer, of the SS. Calawaii, assured me that the salt in the ocean was no more nor less than an exudation from the cod fish floating around therein. However, I will give him credit for sticking to his statements, circumstantial evidence to the contrary notwithstanding.

A "tempest in a teapot" is that flurry over the charge of Dr. Blumenthal for applying psychology in separating the sheep from the goats in the Grand Rapids police department. If psychology is a good thing in measuring brains for executive positions—and this fact is well authenticated—why not apply it to individuals in public affairs where the interests are far reaching? Dr. Blumenthal simply is unfortunate in the particular that he seems to be dealing with a lot of individuals who believe potatoes should be planted in the phases of the "moon" when in reality the best place for them is in the ground. If there were more instances of the application of the psychological test there would be more successes in business and elsewhere.

In a letter from the Heldenbrands they advise me that their latest unit, the Heldenbrand, at Pontiac, is ready for business, and that I may expect detailed information concerning same very shortly. Briefly speaking, the new hotel has 100 rooms. It is built with the thought of comfort and hominess in mind; has a grill, seating seventy-five, a cafeteria accommodating 125, which ought to accommodate the demand in this department. Among the "unusual" features to be found in

this, as well as all other Heldenbrand hotels, is a children's room, fully equipped.

The most reliable data I have on the proposed Detroit-Biltmore Hotel is that it is to be thirty-five stories high, will cost \$25,000,000, and will have 1470 guest rooms.

It will boast of a number of innovations in hotel construction and operation. A garage, built as a component part of the hotel proper, will be available for the use of guests, and this section of the building will also house a bus terminal. Arrangements have already been completed whereby a number of bus lines, some of them offering transcontinental service will use this terminal.

A great convention hall and exhibition rooms will occupy the twelfth thirteenth and fourteenth floors, with a total exhibition space of 45,000 square feet. As an adjunct to the exhibition features will be provided accommodation features for the feeding of more than 5,000 persons at once. A \$50,000 pipe organ will be one of the main lobby features, the remainder of the appointments of the public rooms being planned on a proportionately large scale.

The promoters of the new hotel—at the head of which organization John McEntee Bowman is the chief spirit—tell us that they will give Detroit a hotel which, in every respect will be in keeping with the standard of all other Biltmore properties throughout the country and in Cuba.

As before announced this new hotel will be erected on the site of the Tuller, facing Grand Circus park. The first section of the present Hotel Tuller was built twenty-five years ago; the second section fifteen years ago and the third in 1924. The two older sections are to be razed while the newer addition will, at least, continue to be used until the completion of the new structure.

It is planned to have work begun on the new proposition without delay, in which case the Detroit-Biltmore will be in operation by New Year's day next.

Tupper Townsend serves notice on me to the effect that his new Hotel Whitcomb, at St. Joseph, will positively be opened with a banquet for hotel and business men on May 1st. The general public will be entertained by a similar function on the following day. Also the rooms as well as mineral bath service will be ready for everybody on the 5th. Also that he expects me to be there in person. The latter, however, will be contingent on the authorities out here excusing me for the time being. It will be some entertainment I can safely predict. I have enjoyed several examples in the past.

The Iron Inn, at Iron River, Upper Peninsula, will be greatly improved this spring. The plans call for a complete change in the front of the building, extensive improvements in the lobby, an attractive washroom in the basement, and the addition of more guest rooms. C. A. Robinson, its owner and operator, has a record of improvement to his credit. Three years ago he practically rehabilitated the building and has ever been willing to expend the lion's share of his profits for the comfort of his guests, notwithstanding the fact that he has practically been without competition all these years. I certainly wish him well. He certainly was a willing helper in the years the writer was engaged in building up membership of the state hotel association.

A new resort hotel to be ready for the coming season will be erected on the North side of Platte Lake, in Benzie county, by Fred M. Towse, of Grand Rapids. It will be known as the

North Shore Inn, will be 40 x 86 feet and of two story frame construction. Platte is a most attractive lake, just North of Crystal Lake.

From what I can learn Ed. Swett is planning to have, when completed, at Muskegon, one of the most modern and charming hotels in Michigan. As I understand it, that part of the Occidental which housed the lobby, cafeteria and check rooms will be entirely supplanted with a new eight-story fire-proof structure, strictly up to the minute, at a cost of \$400,000. The 300 room addition which was built a few years ago, is naturally modern in every way. I am glad my friend Swett is going to have this new hotel, for he knows how to, and successfully does operate, one of the most satisfactory stopping places in the Wolverine State. When he invested close to a million dollars in adding the 300 rooms, it was under the most adverse conditions,

"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 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

CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.
\$2.50 up with bath.

CAFETERIA IN CONNECTION

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.

such as would have discouraged almost anyone, but on account of his wonderful personality he enjoyed the confidence and co-operation of Muskegon's most substantial business men, with the result that he placed the establishment on a paying basis and is now entirely justified in having made the additional investment.

Two boys of 16 and 17, up before Judge Leonard for stealing an automobile and committing nine oil station holdups in one evening, were sentenced to the state juvenile reformatory, after the parents of same had made a plea for mercy based upon their own standards as respectable citizens, though admitting that they knew little or nothing about the activities of the said culprits from breakfast time on.

After telling these grown folks of his regret that he could not have punished them instead of their offspring, he proceeded to say a few things which ought to make neglectful and careless heads of families sit up and take notice.

"The defendants at the bar should be the parents—the 'scofflaw' parents. If the parents of to-day will return to the religion preached in their childhood—and practice it—there will come a renewed and an enlarged determination to secure the observance and enforcement of law.

"Parents have drifted into a complete disregard for certain laws. The indifference of parents to the law and the breaking up of home ties is startling in scope. How can a father censure his son if the father disregards one law? Can he, in fact, then censure his son if his son disregards all law. Young people, who readily follow and imitate elders, early display greater indifference to law than their parents.

"From the lamentable indifference of the public toward the performance of civic duties has developed the indifference of modern youth toward responsibility and law. Parents pay little or no attention to the activities of their children. They know nothing of their whereabouts during the evenings; what they are doing when absent from the home fireside.

"How can I, then, without seeming to be malicious, send these children forth to be punished, when their parents, to whom they should look for moral support, come to me after they have been apprehended in criminal practices and offer the plea of morality on their own part?

"Of late our court records have been replete with instances of juvenile depravity which, after all, are attributable to parental indifference, whose sufferings should be physical as well as mental."

Out here nobody thinks anything of taking a motor trip of 400 miles in one day and extracting a full measure of pleasure out of it. It, however, is a stunt I am not so keen about, especially when the trip contemplates mountain climbing to an altitude a mile up in the air, but last Saturday we organized a party of four to go up and view the flood wreck in Santa Clara Valley, and finding that the authorities objected to visitors without passes, we concluded to extend our trip and make it a weekender, taking in Bakersfield, San Luis Obispo and returning to Los Angeles via Santa Barbara and the Coast route.

We passed through Hollywood, Lankershim, San Fernando and Saugus to the bottom of the famous Ridge Route. You climb over twenty-five miles of the most wonderfully constructed mountain road, every inch paved, with 1100 turns all banked so that the car will practically follow the road unaided. Gorgeous mountain scenery, first crests on one side and on the next turn opening up an airplane view of the valleys. At the summit, elevation 4,213 feet, we found refreshments, gas, etc., a delightful place to stop, stretch our legs and fill our lungs

with pure, rarified mountain ozone. From the summit you start down gradually over more or less rolling hills across little valleys, past mountain ranches, until you cross the top of the range and down the other side over the famous Grapevine road. Before you lies the wonderful San Joaquin Valley. From the bottom of the Grapevine to Bakersfield, 126 miles from Los Angeles, nature and man have combined to uphold California's reputation for variety: for in direct contrast to the many curves on the Ridge here lies the straightest and most alluring piece of road to be found anywhere, with a gentle slope most of the way, giving rest to the driver at least.

You stop in Bakersfield, a well-groomed city of 25,000 population, for luncheon at Hotel El Tujon, which ranks high among Southern California hostleries, and then start over the desert to the little, quaint frontier town of McKittrick cross the Tremblor range of mountains, at the foot of the road for Painted Rock. The route leads out over a vast prairie, through herds of wonderful cattle, across Soda Lake, past Painted Rock ranch and up to the foot of the mountains, where rests the historic rock with painted walls that tell the story of the days when the Indians owned California and roved free as the wind.

Earliest records show that primal man endeavored to show that he recognized a God by building temples or monuments of some kind which were carved, painted or inscribed in some crude way. A few monuments which have withstood the ravages of time and the more destructive souvenir hunters and initial carving vandals still remain in the world. Such a temple is the Painted Rock of Carriza Plain.

The rock is a great cone with a base of 900 feet by 1200 and a height of 200. The Eastern slope has been excavated back into the rock, 250 feet, making a large oval shaped room or chamber. Caves or rooms have been carved into the sides of this chamber, the sides and tops of which are painted with word pictures, probably depicting the rituals, laws and history of the most ancient race of people of this earth.

These writings either antedate or are at least contemporary with the Egyptian pyramids. History tells us that the Franciscan fathers viewed these paintings with awe and wonderment and at that time all signs of life were as meager and scarce as now. No scholar of modern times has ever been able to read these writings. Their meanings died with the last of the race centuries and centuries ago. This rock holds its secrets like the Sphinx of Egypt holds hers.

Standing upon the right-hand portal of this rock in the little lookout nest, also carved, high on the rock, and worn smooth and deep by the bare or moccasined feet of the warrior standing lonely watch while his companions rested or feasted, one can give rein to his imagination as his eyes sweep across the broad valley and then into the depths of the chamber and again picture these warriors indulging in a war dance or some incantation. Here they feasted, held war councils, while the smoke from their open fires issued from the caves and fireplaces.

There are many legends told by the few inhabitants in the valley, but the one most frequently heard is that ages ago there came to this peaceful valley from far over the mountains a strange band of men, with light skin, wearing peculiarly colored garments and with strange weapons and utensils. These strange men captured a number of the tribe and moved on, later returning with but one of the original captives who told stories of untold cruelty to his mates, of slavery and finally brutal death.

Upon their return they settled in the valley, enslaving and brutally punishing and killing many of the tribes and

forcing a strange and unfamiliar God upon them. A secret meeting of the tribe was held in the council chambers (the Painted Rock) and a curse by their own God was placed upon all strangers who might come to the valley. Strength was given by God to the remaining tribe and they in a religious frenzy arose against the invaders and slew them all.

The paintings on the rock are supposed to tell the story of the battle and slaughter of the invaders and the curse which was put upon the valley and any strangers who might enter it.

Modern scientists believe that this rock was the headquarters of the religious and political chief of the tribe of Indians who lived in the valley at that time and that the writings are their laws and religious teachings.

After viewing this old landmark we back-tracked to the main highway, across the Carizzo Plain, over the Pozo and Salinas ranges of mountain down to Pismo Beach, to partake of abalone steaks and celebrated Pismo clams, take a view of the mighty Pacific at sunset, and then returned to San Luis Obispo for the night.

San Luis Obispo is one of the old mission towns with a population of 6,000, very interesting and has good hotels, one of which we found particularly inviting after a ride of 300 miles, with incidental sight seeing.

Our return trip to Los Angeles though uneventful, was interesting, the floral display being especially so. Acre upon acre of sweet peas, in blocks of one color, propagated for the seed, were especially attractive. The California poppy, highly regarded back home, here grows wild in profusion. Cherry, peach, apricot and plum trees were in the height of their blooming period. We motor along the shore line for upwards of 100 miles, stop at Santa Barbara for our luncheon and land in Los Angeles with a sensation of accomplishment.

Away out here in California, I am in receipt of a very cordial invitation from Mrs. S. Sampson, proprietress of the Commercial Hotel, Pentwater, to partake of one of her sumptuous home-cooked meals, which sounds especially attractive from the fact that I indulged in one of these feasts last season, liked it, and did not hesitate to say so at the time. Mrs. Sampson says she is closing her first year of operation of the Commercial (formerly the Clendee) Hotel, that it has been most successful, and she looks forward to even better patronage this summer. The entire hotel was reconstructed a year ago, completely refurbished with up-to-date equipment, and is really one of the most attractive I know of anywhere. The meals, also, are most appetizing.

California's great auto fleet now boasts of 1,770,838 machines—a caravan big enough to take the entire population of the state joy riding at one time, with room in the back seat for all the people of Arizona, Nevada and New Mexico, not to mention the army of "back-seat drivers." Based on the latest reports of the license bureau, the state has two passenger automobiles for every five persons, or at a ratio of two for each average family. When one has an opportunity of negotiating the wonderful highways out here, this large quota of cars is easily understandable; also the excess of traffic accidents.

Senator Borah wants the two prominent political parties to place bone dry planks in the platforms to be adopted by the forthcoming presidential conventions. Why so? Naturally, any successful candidate, upon induction to office, will be called upon to subscribe to the Federal constitution and all it contains—good or bad. If any candidate wants to qualify his position by added declarations, he may properly do so, hence if Borah's lightning rod brings down the "juice," his personal

views may be accepted for what they are worth, but the constitution will be changed, if ever, by the same old-fashioned methods.

Los Angeles has publicly, legally and irrevocably assumed all responsibility for the damage caused by the recent collapse of St. Francis dam, which stored water for emergencies of an abnormally dry season, which I must say is most highly commendable, but it is simply a display of the true California spirit. The leading banking houses here came forward in the emergency and offered to supply funds for purposes of indemnity and rehabilitation until such time as authority may be secured through legal channels to issue municipal bonds for these demands.

Mae Murray, the film star, recently bought a tumble-down shack in Beverly Hills, with an accompaniment of junk—sometimes called antiques—for which she paid a fabulous sum, in hope of restitution she has begun a lawsuit for the purpose of getting her money back. Mae discovered, after the mist had cleared away, that this was not a collection of antiques, but was really the dumping ground for Los Angeles' rubbish, the assortment really consisting of near beer placards, instead of the products of old masters, and sardine cans instead of scarabs. It made Mae sore.

Los Angeles is about as well hotelled as Detroit, and has some of the best in the country, but very few of them are making a showing for their investors. One of the leading ones is now making a drive for permanent guests on the basis of \$9 per week for an apartment with bath, which basis does not come anywhere near paying operating expenses and fixed interest charges. Another, in Glendale, built and owned by a friend of mine, who has been unable to secure a tenant, is advertising daily to furnish rooms with bath at \$30 per month. There are several residential and apartment hotels, under construction, upon which work has ceased and the promoters stand to face heavy losses. As a rule, rentals here are much lower than in Grand Rapids. Of course, the stucco type of building is much cheaper than brick, but this is offset by high realty values. California has been thronged with winter visitors, but they have all found comfortable accommodations at reasonable rates.

With the single exception of meat and meat products, living expenses are much lower than in the East. In the fruit line strawberries are coming in in considerable quantities, and of the very highest quality, retailing at an average of 20 cents per pint, or 35 per quart; citrus fruits are in abundance, but it is early for other varieties. At the public markets you can buy head lettuce for a nickel, cauliflower at the same figure, with a good quality of tomatoes at 10 cents per pound. New garden peas are just now selling at three pounds for a quarter, and asparagus at say two pounds for 25 cents. New potatoes have been retailing at 5 cents per pound, but they are coming in freely and it is predicted they will reach \$1.50 per bushel within the next week. Dried fruits of every description are a drug on the market and English walnuts can almost be had for the asking.

Labor conditions are not altogether satisfactory and the advice I have been giving about securing return tickets when you come out here still holds good. Factories are running on a normal basis, but the large influx of labor from the East leaves newcomers high and dry without jobs and very small chance to get them.

The full pocket-book and full dinner pail go hand in hand, but the former you must bring with you.

Frank S. Verbeck.

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.

Paraffin Emulsion.

Arachis oil 16 grams
Oleic acid 4 grams
Solution of ammonia (10%) 6 grams
Distilled water 80 grams
Liquid paraffin 2000 grams
Solution of saccharin (15%) 24 grams
Spirit of peppermint 20 grams
Alcohol (90%) 20 grams
Distilled water 75 grams

The arachis oil and oleic acid are mixed in a mortar, the solution of ammonia added, followed by the addition of 80 grams of water, whereupon the whole is mixed to produce a uniform mass. The liquid paraffin is now gradually added in a constant stream, without interruption, mixing the whole continuously. When the whole of the liquid paraffin has been added, mixing is continued for about two minutes, whereupon the solution of saccharin and 75 grams of water are added in small portions, followed by the mixture of alcohol and spirit of peppermint. Finally, the whole is well mixed to produce an emulsion. Should the emulsion prove to be too thick this can be remedied by the addition of a small amount of alcohol.

Glycerin Cold Cream.

Any good formula for "cold cream" may be used, but substituting glycerin for all or a portion of the water, or the following will prove satisfactory:

Spermaceti 6 av. oz.
White wax 2 av. oz.
Sweet almond oil 16 fl. oz.
Borax 4 dr.
Glycerin 6 fl. oz.
Orange flower water 2 fl. oz.
Oil of neroli 10 drops
Oil of rose 6 drops

Melt the wax, spermaceti and almond oil together at a gentle heat, dissolve the borax in the orange water and glycerin previously mixed; pour the solution, a little at a time, into the melted mixture, stirring the preparation without ceasing until all the solution has been fully incorporated, and a homogeneous product results; finally add the essential oils.

The almond oil may be replaced by cottonseed, benne or paraffin oil, and other perfumes may be used, such as rose water, for the orange flower water.

An Arsenic and Licorice Mixture.

Syr. ferri iod 6 dr.
Potass. iod. 12 grn.
Liq. arsen. hydrochlor 24 minims
Ext. glycyrrh., liq. 4 dr.
Aq. chlorof., ad 6 oz.

Compounded as written, free iodine does not occur in this mixture. It does not color starch paste after standing several days. To lessen the precipitation of glycyrrhizin employ the alka-

line solution of arsenious acid instead of the acid one prescribed, and, having diluted the liquid of extract of licorice with an equal volume of chloroform water, neutralize it with liquid ammonia before adding to the other constituents. Mix the syrup of ferrous iodide, potassium iodide and arsenical solution with chloroform water to produce about five ounces, and then introduce gradually the dilute neutralized liquid extract of licorice. By this procedure the mixture is very much improved in taste and appearance.

Cocoa Emollient.

Either of the following will yield a satisfactory preparation:

Cocoa butter 6 av. oz.
White wax 6 av. oz.
Sweet almond oil 6 fl. oz.
Oil of lavender flowers 2 fl. dr.
Oil of rosemary 2 fl. dr.

Melt the wax and cocoa butter at a gentle heat, then incorporate the oils. Other aromatic oils may be added, also synthetic perfumes, or these may be omitted entirely, the cocoa butter having a pleasant aroma of its own.

Cocoa butter 12 av. oz.
Sweet almond, castor or cottonseed oil 4 fl. oz.

Melt the cocoa butter, add the oil, allow to congeal, and form into cakes. It may be perfumed with oil of rose or other perfume.

Turpentine-Ether Emulsion.

W. Lanz reports that an emulsion containing oil of turpentine and ether yielded excellent results in acute and chronic cases of bronchitis, and particularly in influenza to prevent pneumonia. The formula for this emulsion is as follows:

Codeine phosphate 0.15 gram
Menthol 0.15 gram
Ether 1.5 grams
Oil of turpentine 4 grams
Oil of lemon 25 grams
Gum acacia 15 grams
Syrup to produce 50 grams
Distilled water, q. s. 200 grams

The dose is one teaspoonful to one tablespoonful, three times daily after meals.

Transparent Shampoo Jelly.

Transparent soap 100 parts
Potassium carbonate 12 parts
Water 150 parts
Glycerine 50 parts

Coarsely powder the soap and place it in a suitable vessel. Dissolve the potassium carbonate in the water and add it to the soap. Heat over a water-bath until melted; then add the glycerin. When a homogenous mixture is made, cool a small sample. If this is too firm, add water in sufficient quantity to thin to the desired consistency. Thoroughly incorporate and perfume as desired.

Fly Sprays.

The present fly sprays are prepared by using kerosene to extract insect powder and then flavored with wintergreen or sassafras, or you might use any desirable flavoring.

Kerosene and benzine are among the best of insect killers and are most positive.

Insect powder 8 ounces

Flavoring oil 1 ounce
Kerosene 1 gallon

Mix; allow to macerate 48 hours, then filter. Wash residue with small successive portions of kerosene to get 1 gallon.

A Camphor Lotion.

Zinc sulphate 15 grn.
Spt. camphor 3 dr.
Aq. dest., ad 6 oz.

Compounded as written, most of the camphor remains undissolved, and the assistance of some inoffensive agent is required to break up the gum so it will be finely divided and evenly distributed throughout the liquid. This is effected by adding half a grain of saponin or a small quantity of a strong infusion of quillaia bark. Place half a grain of saponin in a mortar along with the spirit of camphor and zinc sulphate; triturate well together and add water very gradually until the required volume is reached. In this way the camphor is very finely divided, and diffuses in a white cloud when shaken up in the lotion.

Mentholated Toilet Cream.

Any ordinary toilet creams may be converted into a menthol cream by replacing the perfume with a solution of menthol in alcohol. Too large a quantity of menthol must not be used, as it may prove irritant and an excess will be precipitated from the aqueous cream. The following formula may be used to make a menthol cream:

Tragacanth, powder 2 dr.
Glycerin 1 fl. oz.
Menthol 40 gr.
Alcohol 2 fl. oz.
Water, to make 32 fl. oz.
Solution of carmine sufficient

Eczema in Children.

A writer in American Medicine says that in the chronic type of infantile eczema, particularly in the dry, scaly stages, tar ointments give the best results. These may be used in the form of a 5 per cent. crude coal tar and zinc oxide, or oil of cade. The following prescription is recommended:

Oil of cade 5-10 minims
Resorcin 5 grains
Boric acid 20 grains
Zinc ointment 20 grains
To be applied to affected parts twice daily.

Tonics are useful auxiliaries in the form of the iodide of iron, the hypophosphites, or a cod-liver oil emulsion.

He Made the Sale.

"What!" exclaimed the lady, "you charge me a dollar for that loose leaf scrap book?"

"Yes, ma'am," replied the polite stationer, "that is the very lowest price we can sell it for."

"How is it that I can get one just like it at Brown's for 90 cents?"

"I cannot say, madam. Perhaps Mr. Brown has taken a fancy to you. He is a widower and you are very beautiful and—yes, ma'am, one dollar, thank you."

The Scotch of It.

A Scot consulted a London doctor, who instantly diagnosed the trouble. He said, in effect: "Well, you must knock it off altogether. You under-

stand? You must become a teetotaler and leave the drink alone." The Scot, ill-pleased, was walking to the door when the specialist said, "By the way, the fee for my advice is two guineas." "That's all right," said the Scot, "I'm no' takin' your advice."

Worst Disappointment of His Life.

"Yes," said the old man, "I have had some terrible disappointments, but none stand out over the years like the one that came to me when I was a boy."

"Some terrible shock that fixed itself indelibly in your memory, I suppose?"

"Exactly," said the old man. "When I was a boy I crawled under a tent to see the circus, and I discovered that it was a revival meeting."

Double Security.

"You want me to lend you \$100 because of your honest face. Can't you bring a security?"

"Yes, I can."

"Has he anything?"

"An honest face also."

Eighteen Tips For Good Windows.

1. Keep your windows clean. Have them washed frequently. If your own employes haven't the time get outside help. It will pay.

2. Don't crowd your window.

3. Avoid the other extreme. Too little in a big window will cause the merchandise to be "lost."

4. Card holders are useful. They'll keep price cards from falling over on their faces.

5. Make your display attractive to the eye—and the purse—but don't make it so "pretty" the merchandise is forgotten in admiration of the "trimmings."

6. Make your store front reflect you. It is the exterior which most people see. Impressions are made by exteriors.

7. Put emphasis on the goods, not on the decorations.

8. Use art only to create a desire to buy the goods displayed.

9. Be sure your window lighting is the best obtainable.

10. Have the backing of your window high enough to shut off view of the store interior.

11. Use a dark color in the background when displaying light-colored goods, and vice versa. Get contrast.

12. To express coolness in a window, use gray, light green or light blue for the color scheme.

13. To show warmth, use reds, yellow, orange—warm colors.

14. Dust out the window space frequently.

15. Never allow spoiled or fly-specked cards or merchandise to remain on display.

16. To help the eye to travel quickly from a card to the object displayed, connect the two with white tape or ribbon. An arrow will have the same effect.

17. Invest a little money in stands on which to better display your merchandise. It will pay.

18. Empty cigar boxes make good "building blocks" to erect most any size or shape foundation for a display.

Investigate Fake Claims of Poison.

It will be interesting to retail grocers to know that the American Grocery Specialty Manufacturers' Association has a special committee that is constantly on the alert to investigate

cases where claims are made that people have been poisoned or injured through the use of food products.

The National Canners' Association also maintains a service for its members along similar lines.

MARKETING AMERICAN GOODS ABROAD

We take pleasure in announcing that we have secured the services of Captain James Patrick O'Donovan as sales promotion director. Captain O'Donovan will take charge of our sales department on April 16 and will direct the marketing of American goods abroad.



434-435-436 KELSEY BUILDING — DIAL 6-2477
WORLDWIDE CONNECTIONS FOREIGN TRADE SERVICE

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	@1 44
Boric (Powd.)	12 1/2@ 20	Cubebs	6 50@6 75	Benzoin	@2 28
Boric (Xtal)	15 @ 25	Eigerson	6 00@6 25	Benzoin Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharadies	@2 52
Muriatic	3 1/2@ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	16 1/2@ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2@ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n	85@1 20	Digitalis	@2 04
Water, 26 deg.	06 @ 16	Lemon	4 25@4 50	Gentian	@1 35
Water, 18 deg.	05 1/2@ 13	Linseed, raw, bbl.	@ 77	Gualac	@2 28
Water, 14 deg.	04 1/2@ 11	Linseed, boiled, bbl.	@ 80	Gualac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld less	87@1 00	Iodine	@1 25
Chloride (Gran. 09	@ 20	Linseed, raw, less	84@ 97	Iodine, Colorless	@1 50
Balsams		Mustard, artifi. oz.	@ 35	Iron, Clo.	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Oliver, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Oliver, Malaga,	2 85@3 25	Nux Vomica	@1 80
Peru	3 00@3 25	green	2 85@3 25	Opium	@5 40
Tolu	2 00@2 25	Orange, Sweet	5 00@5 25	Opium, Camp.	@1 44
Barks		Origanum, pure	@2 50	Opium, Deodor'd	@5 40
Cassia (ordinary)	25@ 30	Origanum, com'l	1 00@1 20	Rhubarb	@1 92
Cassia (Saigon)	50@ 60	Pennyroyal	3 25@3 50	Paints	
Sassafras (pw. 60c)	@ 50	Peppermint	5 50@5 70	Lead, red dry	13 1/4@13 3/4
Soap Cut (powd.)	20@ 30	Rose, pure	13 50@14 00	Lead, white dry	13 1/4@13 3/4
Berries		Rosemary Flows	1 25@1 50	Lead, white oil	13 1/4@13 3/4
Cubeb	@1 00	Sandelwood, E.	I.	Ochre, yellow bbl.	@2 1/2
Fish	@ 25	Sassafras, true	1 75@2 00	Ochre, yellow less	3 @ 6
Juniper	10@ 20	Sassafras, arti'l	75@1 00	Red Venet'n Am.	3 1/2@ 7
Prickly Ash	@ 75	Spearmint	8 00@8 25	Red Venet'n Eng.	4 @ 8
Extracts		Sperm	1 50@1 75	Putty	5 @ 8
Licorice	60@ 65	Tany	7 00@7 25	Whiting, bbl.	@ 4 1/2
Licorice, powd.	60@ 70	Tar USP	65@ 75	Whiting	5 1/2@ 7
Flowers		Turpentine, bbl.	@ 63	L. H. P. Prep.	2 90@3 0
Arnica	1 75@1 85	Turpentine, less	70@ 63	Rogers Prep.	2 90@3 0
Chamomile (Ged.)	@ 40	Wintergreen,	6 00@6 25	Miscellaneous	
Chamomile Rom.	@ 50	leaf	6 00@6 25	Acetanilid	57@ 75
Gums		Wintergreen, sweet	3 00@3 25	Alum	08@ 12
Acacia, 1st	50@ 55	Wintergreen, art	75@1 00	Alum, powd. and	09@ 15
Acacia, 2nd	45@ 50	Worm Seed	5 50@5 75	Bismuth, Subni-	3 15@3 40
Acacia, Sorts	20@ 25	Wormwood	16 50@16 75	trate	
Acacia, Powdered	35@ 40	Potassium		Borax xtal or	6 1/2@ 15
Aloes (Barb Pow)	25@ 35	Bicarbonate	35@ 40	powdered	1 50@2 00
Aloes (Cape Pow)	25@ 35	Bichromate	15@ 25	Calomel	2 72@2 82
Aloes (Soc. Pow.)	75@ 80	Bromide	69@ 85	Capsicum, pow'd	50@ 60
Asafoetida	50@ 60	Bromide	54@ 71	Carmine	7 00@7 50
Pow.	75@1 00	Chlorate, gran'd	23@ 30	Cassia Buds	35@ 40
Camphor	85@ 90	Chlorate, powd.	16@ 25	Cloves	50@ 55
Guaiaac	@ 80	or Xtal	30@ 30	Chalk Prepared	14 @ 16
Guaiaac, pow'd	@ 90	Cyanide	30@ 25	Chloroform	53@ 60
Kino	@1 25	Iodide	30@ 30	Chloral Hydrate	1 20@1 50
Kino, powdered	@1 20	Permanganate	4 36@4 55	Cocaine	12 85@13 50
Myrrh	@ 75	Prussiate, yellow	40@ 50	Cocoa Butter	45@ 90
Myrrh, powdered	@1 00	Prussiate, red	@ 70	Corks, list, less	40%-50%
Opium, powd.	19 65@19 92	Sulphate	35@ 40	Copperas	2 1/2@ 10
Opium, gran.	19 65@19 92	Roots		Copperas, Powd.	4 @ 10
Shellac	65@ 80	Alkanet	30@ 35	Corrosive Sublim	2 25@2 30
Shellac	75@ 90	Blood, powdered	35@ 40	Cream Tartar	35@ 45
Tragacanth, pow.	@1 75	Calamus	35@ 75	Cuttle bone	40@ 50
Tragacanth	2 00@2 35	Elecampane, pwd.	25@ 30	Dextrine	6 @ 15
Turpentine	@ 80	Gentian, powd.	20@ 30	Dover's Powder	4 00@4 50
Insecticides		Ginger, African,	30@ 35	Emery, All Nos.	10 @ 15
Arsenic	08@ 20	powdered	30@ 35	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@07 1/2	Ginger, Jamaica.	60@ 65	Epsom Salts, bbls.	40 @ 10
Blue Vitriol, less	09 @ 16	Ginger, Jamaica,	45@ 50	Epsom Salts, less 3 1/2	@ 10
Bordea, Mix Dry	12 @ 26	powdered	50@8 00	Ergot, powdered	@4 00
Hellebore, White	18 @ 30	Ipecac, powd.	@ 60	Flake, White	15 @ 20
powdered	42 1/2@ 50	Licorice	35@ 40	Formaldehyde, lb.	12 @ 30
Insect Powder	13 1/2@30	Licorice, powd.	20@ 30	Gelatin	80@ 90
Lead Arsenate Po.	13 1/2@30	Orris, powdered	30@ 40	Glassware, less 55%	
Lime and Sulphur		Poke, powdered	35@ 40	Glassware, full case 50%	
Dry	08@ 23	Rhubarb, powd.	@1 00	Glauber Salts, bbl.	@02 1/2
Paris Green	24 @ 42	Rosinwood, powd.	@ 40	Glauber Salts less 04 @	30
Leaves		Sarsaparilla, powd.	@1 00	Glue, Brown	20 @ 30
Buchu	@1 05	Sarsaparilla, Hond.	@1 10	Glue, Brown Grd	16 @ 22
Buchu, powdered	@1 10	ground	35 @ 40	Glue, White	27 1/2@ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	Squills	35 @ 40	Glycerine	20 @ 45
Sage, powdered	@ 25	Squills, powdered	70 @ 80	Hops	75 @ 95
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25	Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	@1 00	Iodoform	8 00@8 30
Uva Ursi	20 @ 35	Seeds		Lead Acetate	20 @ 30
Oils		Anise	@ 35	Mace	@1 50
Almonds, Bitter,		Anise, powdered	35 @ 40	Mace, powdered	@1 60
true	7 50@7 75	Blrd, ls	13 @ 17	Menthol	7 50@8 00
Almonds, Bitter,		Canary	10 @ 16	Morphine	12 83@13 98
artificial	3 00@3 25	Caraway, Po. .30	25 @ 30	Nux Vomica	@ 30
Almonds, Sweet,		Cardamon	3 25@3 50	Nux Vomica, pow.	15 @ 25
true	1 50@1 80	Coriander pow. .30	25 @ 30	Pepper, black, pow	50 @ 60
Almonds, Sweet,		Dill	15 @ 20	Pepper, White, pw.	65 @ 75
imitation	1 00@1 25	Fennell	35 @ 50	Pitch, Burgudry	20 @ 25
Amber, crude	1 25@1 50	Flax	7 @ 15	Quassia	12 @ 15
Amber, rectified	1 50@1 75	Flax, ground	7 @ 15	Quinine, 5 oz. cans	@ 59
Anise	1 25@1 50	Poenugreek, pwd.	15 @ 25	Rochelle Salts	31 @ 40
Bergamont	9 00@9 25	Hemp	8 @ 15	Sacharine	2 60@2 75
Cajeput	2 00@2 25	Mustella, powd.	@1 50	Salt Peter	11 @ 22
Cassia	3 00@3 25	Mustard, yellow	17 @ 25	Selditz Mixture	30 @ 40
Castor	1 45@1 70	Mustard, black	20 @ 25	Soap, green	15 @ 30
Cedar Leaf	2 00@2 25	Poppy	15 @ 30	Soap mott cast.	@ 25
Citronella	1 25@1 50	Quince	1 25@1 50	Soap, white castile	@15 00
Cloves	2 50@2 75	Sabadilla	45 @ 50	Soap, white castile	less, per bar
Cocanut	27 1/2 @ 35	Sunflower	11 1/2 @ 18	Soda Ash	3 @ 10
Cod Liver	2 00@2 45	Worm, American	30 @ 40	Soda Bicarbonate	3 1/4 @ 10
Croton	2 00@2 25	Worm, Levant	6 00@6 50	Soda, Sal	02 1/2 @ 08
		Tinctures		Spirits Camphor	@1 20
		Aconite	@1 80	Sulphur, roll	3 1/2 @ 10
		Aloes	@1 64	Sulphur, Subl.	4 1/2 @ 10
		Arnica	@1 50	Tamarinds	20 @ 25
		Asafoetida	@2 28	Tartar Emetic	70 @ 75

GROCERY PRICE CURRENT

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

ADVANCED

Pork
Smoked Hams

DECLINED

Veal

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS

The Original

Condensed

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

BREAKFAST FOODS

Kellogg's Brands.

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

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 2 60
Post Toasties, 24s ----- 2 60
Post Bran, 24s ----- 2 70

BROOMS

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

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

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

CANNED FRUIT

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minc'd, No. 1/2 2 25
Pinnan Haddle, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddle, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 2 25
Sard's, 1/4 Oil, Key ----- 6 10
Sardines, 1/4 Oil, K'less ----- 5 50
Sardines, 1/4 Smoked ----- 6 75
Salmon, Warrens, 1/2s 3 10
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 2 85
Salmon, Pink Alaska 2 00
Sardines, Im. 1/4, ea. 10@23
Sardines, Im. 1/2, ea. ----- 2 25
Sardines, Cal. ----- 1 55@1 80
Tuna, 1/2 Blue Fin ----- 2 25
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sli. 1 50
Beef, 3 1/2 oz. Qua. sli. 2 50
Beef, No. 1, B'nut, sli. 4 10
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 1 00
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 35
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65@1 75
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 6 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 85
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 10@1 35
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 15
Corn, Ex. stan. No. 3 1 85
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup ----- 45
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 1 25@1 60
Pumpkin, No. 10 4 00@4 75
Pimientos, 1/4, each ----- 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 5 1 35@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 3 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@2 50
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 1 20@1 30
Tomatoes, No. 3 1 80@2 25
Tomatoes, No. 10 6 00@7 50

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort ----- 55
Kraft, small items 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisies ----- 26
Longhorn ----- 27
Wisconsin Daisy ----- 26
Sap Sago ----- 40
Brick ----- 28

CHEWING GUM.

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

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

COCOA.

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

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 85

COCOA NUT

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

CLOTHES LINE.

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



COFFEE ROASTED

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

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

Coffee Extracts

M. Y., per 100 ----- 12
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

Leader, 4 doz. ----- 7 00
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Carolene, Tall, 4 doz. 3 80
Carolene, Baby ----- 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 55
Quaker, Baby, 8 doz. 4 45
Quaker, Gallon, 1/2 doz. 4 40
Carnation, Tall, 4 doz. 4 80
Carnation, Baby, 8 doz. 4 70
Oatman's Dundee, Tall 4 80
Oatman's D'dee, Baby 4 70
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 4 80
Pet, Baby, 8 oz. ----- 4 70
Borden's Tall ----- 4 80
Borden's Baby ----- 4 70
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00
Worden Grocer Co. Brands
Airedale ----- 35 00
Havana Sweets ----- 35 00
Hemeter Champion ----- 37 50
In Betweens, 5 for 25 37 50
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch ----- 75 00
Tom Moore Panetris ----- 65 00
T. Moore Longfellow ----- 95 00
Webster Cadillac ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Delioses ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

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

Package Goods

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

Specialties

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

Bar Goods

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

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 4 25

DRIED FRUITS

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

Apricots

Evaporated, Choice ----- 24
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 18

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Peel

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

Raisins

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

California Prunes

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

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 10 1/2
Cal. Limas ----- 11
Brown, Swedish ----- 09 1/2
Red Kidney ----- 11

Farina

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

Hominy

Pearl, 100 lb. sacks ----- 2 50

Macaroni

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

Bulk Goods

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

Pearl Barley

Chester ----- 4 50
3000 ----- 7 00
Barley Grits ----- 5 00

Peas

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

Sage

East India ----- 10

Taploca

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

FLAVORING EXTRACTS

55 Years Standard Quality.

JENNINGS' PURE FLAVORING EXTRACT

GELATINE



26 oz., 1 doz. case	6 50
3 1/4 oz., 4 doz. case	3 20
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 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
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 50
Diamond, 144 box	5 75
Searchlight, 144 box	5 75
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 70
Ohio Blue Tip, 720-1c	4 25
Blue Seal, 144	5 20
Reliable, 144	4 15
Federal, 144	5 50

Safety Matches

Quaker, 5 gro. case	4 50
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MOLASSES

Molasses in Cans

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

NUTS—Whole

Almonds, Tarragona	26
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	12 1/2
Peanuts, Jumbo, std.	13 1/2
Pecans, 3 star	20
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	27

Salted Peanuts

Fancy, No. 1	14 1/2
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Shelled

Almonds	60
Peanuts, Spanish,	12 1/2
125 lb. bags	3 00
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, stuffd., doz.	2 25
9 oz. Jar, stuffd., doz.	3 50
12 oz. Jar, stuffd., doz.	4 50
20 oz. Jar. stuffd. doz.	7 00

PARIS GREEN

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

PEANUT BUTTER



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

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14
In Iron Barrels	
Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

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



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	9 00
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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 Steers & Hf. 15 1/2	19
Med. Steers & Hf. 15	18
Com. Steers & Hf. 15 1/2	16

Veal

Top	19
Good	18
Medium	17

Lamb

Spring Lamb	32
Good	30
Medium	28
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	11 1/2
Medium hogs	10 1/2
Heavy hogs	10 1/2
Loin, med.	21
Butts	19
Shoulders	14
Spareribs	14
Neck bones	07
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00
Short Cut Clear	26 00
Dry Salt Meats	
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
3 lb. pails	advance 1
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	14
Liver	13
Frankfort	19
Pork	18 1/2
Veal	19
Tongue, Jellied	35
Headcheese	16

Smoked Meats

Hams, Cer. 14-16 lb.	@23
Hams, Cert., Skinned	
16-18 lb.	@22
Ham, dried beef	
Knuckles	@40
California Hams	@17 1/2
Picnic Balled	
Hams	20 @22
Boiled Hams	@32
Minced 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 1/2
Broken	03 1/2

ROLLED OATS

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

RUSKS

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

SALERATUS

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

COD FISH

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

HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, bbls.	13 00
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 65
Roned, 10 lb. boxes	15

Lake Herring

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

Tubs, 100 lb. fncy fat	24 50
Tubs, 50 count	3 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.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 20



Per case, 24, 2 lbs.	3 40
Five case lots	2 30
Iodized, 24, 2 lbs.	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
Grdma White Na. 10s	3 90
Swift Classic, 100 box	4 40
Wool, 100 box	6 50
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



50 can cases, \$4.50 per case

WASHING POWDERS

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

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22

Importance of Maintaining the Purity of the Air.*

Scientists tell us that air consists of twenty-one parts oxygen and seventy-nine parts nitrogen, with a little bit of carbonic acid gas. It is without taste; we can not see it, but we know of its existence through our sense of feeling and our sense of hearing, and science has found out a great many things of interest about it in connection with our life and health. It has been weighed and a column of it as high as it reaches weighs about fifteen pounds to the square inch. Nobody has gone up far enough to see just how far the air reaches, but judging by the decrease in weight at altitudes where measurements have been made, it extends up perhaps forty-five miles. If it were uniform in density like that we are breathing, all the air there is would only reach up five miles or at the height of our highest mountains.

The effect of the air upon us at various altitudes is wonderfully interesting and it is astonishing how we can adapt ourselves to the different weights of air as we experience them in rising to various altitudes. Sausure, in telling of his experiences on Mount Blanc, indicated that he could scarcely exist because of the lightness of the air and his inability to breathe in enough to support life. On the other hand, the Peruvian girls at the same elevation will dance for hours without any apparent exhaustion. This is the result of adaptation of the human frame to the conditions.

In going over the mountains in California, I noticed that I took longer breaths to secure the same amount of air to support respiration and upon dropping down from the heights where the pressure of air was greater, I noticed the effect upon my drums and felt as if I was growing deaf. This knowledge of the effect of various densities of the air upon people, leads physicians to be very careful about allowing their patients who have weak hearts to make sudden changes in elevation.

One of the interesting things about the air at various altitudes is the change in the boiling point of water. While at the ordinary level water boils at 212 degrees, as we have less pressure of air at higher altitudes, it boils at a very much lower temperature and things have to be cooked a good deal longer in order to be a finished product for the table.

The influence of the weather upon us we all notice and this is largely connected with the conditions of the air. While pure air is odorless and tasteless, we very rarely find the air absolutely pure. It carries various odors and germs and impurities which are detrimental to our health. When we breathe in air, it is pure; and then expire it, there is a wonderful change in its constituents. We add to it from our bodies a considerable percentage of poisonous carbonic acid. What a merciful provision of Providence we have in the fact that plants breathe in this carbonic acid and purify the air,

giving out oxygen and thus the balance is preserved! Many people think that plants create an unhealthy condition in the house. This is not true in the way that people think, but there can be, on account of the expiration of moisture by the plant, an overplus of water in the atmosphere which possibly may be detrimental to health.

The lower stratum of air in the night is not as healthful as during the hours when sunshine reaches it. The sunshine produces a circulation which sets it in motion and releases the germs of infection, which in the night lay close to the earth, so that the feeling that sleeping rooms on the ground floor are not quite as healthy as those in the upper part of the house is based upon actual facts which have been established.

Disease and germs are spread by means of the air and it is very important that, in connection with caring for people who have been attacked by zymotic diseases, as much fresh air be given them as possible and that the air of the rooms in which they are confined be changed as rapidly as possible.

The seaside air is invigorating and some people have thought that this is due to the proximity to salt water and the consequent addition to the air of something of the saltiness of the sea. This probably is an error. The amount of ozone in the air at the seaside is what makes it more stimulating and attractive to breathe. Ozone is a glorified form of oxygen and exists in very small quantities, varying with location and conditions.

It is quite important that we learn to breathe properly so as to get the largest measure of strength and vitality from the atmosphere. Ordinarily when we give no thought to it, our breaths are apparently short and the lungs are not fully inflated. The habit of deep breathing so as to expand the lungs fully and take in the largest amount of air we can is health giving and recommended by those who have studied the relationship of air to good health. One of the things we can do when we start out in the morning to walk to our places of business is to breathe deeply and strongly, inflating the lungs as fully as possible and getting as much oxygen into our bodies as we can before getting into the closer apartments of business.

Ventilation is a very important matter in connection with architecture. We, here in the bank, appreciate this every day and deplore the fact that we have such poor ventilation and that we have to breathe air that is contaminated by the decaying process going on in all of our bodies. It has been figured that in any ordinary church filled with people, unless the windows are open, the freshness of the air would be entirely exhausted in a minute and after that it would very rapidly become unwholesome. Good health hangs upon good ventilation and we should avoid as much as possible breathing contaminated air for any length of time. More colds arise from breathing of impure air than from any drafts

of air blowing upon the body. I think I have suffered more from the impure air on a street car, when some oversensitive person could not bear a little draft coming through the ventilator, than from any other condition I meet in my daily routine.

Winter air, it is said, contains about one-fifth more oxygen than summer air at the same height and under the same conditions, so that this accounts for the exhilaration we feel in going out on a winter's morning and breathing in the added oxygen in the air.

One of the most important things connected with our dwellings is to have a fireplace, which helps out wonderfully in purifying the air of the rooms and this accounts for the fact that in our forefather's day, when the only heat was from their fireplace, in spite of the fact that they were cold a good share of the time — at least the side of people away from the fireside was cold—there was better health, which really resulted from the purer air.

The two cheapest things we have are air and water. Good health depends so largely upon the purity of these two commodities that we should strive, when we get them so freely and at so little expense, to have them delivered to us in purity. Our health and mental vigor and the faithful work of the bodily functions depend largely upon breathing pure air. The spirit, the temper and the disposition are connected with good breathing and pure stuff to breathe. The correctness of our judgment and the brilliancy of our imagination depend directly upon pure air.

I wonder if you have ever thought of the peculiarity with regard to air in motion that is illustrated when you hold your fingers close to your mouth and blow with a wide open mouth to warm them; take a cloth that you are wringing out, which is a little more than you can bear because of its heat and blow upon it to cool it, but with the lips nearly closed. The size of the aperture and rapidity of the air in motion makes the difference between blowing hot and blowing cold. The blowing through a small cavity as we do when we shut our mouths closely in expelling the air is illustrative of the air which comes through a small aperture and plays upon some part of the body and increases the liability, as we express it, to take cold. Someone has written a couplet which expresses this idea:

If cold air reaches you through a hole
Go make your will and mind your soul.

A missionary in Northern Michigan married and took his wife to his Northern parish. It was in winter and he had not fully completed his primitive house. The first night upon reaching there a sudden call came from a distant parishioner who needed help and the missionary preacher had to leave his wife and attend to the obligation imposed by his calling. The wind came up in the night and seemed to enter through every crack and the wife built as good a fire as she could in the coal stove and putting pillows in the chair and plenty of

blankets and a comforter around her, with the lamp near at hand, she concluded to spend the night as comfortably as possible, and to while away the time, picked up a recent magazine and opened it. The first article that attracted her attention was entitled "ventilation." She threw the magazine down and very appropriately under the circumstances remarked, "Shoot ventilation."

Some folks are so industrious that when they haven't anything else to do they worry.

Feminine beauty is the rock upon which masculine intelligence is often wrecked.

Business Wants Department

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

For Sale—Birchlee Cottage—Four lots, ninety-foot water front, birch, oak trees. Fishing, bathing, boating. West side Bear Lake, Manistee county. U. S. 31. Bargain. S. Brunk, Eaton Rapids, Mich. 825

FOR SALE — Bird store, doing good business. A complete line of birds, cages, stands, all other pets, foods, and supplies. Living rooms in rear, furniture included. \$1,500 cash. 1114 Wealthy St., S. E., Grand Rapids, Mich. 826

GENERAL STORE—For Sale—Size 28 x 42, with warehouse 18 x 42, with good seven-room house, all in good condition, with ¼ acre of land, on main gravel road. Only \$4,500 for buildings and stock consisting of groceries, shoes and dry goods, small hardware, and fixtures, all in first-class condition, at invoice price. This is within fifteen miles of Grand Rapids and is a very good proposition. If interested, come and see me. John Hage, Grandville. 827

FOR SALE — Established dry goods store on one of the best corners in Muskegon Heights. Newly outfitted. Will sell on easy terms. Address No. 828, c/o Michigan Tradesman. 828

For Sale—Grocery stock and fixtures. Good location. House and store for rent. \$1,500 will move it. W. H. Ringler, Sturgis, Michigan. 829

FOR SALE—Grocery store doing good business. Good fixtures and complete stock. Steam-heated living rooms above. No chain store competition. Death of my husband reason for selling. Mrs. M. J. Flennery, Box 315, Edmore, Mich. 830

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

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

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 — Refrigerator, capacity 1,500 pounds of butter. E. J. Bukema, 358 Apple Ave., Muskegon. 822

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

*Conversational address by Hon. Charles W. Garfield, before working force of Grand Rapids Savings Bank.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 10.—On this day was held the first meeting of creditors in the matter of Henry A. Van Dyke, Bankrupt No. 3386. The bankrupt was present in person and represented by attorney J. N. Clark. No creditors were present or represented. No claims were proved. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day was held the first meeting of creditors in the matter of Frank Majchrazak, Bankrupt No. 3390. The bankrupt was present in person and represented by attorneys Carroll, Kerwin & Hollway. One creditor was present. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of William Patt, Bankrupt No. 3378. The bankrupt was present in person and represented by attorneys Dilley, Souther & Dilley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter present. R. F. Allen, of Grand Rapids, was appointed 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 Holland Steel Corporation, Bankrupt No. 3385. The bankrupt corporation was present by its secretary-treasurer and represented by J. N. Clark, attorney. Claims were proved and allowed. The creditors were represented by Wicks, Fuller & Starr, attorneys, and Fred G. Timmer, agent. The secretary-treasurer was sworn and examined without a reporter present, the testimony to be transcribed and filed. A. J. Cook, of Grand Rapids, was elected trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Albert E. Jenkins, Bankrupt No. 3393, the funds for the first meeting have been received and such meeting has been called for April 24.

In the matter of Eugene Veihl, Bankrupt No. 3396, the funds for the first meeting have been received and such meeting has been called for April 24.

In the matter of Charles Fred Messany, Bankrupt No. 3394, the funds for the first meeting have been received and such meeting has been called for April 24.

In the matter of Fred M. Marks, Bankrupt No. 3399, the funds for the first meeting have been received and the meeting has been called for April 24.

In the matter of Gladys Miller, Bankrupt No. 3398, the funds for the first meeting have been received and such meeting has been called for April 25.

In the matter of Eureka Brass Products Co., etc., Bankrupt No. 3395, the first meeting of creditors has been called for April 24.

In the matter of Charles E. Sundeen, Bankrupt No. 3377, the funds for the first meeting have been received and such meeting has been called for April 25.

In the matter of Henry Vande Reit, Bankrupt No. 3397, the funds for the first meeting have been received and such meeting has been called for April 24.

April 10. On this day also was held the first meeting of creditors in the matter of L. J. Chapman, Bankrupt No. 3375. The bankrupt was present in person and represented by Homer H. Freeland, attorney. Creditors were present in person and represented by attorneys Jewell, Face & Messenger; Brake & Davis; Roy Watkins and Seth R. Bidwell. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Robert S. Tubbs, of Grand Rapids, was named trustee, and his bond placed at \$100. The trustee was directed to abandon the assets which were fully covered by mortgages and exemption claims. The property was so abandoned by the trustee and the case has been closed and returned to the district court upon return of no-assets.

On this day also was held the first meeting of creditors in the matter of Leo J. Reyburn, Bankrupt No. 3384. The bankrupt was present in person and represented by Hilding, Hilding & Tubbs, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Harold F. Lusk was appointed trustee, and his bond placed at \$100. The trustee was directed by creditors present and represented to abandon the assets as burdensome. The property was abandoned as being worth less than the amount owing on it upon mortgages and title contracts. The case has been closed and returned to the district court.

April 9. We have to-day received the reference in the matter of Harold Boven, alleged Bankrupt No. 3392. The alleged bankrupt is a resident of Holland. There has been an offer for composition offered of 50 per cent. A meeting of creditors

will be called promptly, note of which will be made herein. The list of creditors of said bankrupt are as follows:

Jackson Corset Co., Jackson	\$137.25
Van Luewen Dry Goods Co., G. R.	499.22
E. Heidhues & Co., Chicago	77.00
Komforter Kotten Co., Holland	7.02
Van Lopik Knitting Co., Zeeland	150.85
Lansing Button, Lansing	66.15
H. Polskin & Sons, New York City	155.00
Bradley Knitting Co., Delavan, Wis.	7.15
Jos. Platte, Grand Rapids	17.40
Rolland Hos. Co., Des Moines, Ia.	208.20
Lady Grey Co., Chicago	55.90
Kotex Co., Chicago	30.21
Mid-West Shoe Co., Chicago	64.07
Philips Jones Corp., New York	32.36
Edson, Moore & Co., Detroit	1,969.05
Peter H. Voen, Holland	4,464.36
C. E. Long & Co., Grand Rapids	429.33
Holland City News, Holland	4.00
Richardson Garment Co., Kalamazoo	82.52
Reliable Coal Co., Holland	19.52
Steketee & Van Huis, Holland	31.50
Terrman Van Dyke, Holland	22.00
G. R. Calendar Co., Grand Rapids	5.66
Standard Grocer Co., Holland	6.38
Lindfelt Mfg. Co., Des Moines	31.56
Lockway Stouch & Co., Benton H.	57.71
Chas. Fasoldt, Grand Rapids	27.34
Earnshaw Knitting Co., Newton, Mass.	30.13
Stander Paper Co., Muskegon	30.68
Klaas Kraght, Holland	1,200.00
Bert Kaze Kamp, Muskegon	796.46
United Film Ad. Co., Kansas City	20.00
Holland Theater, Holland	10.00
Monarch Film Publ. Co., Mt. Pleasant	45.00
Ralph T. Hayden, Holland	400.00
First State Bank, Holland	800.00
F. Fazakerley, Holland	255.00
Dick Prince, Holland	18.84

April 11. We have to-day received the schedules, reference and adjudication in the matter of Charles A. Beil, Bankrupt No. 3405. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedules show assets of \$145.10 of which \$245 is claimed as exempt, with liabilities of \$2,142. 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:

Herpolsheimer Co., Grand Rapids	\$105.00
Wurzberg Dept. Store, Grand Rapids	85.00
Kunkel Heater Co., Hart	6.00
Dr. Wm. Dubois, Grand Rapids	131.00
Dr. Fletcher Failing, Grand Rapids	30.00
Tri-Art Printing Co., Grand Rapids	285.00
Kent State Bank, Grand Rapids	500.00
Securities Funding Corp., Detroit	1,000.00

April 11. We have to-day received the schedules, reference and adjudication in the matter of Sam Ray, Bankrupt No. 3406. 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 laborer. The schedules show assets of \$325 of which \$250 is claimed as exempt, with liabilities of \$548.03. 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:

John Cook, Kalamazoo	\$ 75.00
Mrs. Harvey Bush, Kalamazoo	18.00
Milo J. Simons Coal Co., Kalamazoo	4.75
City Coal Co., Kalamazoo	8.50
E. Boardman, Kalamazoo	14.89
Steve Skof, Kalamazoo	9.29
C. C. Whitcomb, Kalamazoo	4.50
Charles E. Epstein, Kalamazoo	10.00
Dr. W. F. Ertell, Kalamazoo	25.00
Dr. H. R. Cobb, Kalamazoo	26.55
R. Sniverson, Kalamazoo	29.89
Otis H. Boylan, Inc., Kalamazoo	6.60
Dr. J. T. Burns, Kalamazoo	16.00
H. E. Thomas, Kalamazoo	17.00
Star Clothing Co., Kalamazoo	54.80
Service Tire Co., Kalamazoo	30.00
E. J. Gagnier, Kalamazoo	27.00
Richards Clothing Co., Kalamazoo	42.40
John Mass & Son, Kalamazoo	unknown
Bert Downs, Marcellus	18.08
Dr. Hosea Barnebee, Kalamazoo	4.00
Milk Products Co., Kalamazoo	11.62
Dr. James Barnebee, Kalamazoo	15.00
R. Beveridge, Kalamazoo	3.50
Dearborn Grocery, Kalamazoo	12.77
Wick & Kinney, Kalamazoo	2.17
Dr. Hugo A. Aach, Kalamazoo	6.00
When Store, Battle Creek	35.00
Wm. J. VandeVelle, Kalamazoo	4.50
Charles E. Berner, Kalamazoo	6.00
City Drug Store, Kalamazoo	4.00
Two Bob's Cafe, Kalamazoo	5.50

April 12. We have to-day received the schedules, reference and adjudication in the matter of Floyd H. Taylor, doing business as Taylor Beverage Co., Bankrupt No. 3407. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Holland, and his occupation is that of a dealer in soft drinks. The schedules show assets of \$321.55 of which \$236.50 is claimed as exempt, with liabilities of \$4,831.94. 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:

Peoples State Bank, Holland	\$273.50
McKenna Brass & Mfg. Co., Pittsburgh	3,045.00
Root Glass Co., Terre Haute	177.91

Smile Syrup Co., St. Louis, Mo.	106.81
W. H. Hutchinson Co., Chicago	150.00
Frank F. Pasch, Milwaukee	19.00
Vogelsong Hdw. Co., Holland	34.78
Scott Lagers Lbr. Co., Holland	40.51
Standard Grocer & Milling Co., Holland	29.50
Geerds Electric Co., Holland	29.19
Nash Sales & Service, Holland	128.12
Sethness Co., Chicago	10.00
A. L. Bickford, Holland	16.60
Peter Hemeninga, Holland	40.00
Holland Lumber & Supply Co., Holland	52.14
Lee's Place, Holland	22.39
Holland Motor Co., Holland	10.00
Holland Battery Co., Holland	22.90
Knapp Tire Co., Holland	45.48
John Bekken, Holland	28.12
W. N. Quackenbush, Holland	427.99
American Bottlers of Carbonated Beverages, Indianapolis	122.00

April 12. We have to-day received the schedules, reference and adjudication in the matter of James S. Russell, Bankrupt No. 3408. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Dalton township, and his occupation is that of a laborer. The schedules show assets of \$385 of which \$250 is claimed as exempt, with liabilities of \$2,396.25. 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:

Dr. H. F. Closs, Muskegon	\$ 70.00
Dan Rudde, Chicago	276.25
Thaddeus Critchfield, Muskegon	2,050.00

In the matter of Francis J. Heany, Bankrupt No. 3388, the trustee has filed his first report and account, and an order for the payment of expenses of administration and one tax claim has been made.

In the matter of Fred Phillips and Glen H. Phillips, individually and as co-partners trading as Phillips, Bankrupt No. 3108, the trustee has filed his final report and account and a final meeting of creditors has been called for April 26. The report and account of the trustee will be considered and passed upon. Expenses will be paid, and if possible, a first and final dividend ordered paid to creditors.

In the matter of Stuart F. Lyon, individually and doing business as Lyon Music House, Bankrupt No. 3043, the trustee has filed his final report and account and a final meeting of creditors has been called for April 26. The report of the trustee will be passed upon. Expenses will be paid and if the funds will permit a first and final dividend will be paid to creditors.

Deception Injures All Business — Chains Enter Delivery Service.
(Continued from page 20)
sumer may never be settled; but certainly Honest John was little behind anybody.

Long years ago it was common to find displays in both the Philadelphia and the New York Wanamaker stores of goods specially priced with signs which prominently warned customers that the goods were "Not as Good as They Look." Imagine the confidence such a sign must inspire in any would-be purchaser. Frequently the salesperson had to take special pains to indicate where the defect lay, and just as frequently the buyer would say: "O, that's nothing. I'll take it anyway if that is the defect you are advertising."

John's system must have been right to judge from the way he grew from his first wheelbarrow filled with merchandise. Grocers who are now talking a lot about the alleged shortcomings of the chains—and thereby handing said chains a lot of free advertising—might emulate the Wanamaker system with great advantage to themselves.

To have one's customers believe in him, depend on his word, feel safe on his representations is one of the greatest assets any merchant can possibly have.

Paul Findlay,

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 12th day of April, 1928.

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

In the matter of

FRED MARKS, 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 **Thursday, April 26, 1928**, at 2 p. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt, in the State Theatre Bldg., Kalamazoo, Michigan, all of the furniture, fixtures, equipment and tools of said estate, all of which is appraised at the sum of \$1,500.00. The Bankrupt operated a barber shop.

ABE DEMBINSKY,

Court Auctioneer.

M. N. KENNEDY, Custodian.

Kalamazoo, Michigan.

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In the matter of

GLADYS MILLER, Bankrupt

Notice is hereby given that pursuant to an order heretofore entered herein, I shall sell at auction and to the highest bidder, on **Friday, April 27th, 1928**, at 2 a. m., Eastern Standard time, at the premises formerly occupied by the Bankrupt, in the City of Eaton Rapids, Michigan, all of the stock, fixtures and assets of this estate scheduled by the Bankrupt to be of the approximate value of \$3,121.81. The property consists of furniture, tapestries, household furnishings, etc., with attendant fixtures.

ABE DEMBINSKY,

Court Auctioneer.

JOHN BUNKER, Custodian.

Eaton Rapids, 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.

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.

FOR SALE OR FOR RENT

Modern concrete and brick 2-story manufacturing building, with 7600 sq. ft. office space on second floor, located Dowagiac, Mich., on main line Michigan Central Railroad. Approximately 85,000 sq. ft. floor space. Write Beckwith Company, Dowagiac, Michigan.

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

GONE TO MEET HIS MAKER.

Death of D. H. Day, the Glen Haven Lumberman.

That there is much work to be done in the world for the uplifting of the community, for the promotion of public morals and for the betterment of conditions under which we live no one will deny, yet this work is resting on comparatively few shoulders. It is not that the public at-large does not realize that this work is to be done or that people in general are not anxious that it should be done. There is some salient weakness in human character that is responsible for this lack of aggressiveness that causes many to stand idle while the few are busy.

There are not many men who are lacking in good impulses, but there are many who fail to follow them. They feel a certain self-satisfaction that their own standards are correct but they fail utterly to assist in making their standards general. But in the business of life it is not enough for a man to mean well or think well—he must also do well. The times require not only principle but performance and the true man is the one who, having discovered for himself what he believes to be right, sets actively to work to assist as far as he is able in bringing about right conditions.

This slowness to engage in labor for the public good may be attributed to many causes, chief of all, most of us are so busy with our own affairs and our own welfare that we have little time to give to the welfare of others. To labor for the public is something that we purpose to do in the future; to labor for ourselves is something that we feel we must do now. The result is that much good that we might accomplish is indefinitely postponed and never becomes a fact. Our intentions are good, but nothing ever is accomplished by the mere intention.

It sometimes happens, however, that slowness to combat evil is due to lack of courage. We fear criticism, although we know that criticism will be undeserved. There are even times when work in behalf of public morals requires physical courage and there are few men who are ready to step into the breach and take part in an altruistic warfare in behalf of others. Under those conditions the good we may accomplish for the public seems very small when weighed in comparison with the harm we may do ourselves.

Occasionally, however, arises the figure of a man who dares to do right—who not only desires the enforcement of the laws, but who is willing to assist in that enforcement—a man who respects the rights of others in his own conduct and demands that others respect his rights in their conduct. Such a man courageously sets about this business of making the world better and endeavors to correct the evils that exist and to remove from the paths of others the temptation to future evil.

A telegram from D. H. Day, Jr., announces the death of his father David H. Day, at the family home in Glen Haven Monday noon. The funeral will be held at Glen Haven Friday afternoon. Mr. Day had been located at Glen Haven for fifty years, having es-

tablished himself in the sawmill business there in 1878. Up to a few months ago he owned 7,000 acres of cut-over lands. He recently sold 1,800 acres to the Charles Mitchell syndicate, but he still had 2,600 feet frontage on Glen Lake and five miles frontage on Lake Michigan. During the nearly fifty years he conducted his lumbering operations along the most approved forestry lines he acquired a comfortable fortune, reared and educated nine children, furnished employment to a large number of men and set the world a wonderful example of how lumbering could be so conducted—as to preserve young trees, which are now attaining considerable size. A drive through the Day forest is a liberal education in the science of forestry.

Mr. Day had many relics of the half century he had devoted to the exploitation of the Day forest. One of his most valued possessions was a wood burning locomotive which was manufactured in Ohio in 1878 and which did yeoman service all these years in transporting lumber from the mill to the yard and from the yard to the dock. It is still in good condition and is occasionally used to complete the work in which it has played so important a part.

Mr. Day would not have disposed of his holdings on Glen Lake for resort purposes but for the fact that the development of the resort would furnish employment for the fifty or more men who served him so long and faithfully in his prosecution of the lumber business. Mr. Day was always very solicitous about his employes and their material welfare.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 17—There does not appear to be any rush about openings navigation just yet. Thirteen inches of ice blocks the path at Six Mile Point, where two large tugs are working to get the steamer Eads lined down the river, ready to go when the opening comes. The Eads was the steamer which was caught in the freeze-up last fall and could not get away to discharge her cargo of 30,000 bushels of wheat. As the boat was leaking it was necessary to keep her crew at the pumps all winter. Water will be turned into the Sabin lock next Tuesday which will be in readiness after that date.

We got our share of the blizzard, which held full swing last Friday and Saturday, blocking some of the country roads and measuring about six inches of the beautiful in the city. The snow plows were kept busy, but the thaw and water on some of the country roads made slow work in opening the roads again.

The farmers around Pickford, following a meeting with representatives of the Civic and Commercial Association, have given formal approval to the Association plan for a cash crop campaign. A committee of Pickford business men and farmers will be organized within a few days and the campaign will be started.

A meeting is also being planned for Rudyard for Monday and Tuesday nights and at Brimley the early part of next week. District committees will be organized in each of these communities. An attempt will be made to raise more dairy cattle, sheep, flax, clover and other paying agricultural crops in Chippewa county. C. A. Wheelock, Secretary of the Chippewa County Agricultural Society, is one of the principal workers and can see where the farmers will meet with suc-

cess if they all get behind the campaign, which will mean a lot of money for Chippewa county.

The truest measure of a man's ability is the length of time it takes him to discover when he is wrong.

John Fehner, the well-known merchant at Raber, made a business call here last week, taking back a load of supplies. He reports the roads in fairly good condition.

Directors of the Lumbermen's National Bank of Menominee have authorized improvements to the bank property on Sheridan road amounting to \$75,000. The width of the building will be doubled, a modern vault will be installed, an outside lobby with bronze doors will be erected and a new directors' room, safety deposit department and booths will be created, with fixtures of marble and bronze and terrazzo floor.

A new \$100,000 company, known as the Standard Acceptance Corporation, and the first of its kind in the Upper Peninsula, has been organized at Hancock, for the purpose of handling trade acceptances covering automobiles, radios, oil heaters, lighting plants and other high grade merchandise.

Caution for spring drivers: When the locomotive whistles for the crossing, believe all you hear for once.

Dr. J. J. Griffin has returned from a year's vacation in California, where he has been recuperating. He will take up the office of city physician and health officer, which has been in charge of Dr. Cornell during Dr. Griffin's absence. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 17—Harvey A. Gish has returned from Cuba and the South and left last Saturday for Winnipeg, which will be his headquarters while he is covering the Canadian Northwest for the next four or five months. He has sold his home at 545 Gladstone avenue and purchased a new brick house in Riverside Gardens, overlooking the Sligh golf grounds. It is located at 2570 Foster Ave. His son, Russel, has retired from the employ of Freyling & Mendels and allied himself with one of the leading firms of landscape architects in Detroit. If Russell likes Detroit he will probably locate there permanently and Harvey will then pull up stakes in Grand Rapids and make his home with the son in Detroit.

G. J. Johnson, who has spent the winter at his palatial home in Los Angeles, plans to return to Grand Rapids for the summer. He is expected about May 1.

J. C. "Heck" Anderson (National Grocer Co.) is the proud father of a nine pound boy, born April 14. He will answer to the name of James Dudley.

W. A. Jack, Manager of the American Paper Box Co., has sold his wonderful home in the East shore of Reed's Lake to Charles M. Greenway, Manager of the Grand Rapids Press. The consideration is not stated, but is thought to be in the neighborhood of \$200,000. Before leaving for Europe in company with Dr. Wishart and other friends, he handed the Fountain street Baptist church a check for \$20,000 to be used in redecorating the church during the summer vacation and the East End Congregational church a check for \$10,000 to assist in the construction of a new edifice. In order to soften the disappointment of Mrs. Wishart in depriving her of the company of her husband during the summer, he presented her with a \$5,000 automobile. Mr. Jack is certainly very liberal in the use of his check book. He has never been known to turn a deaf ear to any worthy cause.

Noyes L. Avery, President of the Michigan Trust Co., has purchased a triple combination hose pumper and booster fire engine for use at his stock farm at Eastmanville. Delivery will be made about May 1. When the Dutch Reformed church at Coopersville burn-

ed about a month ago Mr. Avery sent his chemical engine equipment over from Eastmanville, which enabled his employes to save much adjoining property from destruction. His courtesy and thoughtfulness in matters of this kind are very highly regarded by his neighbors.

Wm. H. Hoops, formerly traveling salesman for W. J. Quan & Co., of Chicago, in Michigan territory, recently sailed from San Francisco on the President Taft for Honolulu, Yokohama, Hong Kong and the Philippine Islands. He will return by way of Seattle and expects to be gone about six weeks. Robert Dollar, President and founder of the Dollar Steamship Line, sailed on the same boat.

H. T. Stanton, formerly with Judson Grocer Co. and Lee & Cady, is now connected with the Michigan Securities Commission.

Alfred E. Wurzburg, of Grand Rapids, who was played up in the Tradesman last week as the leader of a band of forged check operators, has been apprehended and arrested at Erie, Penn., and is now in jail in that city. He is wanted in about a half hundred different cities as a fugitive from justice.

Local millers assert that Michigan farmers will profit this year in its wheat crop, as the crop is in good shape at this date, while wheat crops in Indiana, Ohio and some of the other states have been badly used by untoward winter conditions. Michigan wheat has become popular all over the State and is commanding higher prices now than wheat grown in some of the other states. The crop is pretty well sold up, however, and it is said that some of the Michigan mills depending on the Michigan crop will have to discontinue flour making until the new crop is harvested.

New Rules on Handling Edible Oils.

Grocers will be affected by certain rules which will be enforced by the Federal Trade Commission after May 1 with regard to "edible oils." The principle points covered in the new rules follow:

All edible oil other than olive oil shall be packed in standard size containers of full gallons, full quarts or full pints, and 7.7 lbs. will be considered the standard net weight per gallon. Olive oil shall be packed on the basis of 7.61 lbs. per gallon. (This rule is to provide against slack-filled containers.)

To sell edible oils in containers bearing labels on which appear names of oils other than the oil actually contained therein, or labels bearing pictures or symbols which have a tendency to mislead the public is condemned as unfair competition.

Packing edible oil for resale in odd-size containers simulating in size or shape standard-size containers known to the public to hold quantities of five full gallons, single full gallons, full half gallons, full quarts or full pints results in a deception and constitutes unfair competition.

Grocers should familiarize themselves with these rules and take steps to clear out of their departments any stock which is in violation of these rules. As stated, the rules will go into effect on May 1.

Six New Readers of the Tradesman.

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

Henry Koessel, Grand Rapids.
Glenn E. Oversmith, Grand Rapids
Earle Nelson, Rhinelander, Wis.
Hotel Waldron, Pontiac.
Geo. E. Clegg, Pontiac.
A. D. Hancock, Otsego.